

Accessible Tourism in Europe

High-level Conference, Brussels, 3-4 December 2013

Charlemagne building, De Gasperi room

Tuesday, 3 December 2013

Let's Go Accessible: in Tourism, in City Life

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| 08:00 – 09:00 | Participants' arrival and registration. Video projection: "Are you ready for Europe?" 2nd Prize Award winner Cannes Corporate TV & Media festival 2013. |
| 09:00 – 09:45 | Opening Speeches Mr Antti Peltomäki , European Commission, Deputy Director-General for DG Enterprise and Industry Mr Aurel Ciobanu-Dordea , European Commission, Director for Equality DG Justice Ms Gunta Anca , Vice-President of the European Disability Forum |



09:45 – 12:30

Forum Discussion

Session 1: Information and mobility. Planning the trip

Chaired by: **Ms Dovilė Juodkaitė**, President of the Lithuanian National Forum of the Disabled

Forum discussion with:

- **Mrs Meglena Kuneva**, Special Adviser on passenger rights to European Commission Vice-President, Siim Kallas, *“Are you aware of your passengers' rights?”*.
- **Mr Damien Birambeau**, J'accède, France, *“Finding accessible places through ICT”*.
- **Ms Danielle Breyer**, Ministry of the Middle Classes, Tourism and Housing, Luxembourg, *“Holistic approach to (accessible) tourism at national level”*.

11:00 – 11:10

Questions & Answers

11:10 – 11:25

Coffee Break

- **Mr Magnus Berglund**, Scandic Hotels' Accessibility Ambassador, *“Improving services for accessible accommodation: the example of Scandic hotels”*.
- **Ms Susanna Laurin**, Funka Nu, Sweden, *“Web based tourism and accessibility guides”*.

12:10 – 12:30

Questions & Answers

12:30 – 14:00

Lunch

14:00 – 15:45

Forum Discussion

Session 2: Local areas and services in challenging areas. Enjoying the local area

Chaired by: **Mr Johan ten Geuzendam**, European Commission, DG Justice, Head of Unit for Rights of persons with disabilities

Forum discussion with:

- **Ms Maria Orejas-Chantelot**, European Foundation Centre, Brussels, League of historic and accessible cities.
- **Mr Enrique Varela**, Fundación Tecnológica Social, Spain, *"Travelling with disabilities in cultural routes - Initiatives in Mobile technologies for the personal independence: CULTWAYS and The Satellites' Way"*.
- **Mr Vassilis Kostopoulos, Mr George Sotiriadis and Mr Ignatios Fotiou**, University of Patras, Department of Mechanical Engineering & Aeronautics, Tobeia Ltd, Greece, *"Enabling autonomous access to the beach – swimming by Seatrac"*.
- **Mr Andreas Andersen**, International Association of Amusement Parks and Attractions (IAAPA), *"Amusement Parks and Attractions: Integrating Accessibility for a better User Experience"*.
- **Mr Frédéric Roussel**, Disneyland Paris, Guest Accessibility Service, *"Disneyland Paris Accessibility Program"*.

15:45 – 16:15

Questions & Answers

16:15 – 17:00

Coffee break/Preparation for the Access City Award Ceremony

17:00 – 18:00

Ceremony

Access City Award

The winning city of the Access City Award 2014 will be announced at a special ceremony during the conference. The two other finalist cities of the competition will also be honoured.

At the presence of **Ms. Viviane Reding**, European Commission, Vice-President



Wednesday, 4 December 2013

Europe Ready for You

08:00 – 09:00 Participants' arrival and registration.

09:00 – 09:30 **Opening Speeches**

Mr Zoltán Somogyi Executive Director for Member Relations and Services at the World Tourism Organization (UNWTO)

Ms Rosa Estarás Ferragut, Member of the European Parliament, Committee for Transport and Tourism

Video projection: "CALYPSO, everybody deserves a break"

09:30 – 10:20 **Forum Discussion**

Session 3: Unlocking the potential of Accessible Europe. Driving growth at national and local level.

Chaired by: **Mr. Ivor Ambrose**, European Network Accessible Tourism (ENAT)

Forum discussion with:

- **Mr Jesús Hernández Galán**, Organización Nacional de Ciegos Españoles (ONCE). *"Tourism for all in Spain: from positive branding to record-breaking travel flows"*.
- **Mr Marino Finozzi**, Minister of Tourism and International Trade, Veneto Region. *"The economic impact of Accessible tourism in Veneto"*.
- **Mr Ross Calladine**, Visit England. *"Challenges and opportunities in developing accessible destinations in England"*.

10:20 – 11:00 **Questions & Answers**

11:00 – 11:30 **Coffee Break**

Video projection: "EDEN Winner Destination 2013"



11:30 – 12:00

Forum Discussion

Session 4: Barrier-free tourism for success: how they did it?

Chaired by: **Mr. Roberto Vitali**, President Village 4All

Forum discussion with:

- **Mr Marco Pizzio**, Italian Association for Multiple Sclerosis (AISM) and "Italy without Barriers". *"Tuscany for All"*
- **Mr Florian van der Bellen**, Kaunertal Tourismus Austria, EDEN winner 2013. *"Alpine glacier experiences with no "ifs" and "buts"*
- **Ms Beatrice Vio**, London 2012 Paralympics Torchbearer and 2013 Wheelchair World Fencing Champion

12:00 – 12:30

Questions & Answers

12:30 – 14:00

Lunch

14:00 – 14:30

Forum Discussion

Session 5: Unlocking the potential of Open Europe. Accessibility beyond disability

Chaired by: **Mr Greg Richards**, ATLAS

Forum discussion with:

- **Ms Christin Prange**, Transromanica e.V. *"Making heritage more accessible to tourists through modern ICT: the e-Create case study"*
- **Mr David Grevemberg**, CEO of Glasgow 2014 Commonwealth Games. *"Glasgow 2014 Commonwealth Games: how can destination Europe benefit?"*

Panel interventions by:

Mr Karel Bartak, Commission Directorate-General for Education and Culture

Mr Patrick Torrent, Deputy Director of the Catalan Tourism Board, NECSTouR Founding Member

14:30-15:15

Questions & Answers



15:15 – 15:45

Forum Discussion

Session 6: Removing non-physical barriers to travel

Chaired by: **Mr Michel De Blust**, European Travel Agents and Tour Operators Association (ECTAA)

Forum discussion with:

- **Mr Marco Digioia**, Cruise Lines International Association (CLIA) Europe. *Visas and regulatory barriers to tourism: the case of the cruise industry*
- **Mr Robert Mathiak**, Unit for Consumer and Marketing Law, European Commission, Directorate General for Justice, *Tourists and the web: the revision of the Package Travel Directive*

Panel interventions by:

Mr Pedro Ortún, Director, Commission Directorate-General for Enterprise and Industry

Ms Monique Goyens, Director-General, BEUC

Mr Jonas Neihardt, Senior Vice-President Government Affairs, Hilton Worldwide

15:45-16:30

Questions & Answers

16:30 – 17:00

Conference Conclusions

Mr Antonio Tajani, Vice-President of the European Commission

Mr Carlo Fidanza, Member of the European Parliament, Committee for Transport and Tourism