



Annual Report

2010

Working together to make tourism in Europe
Accessible for All

ENAT: Annual Report 2010

Further information about ENAT is available on the Web at:

www.accessibletourism.org

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This Report can be downloaded in PDF format from the ENAT Website:

<http://www.accessibletourism.org/?i=enat.en.annual-reports.1156>

(Only ENAT Members can view or download the report after logging in to the site).

ENAT's Mission Statement

The mission of the European Network for Accessible Tourism is to make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.

- ENAT aims to achieve this by bringing together sector actors to share their experience, learn from each other and collaborate.
- ENAT promotes wider awareness and understanding of the need for accessibility in all areas of travel and tourism throughout Europe.
- ENAT supports the development and spread of good policies and practices.
- ENAT works to develop knowledge and expertise on accessibility issues in the European tourism field.
- ENAT provides a platform for those who support accessibility in tourism, and a representative voice towards European and national institutions and organisations whose actions have a direct influence on the tourism sector.

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1. Membership

Total membership of ENAT asbl on 31.12.2010 stood at 173 members. These included:

- 17 Full Members,
- 7 Honorary Associate Members
- 150 Associate Members.

Total 174

The Full Members:

ENAT Board members and Seconders

- Lilian Müller, Access Sweden, Sweden (President)
 - Nils-Arvid Andersson, Vellinge Municipality, Sweden
- Jesús Hernández Galán, Fundación ONCE, Spain (Vice-President)
 - Mercé Luz, Fundación ONCE, Spain
- Spyros Michailidis, EWORX S.A., Greece (Vice-President)
 - Tilia Boussios, EWORX S.A. Greece.
- Mieke Broeders, ENTER vzw., Belgium (Secretary)
 - Soele Kerckhofs, ENTER vzw., Belgium
- Cléon Angelo, ANLH asbl, Belgium (Treasurer)
 - Stéphanie Hermans, ANLH asbl, Belgium
- Ivor Ambrose, Greece (Managing Director)
 - Katerina Papamichail, Greece
- Eleni Strati, Disability Now, Greece
 - Anna Evangelinou, Disability Now, Greece
- Richard Wynne, Work Research Centre, Ireland,
 - To be decided
- Angelika Laburda, IBFT, Austria,
 - Simon Laburda, IBFT, Austria
- Annagrazia Laura, Consorzio Sociale COIN, Italy (from May 2010)
 - To be decided

Other Full Members (showing dates of approval and admission as Full members)

- TURSAB, Turkish Association of Travel Agents (May 2009, Adm. May 2010)
- Aitziber Zubillaga, GRUPO ADAPTA, Spain (May 2010, Adm. May 2011)
- Alberto Manzo, CPD TURISMABILE, Italy (May 2010, Adm. May 2011)
- Ana Garcia, Accessible Portugal, Portugal (May 2010, Adm. May 2011)
- Nadia Bravo, ISiTT, Italy (May 2010, Adm. May 2011)
- Paulo Cornelio, Institute Carlo Besta, Italy (May 2010, Adm. May 2011)
- Costantino Gallo, Agenzia regionale socio sanitaria del Veneto, Italy (May 2010, Adm. May 2011)

The 7 Honorary Members:

- Marina Diotallevi, UN World Tourism Organisation
- Dr. Scott Rains, USA
- Mr. Bill Ishmael, UK
- Imma Bonet, Design for All Foundation, Spain

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- Mr. Mohammed Al-Tarawneh, UN Committee, Convention on Rights of Persons with Disabilities
- Betty Dion, GAATES – Global Alliance on Accessible Technologies and Environments
- Charlotte Hermans, BITS – Bureau International de Tourisme Social. (OITS)

In addition to the Members, the *European Commission Unit for EU Integration of People with Disabilities, DG Employment, Social Affairs and Equal Opportunities* received **Observer Status** with ENAT in 2008. This status was continued in 2009 and 2010.

Of the 150 Associate Members, 71 were from Sweden. 69 of the Swedish members were ENAT Associate Members under the group membership agreements with the national *Access Sweden*.

The group membership agreement is available to any national or regional organisation that wishes to enrol its members in ENAT. In addition to the membership fee, an annual lump sum is paid as a subscription fee covering all the members, thus saving money for the individual subscriber and giving the full benefits of ENAT membership to each member. This subscription scheme is therefore recommended for national NGOs and larger membership organisations.

A large majority of ENAT Members are private businesses. Others include public authorities, publicly-owned attractions, social cooperatives, foundations, national and international non-governmental organisations, education and training institutes and providers of consultancy and other professional services.

The following tables present the lists of Members and countries at 31.12.2010.

Table 1. ENAT Honorary Members, 2010
(7 members)

No.	Name	Organisation	Country
73	Diotallevi Marina	World Tourism Organisation (UNWTO)	Spain
260	Ishmael Bill	Private	United Kingdom
511	Rains Scott	The Rolling Rains Report	United States
551	Bonet Imma	Design for All Foundation	Spain
685	Dion Betty	Global Alliance on Accessible Technologies and Environments (GAATES)	Canada
686	Al-Tarawneh Mohammed	United Nations	Jordan
715	Hermans Charlotte	BITS - Bureau International de Tourisme Social	Belgium

Table 2. Full Members and Associate Members, 2010
(17 Full members and 150 Associate members = 167 Members)

No.	Name	Organisation	Country
3	Argyro Kazaki	EWORX S.A.	Greece
39	Spyros Michailidis	EWORX S.A.	Greece
72	Evangelia Mantzikou	EWORX S.A.	Greece
90	Tilia Boussios	EWORX S.A.	Greece
93	Evi Kostakou	EWORX S.A.	Greece
4	Ambrose Ivor	IVOR AMBROSE Technical Services	Greece
27	Littman Jenny	Tourism for All	United Kingdom

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No.	Name	Organisation	Country
377	Brian Seaman	Tourism for All	United Kingdom
36	Yucel Sunay	TURSAB - The Association of Turkish Travel Agencies	Turkey
621	Gunnur Ozalp	TURSAB	Turkey
622	Hakan Himmetoglu	TURSAB	Turkey
623	Gamze Cicek	TURSAB	Turkey
624	Ela Atakan	TURSAB	Turkey
42	Papamichail Katerina	Individual	Greece
46	Herman Stephanie	ANLH	Belgium
98	Cléon Angelo	ANLH	Belgium
57	Lilian Müller	Access Sweden	Sweden
58	Sanchez Maria Jose	Vía Libre (Fundosa Accesibilidad, S.A.)	Spain
517	Pilar Soret	Via Libre (Fundosa Accesibilidad, S.A.)	Spain
110	Angelika Laburda	IBFT - Infoplattform Barrierefreier Tourismus	Austria
528	Simon Laburda	IBFT - Infoplattform Barrierefreier Tourismus	Austria
115	Richard Wynne	Work Research Centre	Ireland
743	Jeffares Isabelle	Work Research Centre	Ireland
143	Neumann Peter	NeumannConsult	Germany
145	Juan Francisco Maranon	Tusodi CIA – Ecuador for All	Ecuador
153	Boerjesson Klara	West Sweden Tourist Board	Sweden
155	Olsen Aina	The Delta Centre, Norwegian Directorate for Health	Norway
176	Annagrazia Laura	COIN Soc. Coop. Sociale Integrata	Italy
645	Maurizio Panzironi	COIN - Tandem	Italy
269	Allegra Paolo	Architectural Bureau "Allegra & Partners "	Italy
271	Muller Dieter	Turism för alla i Sverige ek för	Sweden
300	Zubillaga Aitziber	GRUPO ADAPTA	Spain
358	Berglund Magnus	Scandic Hotels AB	Sweden
381	Alepis Sophocles	Paraplegics Association of Greece	Greece
398	Vicens Carolina	Mallorca for All	Spain
408	Navarro Susana	Adaptamos Group	Spain
416	Isabella Steffan	Studio Steffan	Italy
403	Mercé Luz	Fundacion ONCE	Spain
423	Hernandez Galan Jesus	Fundacion ONCE	Spain
479	Sonia Garcia Fraile	Fundacion ONCE	Spain
451	Lisney Eleanor	Connect Culture	United Kingdom
452	Nils-Arvid Anderson	Vellinge Municipality	Sweden
741	Wargren Maria	Vellinge Municipality	Sweden
471	Stefan. Krusche	Individual	Germany
474	Zwart Hans	Friesland College, Hospitality & Tourism	Netherlands
482	Manzo Alberto	Turismabile	Italy
519	Bert van Driel (deceased, 2010)		Belgium
534	Lenz Anja	Blue Bird Reisen	Austria
579	Culture and Leisure Swiss Paraplegics Association	Schweizer Paraplegiker-Vereinigung	Switzerland
587	Jordi Secall	Agencia Catalana Turismo	Spain
604	King Sheila	Australia For All Alliance Inc	Australia
609		Viajes 2000	Spain
650	Cornelio Paolo	Neurological Institute Carlo Besta IRCCS Foundation	Italy
651	Ostruzskova Ilona	KAZUIST, spol. s r.o.	Czech Republic

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No.	Name	Organisation	Country
670	Tecchio Silvia	CPD - Consulta per le persone in difficoltà	Italy
689	Calladine Ross	VisitEngland	United Kingdom
694	Janczewski Dirk (deceased, 2010)	bft - barrier-free-tourism.eu	Germany
696	Bravo Nadia	Istituto Italiano per il Turismo per Tutti	Italy
698	Rhodda Sandra	Access Tourism New Zealand	New Zealand
705	Smikac Hartmut	Private	Germany
717	Calvillo Mazarro Manuel	FEJIDIF	Spain
725	Ana Lynce Amaral	INATEL Foundation	Portugal
730	Abselam Hamed Sohra	FEDERACION PROVINCIAL DE ASOCIACIONES DE PERSONAS CON DISCAPACIDAD FISICA Y ORGÁNICA (FEJIDIF)	Spain
732	Walsh Caroline	AMCAI and University of Kent	United Kingdom
737	RUIZ FERDINAND	INSTITUTO DE PROMOCIÓN TURÍSTICA DE CASTILLA-LA MANCHA	Spain
738	Ana Garcia	Accessible Portugal	Portugal
740	Vaslamatzis Nikos	EWORX S.A.	Greece
750	Strati Eleni	Disability NOW	Greece
298	Anna Evangelinou	Disability NOW	Greece
756	Forrester Bill	Travability	Australia
758	Palmer Diana	IDEAS NSW	Australia
763	Dupont Florie	Toegankelijkheidsbureau vzw	Belgium
764	Gallo Costantino	Agenzia regionale socio sanitaria del Veneto	Italy
766	Fenneken Spaan	Toegankelijkheidsbureau	Belgium
754	Chrysis Michaelides	European Social Forum of Cyprus	Cyprus
797	Veroniek Maat	Access Tourism Netherlands	Netherlands
794		Fond. Calvia	Spain
803	Rafael Teixeira de Castro	Individual	Brazil
806	G Paredes Alvarez	Viajeros sin Limite	Spain
789	Danny Silva	Snowpolis	Finland
790		Assoc. Salvador	Portugal
802	Selvakumar	Individual	Sweden
805	Nicolas Marchal	Marchal Travel Concept	Switzerland
810	Dimitar Dimitrov	Ne Spiray	Serbia
811	Greet Vandenrijt	Toerisme Vlaanderen	Belgium
822	Pieter Ghijssels	Toerisme Vlaanderen	Belgium
819	Christel Clausen	Handitours	Denmark
823	M Haubart Madsen	Skagerrak Tours	Hungary
826	Marios Chanakas	Cyprus Tourism Organisation	Cyprus
825	Kari Neeme	HTS Travel Accessible Estonia	Estonia
829	Keith Bright	Individual	UK
834		Fundacion Handisport	Spain
836	Damien Birambeau	Individual	France
839	Chin Tseling	Accessible Taiwan	Taiwan
835	Amanda Warrender	Accessible Tourism Association	Turkey
844	Maria Bondar	Liberty Ltd. Travel Company for Disabled	Russia
845	Margaret Tokarska	Accessible Poland	Poland
850	Lyne Menard	Kéroul	Canada

(98 members)

plus

Swedish Associate Members (Group members of Access Sweden / EQUALITY)

	Affiliation	Organisation or Name	Country
	EQUALITY	Askersunds kommun (Turistbyrån, Grönön)	Sweden
	Access Sweden	Askersunds Skärgårdstrafik	Sweden
	EQUALITY	Assistansia	Sweden
	EQUALITY	Astrid Lindgrens Värld	Sweden
	Access Sweden	Biosfärområdet Vattenriket Kristianstad	Sweden
	EQUALITY	BK Trippel	Sweden
	Access Sweden	Borgholms Kommun (Borgholms slott)	Sweden
	EQUALITY	Brink, Marie	Sweden
	EQUALITY	Café Tannerfors Slussar	Sweden
	EQUALITY	Comfort Hotel Malmö	Sweden
	EQUALITY	Eslövs kommun (Hälsans Stig)	Sweden
	EQUALITY	Falsterbo Kursgård	Sweden
	Access Sweden	Familia Köpcentrum	Sweden
	EQUALITY	Friede, Torbjörn	Sweden
	EQUALITY	Furuboda	Sweden
	Access Sweden	Halltorps Gästgiveri	Sweden
	EQUALITY	Handikappoolen i Gnosjö	Sweden
	EQUALITY	Hilton Slussen	Sweden
	EQUALITY	Hotel Gothia Towers	Sweden
	EQUALITY	Hotel Liseberg Heden	Sweden
	EQUALITY	Hotel Åhusstrand	Sweden
	EQUALITY	Hotell Erikslund	Sweden
	EQUALITY	Hotell Mörby	Sweden
	Access Sweden	Hotell Norra Vättern	Sweden
	Access Sweden	Hotell och Restaurangfacket, Sverige	Sweden
	EQUALITY	Isaksson, Rasmus	Sweden
	EQUALITY	Junibacken	Sweden
	EQUALITY	Jägersbo	Sweden
	EQUALITY	Kolmårdens Djurpark	Sweden
	EQUALITY	Konsum Askersund	Sweden
	EQUALITY	Landskapet JO	Sweden
	EQUALITY	Landskrona kommun (Tycho Brahe muséet)	Sweden
	EQUALITY	Livslyckans Vandrarhem Karlsborg	Sweden
	EQUALITY	Lunds Domkyrka	Sweden
	EQUALITY	Länsstyrelsen Kalmar (ottenby Naturreservat)	Sweden
	Access Sweden	Malmfältens folkhögskola	Sweden
	Access Sweden	Müller, Dieter	Sweden
	EQUALITY	Müller, Lilian	Sweden
	EQUALITY	Nynäsgården	Sweden
	EQUALITY	PerOlof gården	Sweden
	Access Sweden	Quality Hotel Halmstad	Sweden
	EQUALITY	Radszka, Adolf	Sweden
	EQUALITY	Ransbergs Herrgård	Sweden
	EQUALITY	Riksantikvarieämbetet (Glimmingehus, Gamla Uppsala Museum)	Sweden
	EQUALITY	Scandic Segevång	Sweden

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	Affiliation	Organisation or Name	Country
	EQUALITY	Scandic Skellefteå (Expolaris kongressanläggning)	Sweden
	EQUALITY	Skånes Djurpark	Sweden
	Access Sweden	Sonjas Camping	Sweden
	EQUALITY	Stallyckan /Jeanette Kobilsek	Sweden
	EQUALITY	Stiftelsen Skånska Strövområden	Sweden
	Access Sweden	Stiftsgården Rättvik	Sweden
	EQUALITY	Svenska EQUALITYUALITY	Sweden
	EQUALITY	Svenska Mässan	Sweden
	EQUALITY	Säfsen Resort AB	Sweden
	EQUALITY	Södervärns Sjukvårdsbutik	Sweden
	EQUALITY	Toppengallerian	Sweden
	EQUALITY	Tosselilla Sommarland	Sweden
	Access Sweden	Trafikverket (Banmuséerna Ängelholm och Gävle)	Sweden
	EQUALITY	Turism för alla i Sverige	Sweden
	Access Sweden	Utsikten Hotell & Konferens, Nynäshamn	Sweden
	EQUALITY	Vellinge kommun	Sweden
	EQUALITY	Väla Centrum	Sweden
	EQUALITY	Västernorrlands läns landsting (Österåsens hälsohem)	Sweden
	EQUALITY	Växjö Konserthus	Sweden
	EQUALITY	Åre Continental Inn	Sweden
	EQUALITY	Ängavallen	Sweden
	EQUALITY	Äppelrums Lantgård	Sweden

(69 Group Members)

2. ENAT Strategy and Activities

The **Second ENAT Workplan**, covering the period 2008 – 2009, was approved by the ENAT Board at the Second Board Meeting on 7-8 May 2008.

The Workplan is published at: <http://www.accessibletourism.org/?i=enat.en.workplan>
Note that Links on the above webpage lead to completed documents or references, where appropriate.

The activities conducted by ENAT in 2010 were a continuation of the 2008 – 2009 Workplan, as the third Workplan for 2010 – 2014 was not finalised or approved during 2010.

2.1 ENAT Strategy and Workplan 2010 to 2014

Main points of the strategic plan for 2010 – 2014 were discussed in the ENAT Board meeting in Vienna, October 2009, in preparation for the Third ENAT Workplan 2010 to 2014.

A draft Strategy and Workplan document was prepared for the ENAT Board Meeting in May 2010 but the document was not completed or approved within 2010.

A revised document is submitted with this report, with a proposal for the *ENAT Strategy and Workplan 2011 to 2014*. This document will be discussed and submitted for approval at the ENAT Board Meeting in Brussels on 18 May 2011.

2.2 Network Activities

2.2.1 ENAT National Co-ordinators' Activities

Main activities of National Coordinators and Board Members are listed below. (See also Section 4, "Events").

Austria (IBFT)

- National event held in Innsbruck, December 2010.
- Angelika Laburda attended international and EU events, speaking and representing ENAT.

Belgium Flanders (ENTER)

- Presentation of ENAT activities at corporate and research meetings in Belgium.
- Active in Leonardo project, ETCAATS (*European Training Certificate. Access for All in the Tourism Sector*).
- Hosted ENAT AGA and Board Meeting in Leuven, May 2010.
- Participated in Spanish EU Presidency Conference on Disability, May 2010.

Belgium Wallonia (ANLH)

- Participated in and successfully completed CETA project (*Competitiveness for a European Tourism for All*);

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- Active in Leonardo project, ETCAATS.
- Management of ENAT accounts and membership payments throughout 2010.

Greece (Disability Now)

- Presented ENAT flyers at the AUTONOMIA EXPO, May 2010. Contributed articles to ENAT website (Greek edition).
- Disability Now and EWORX are active in Leonardo project, ETCAATS.
- EWORX maintained and developed ENAT website throughout 2010.
- Ivor Ambrose represented ENAT in international events (see EVENTS, below).

Ireland (WRC)

- Presentation of ENAT activities at corporate and research meetings in Ireland.
- Active in Leonardo project, ETCAATS.

Italy (COIN)

- Annagrazia Laura presented ENAT activities at corporate and research meetings in Italy.
- Contributed on behalf of ENAT to EU Calypso Meetings in Rome and Romania.
- Active in Leonardo project, ITTI (in which ENAT participates as a dissemination partner).

Spain (F.ONCE)

- Presentation of ENAT activities at corporate meetings in Spain.
- F.ONCE organised, funded and managed the 3rd International Tourism for All Congress held in Valladolid in November 2010. The Congress was attended by over 200 delegates from Europe, Asia, Australasia, Africa and North and South America.
- F. ONCE also attended several national and international events, promoting ENAT.

Sweden (ACCESS SWEDEN, Lilian Müller)

- Participated in and successfully completed CETA project.
- Led Leonardo project, ETCAATS.
- Presented ENAT at a regional tourism workshop, Sörmland/Sweden 1 March
- Presented ENAT at TUR, tourism fair of Gothenburg and national tourism business day March 24-26
- Presented ENAT at Promotion Boat (Region of Örebro), October 23-25
- Presented ENAT at Regional Tourism Conference, South Lapland, Dec 3
- Presentation of ENAT in 25 meetings with Swedish cities and municipalities, Jan-Dec 2010
- Attended several international events, speaking on behalf of ENAT. (See later section: **EVENTS**.)

2.3 ENAT Fund-raising, Sponsorship and Recruitment

The sources of funding for the ENAT association are:

- Membership fees
- Sponsorship and donations
- Income from consulting work conducted by members on behalf of the association
- Project funding.

In 2010 membership fees and project income contributed to ENAT's budget.

The **ENAT Financial Report 2010** is shown in a separate document.

Plans for fund-raising are included in the draft ENAT Strategy and Workplan 2011 – 2014.

2.4 Recruitment

One of the key functions of ENAT is to act as a point of reference, not only for its members, but also for organisations around the world that are working towards a common vision of accessible tourism for all. The ENAT Board considers proposals for Honorary Membership to be given to persons and organisations that share ENAT's objectives and can make a positive contribution to carrying out ENAT's mission.

No Honorary Members were nominated or appointed in 2010.

2.4.1 Open Call for New National Coordinators

The Open Call for new national coordinators, published in summer 2008 re,maind open in 2010, at:

<http://www.accessibletourism.org/?i=enat.en.applytobecomeanenenatnationalcoordinator>

In order to ensure that National Coordinators have the support of members in their country or region, the ENAT Board decided in 2009 that new Coordinators (candidates) should, as a matter of principle, seek the support of their peers through a fair and democratic ballot of all ENAT members in their country or region. The arrangement of this procedure would be left to the members themselves to carry out.

Furthermore, it was decided by the ENAT Board that the Board will only confirm the status of a National Coordinator AFTER such a ballot has been reported to the Board, confirming that support is given to the winning candidate. In exceptional circumstances, on the recommendation of the ENAT members in a given country or region, the ENAT Board may decide to appoint more than one ENAT National Coordinator.

2.4.2 Full Membership Candidates

Several Associate Members made a formal request to become Full ENAT Members in 2009-10. This is the first step towards possible nomination as National Coordinator.

The following organisations were accepted for approval by the AGA by a decision of the ENAT Board in May 2010.

- *Accessible Portugal*, Portugal.
- *Is/ITT - Istituto Italiano per il Turismo per Tutti*, Italy
- *CPD Consulta*, Italy
- *Grupo Adapta*, Spain
- *Carlo Besta Institute*, Italy
- *Agenzia regionale socio sanitaria del Veneto*, Italy
- *COIN Soc. Coop. Sociale Integrata*, Italy

3. ENAT Publicity and Outreach

3.1 ENAT Web Portal Development

In 2010 the ENAT portal continued to provide the features and services which were developed in 2006 - 2008 by EWORX S.A. Some additional (back-office) features and improvements were implemented in connection with upgrades of the "TOOLIP" Web Content Management System (CMS).

A Facebook webpage (<https://www.facebook.com/accessibletourism>) and Twitter page (<http://twitter.com/#!/EUaccessstourism>) were launched in 2010 in order to spread the name of ENAT and report our activities more widely.

3.1.1 Regional websites

The ENAT portal appears in English, French and Greek editions. During 2010 the English ENAT site was updated regularly; on average at least once a week. The French and Greek editions were updated less frequently. These latter editions need a more active editorial policy and more regular updating.

3.1.2 e-Bulletin

A semi-automated emailing system, adopted in 2009 (www.mailchimp.com), continued in use in 2010. This system allows e-Bulletins to be distributed via direct emailing to ENAT Members and stakeholders. Using Mailchimp, content is aggregated in an email containing links to original articles on the ENAT website. The system monitors how many recipients open their emails and which links are 'clicked'. This has proved useful for eliminating non-active emails and identifying what kind of content is most likely to be read. The system cost around € 20 per month during the first 11 months of 2010 but became free of charge from November 2010 (for lists of less than 1,000 subscribers).

3.1.3 On-line Resource Centre

Is available in English with News, Publications, Links, Projects, Good Practices, etc.
See: <http://www.accessibletourism.org/?i=enat.en.resources>

The ENAT website received an average of about 3770 visitors per month in 2010. There were over 128,000 page views. This compares with averages of 3,000 visitors per month in 2009 and 2,500 per month in 2008. Average number of page views in 2010 was 2.3 and average time on site was 2:57 minutes.

The main English web pages included over 1075 items (unique pages) by the end of in 2010, up from 740 pages in 2009.

As reported in 2008 and 2009, although “passive” usage of the website (*i.e. reading and downloading documents*) is fairly strong, “active” usage (*ENAT members adding their own content*) is still very weak, also in 2010. The Website CMS allows ENAT Members to upload their own content using pre-loaded templates but this has only been used very rarely by National Coordinators and a few Associate Members.

The web pages also allow ENAT members to post Comments on published items. However, this function is also hardly used (less than 5 comments per year).

It is possible that rather than having nothing to say, ENAT members do not typically use their login when browsing the site. This inevitably reduces both the amount of content they can view and the use of the interactivity features - which is only possible when logged in. This lack of interaction seems to call for further investigation.

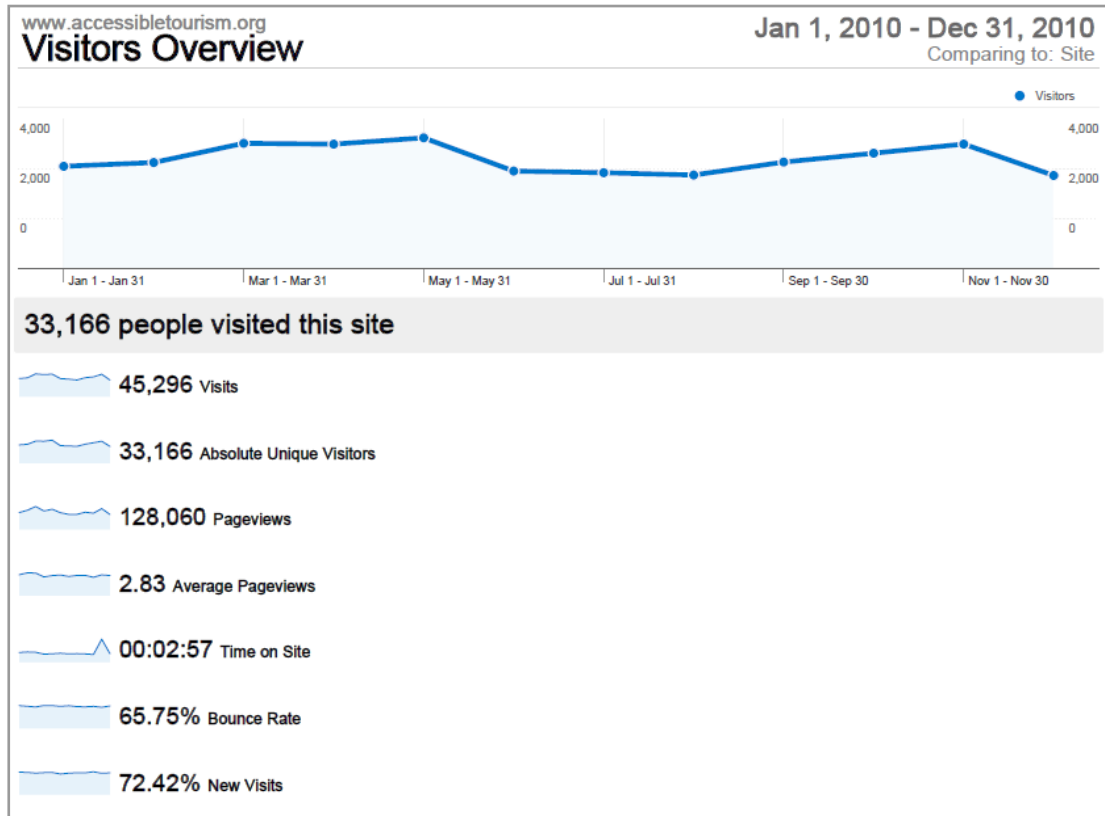
A member survey focussing on website usability should be carried out during 2011 (as suggested originally in the ENAT Annual Report of 2009).

Again in 2010, as in 2009, using “Google” search for the phrase “*accessible tourism*” consistently lists www.accessibletourism.org as the first placed website, making it the most “visible” global site on the Web addressing this subject.

The following extract from “Google Analytics” shows a summary of site visitor usage from January to December 2010.

Jan. 2,753 Visits

Dec. 2,507 Visits



3.2 ENAT Print Publications

3.2.1 Publicity Leaflets

In addition to the existing Flyers in English and Greek, new editions in Swedish, Italian, Spanish and German were published in 2010.

3.2.2 ENAT Code of Good Conduct Commitment Label

The ENAT Code of Good Conduct was launched at the ENAT International Congress in Vienna on 1st October 2009. At this event ENAT President Lilian Müller gave the first Good Conduct certificates and labels to 27 ENAT Members and Honorary Members.

In 2010 the Code was signed by more than 40 Associate Members.


Businesses and organisations that sign up to the Code receive a commitment label and certificate recognising their efforts to promote accessible travel and tourism.

- The ENAT Code of Good Conduct is *the first and only international labelling scheme for the promotion of ethical business standards in Accessible Tourism for All.*
- The Code consists of 8 guiding principles which businesses and organisations follow, so as to make travel and tourism accessible for all

visitors who experience access difficulties. These customers may need better access and services due to disability, long-standing health problems, age-related conditions or other temporary or permanent personal conditions which restrict their access.

- The guiding principles of the Code are based on the objectives of ENAT, (as contained in the [Association's statutes](#)), and also on sound and ethical business practices which enhance accessibility, sustainability and the quality of customer service.

Details of the Code of Good Conduct commitment label and how to obtain it are published on the ENAT website at: <http://www.accessibletourism.org/?i=enat.en.enat-code-of-good-conduct>



Certificate

ENAT Code of Good Conduct

The European Network for Accessible Tourism (ENAT) Code of Good Conduct is an international commitment label and certification scheme for businesses and organisations, recognising their efforts to make travel and tourism accessible for all.

Name of Organisation: _____

Country: _____

ENAT Member number: _____

First year of registration: _____

SAMPLE


Our Commitment:

- ✓ **Recognition of equal rights:** We recognise that all people have the right to enjoy tourism, whatever their background or abilities, and we work to promote this right in our activities.
- ✓ **Personal attention:** We welcome all customers and make it our priority to meet their individual needs.
- ✓ **Removing and preventing access barriers:** We are committed to planning and carrying out improvements to our infrastructure, products, services and information, using a 'design-for-all' approach, in order to remove or minimise access barriers and contribute to sustainable and accessible tourism for all.
- ✓ **Improving our knowledge, competences and skills:** We follow recognised "good practices" and guidance for tourism accessibility provided by ENAT, and we are committed to continual staff training which takes into account respect for human diversity and disability awareness, ensuring that all customers are welcomed and served appropriately.
- ✓ **Monitoring:** Our organisation ensures that customer services are monitored and access is improved as far as possible, within our financial means.
- ✓ **Our suppliers:** Wherever possible, we work with suppliers who also recognise and respect the principles contained in the ENAT Code of Good Conduct.
- ✓ **Complaints handling:** Our organisation has a complaints procedure available to customers so that they may report their possible dissatisfaction with our advertising, information, facilities or services. All complaints are handled promptly and fully.
- ✓ **Management responsibility:** We regard good access for all visitors as part of our wider Social Responsibility. Our management team includes a resource person who is responsible for accessibility matters and who can be contacted by staff and clients.

Name: _____ Position: _____

Email: _____ Telephone: _____

Signature: _____ Date: _____



European Network for Accessible Tourism
ENAT 2009
www.accessibletourism.org
CODE OF GOOD CONDUCT

The ENAT Code of Good Conduct Label and Certification Scheme is exclusive to Members of the European Network for Accessible Tourism. For more information, visit: www.accessibletourism.org

4. Events Programme

ENAT Board Members have represented ENAT during 2010 at major national and international events, as follows:

Table. List of Events in 2010 with ENAT participation

Event, link, date and place	ENAT Speaker-Representative
Annual general meeting of Design for all Foundation, Barcelona, 24-27 February	Lilian Müller
ITB Berlin, Special Workshop, 11-12 March	Lilian Müller
Eurocities working group meeting Barrier-free cities for all, Berlin; 10 March	Lilian Müller
Third EU Calypso Meeting Facilitating Exchanges in Cross-Border Social Tourism, 6-7 May, Baile Felix, Romania.	Annagrazia Laura
17th European Congress. European Society of Physical and Rehabilitation Medicine, 27 May, Venice	Angelika Laburda
Competitiveness for European Tourism for All - CETA International Conference, 27 – 29 May, Falsterbo, Sweden	ENAT - CETA project members
Presentation on Accessible Tourism on behalf of ENAT at the Spanish EU Presidency Disability Conference, Zaragoza.	Ivo Konings, Board member of ENTER vzw.
Development of Tourism for All - International Congress, Alba, Italy; 10-12 June	Lilian Müller, Ivor Ambrose, and ENAT Associate members
Working group meeting, Eurocities Barrier Free City for all, June 21	Lilian Müller
4th Workshop "Pre-BITS World Congress": Accessible Tourism, Ferrara, Italy	Ivor Ambrose
Easy Access. International seminar for accessible tourism, Joensuu, Finland 14-17 September	Lilian Müller
Tourism Conference. Round table: TOURISM FOR ALL QUALITY TOURISM Ferpalia, Galicia, 28-29 September	Sonia García Fraile
World Congress of Social Tourism, Rimini, Italy	Annagrazia Laura
"Athena" project conference Ostrava; Nov 14-16	Lilian Müller, Ana Garcia and Annagrazia Laura
ENAT conference Valladolid, Nov 23-26.	Jesús Hernández, Lilian Müller, Ivor Ambrose, Mieke

Event, link, date and place	ENAT Speaker-Representative
	Broeders, Annagrazia Laura and ENAT Associate members
Libyan National Conference on Access for Persons with Disabilities, December 2010	Ivor Ambrose

4.1 National Workshops

Throughout the year, ENAT National Workshops and meetings with tourism businesses and projects took place in: Austria, Belgium, Ireland, Italy, Portugal, Spain and Sweden.

4.2 International Congress, 2010

The Fundación ONCE – ENAT 3rd International Congress on Tourism for All took place in Valladolid, Spain. It was attended by experts and dignitaries from Asia, Australasia, Europe, Africa, North and South America.

In 2008 Fundación ONCE developed a document on Requirements for Tenderers for the ENAT Congress, which is to be used as a guide by bidders for future major ENAT events. This has been updated in 2009 and again in 2010.

Prospective bidders for the **ENAT Congress 2011** (to take place in October / November 2011) may request the bidding requirements from the ENAT Secretariat by email: enat@accessibletourism.org

4.3 ENAT Participation in Events organised by 3rd parties

ENAT Board Members and Associate members have participated in numerous events organised by third parties during 2010. Some of these events are list in Section 4, above and on the Events page of the ENAT website at: <http://www.accessibletourism.org/?i=enat.en.events>

5. Working Groups and Projects

5.1 ENAT Policy Group

During 2010, a number of issues related to ENAT's policies for accessible tourism development were taken up in discussions by the ENAT Board and Board Members, and with several outside parties.

- ENAT participated in the European Day of Disabled People event organised by the European Commission, where ENAT's analysis and vision for the development of accessible tourism actions and policies in Europe were presented and discussed.
- Members of ENAT led workshops, conference sessions and gave presentations on numerous subjects related to policy throughout the year.
- ENAT (Ivor Ambrose, Cléon Angelo (ANLH) and Kathleen Polders (ENTER vzw.) participated in activities of the CEN-AENOR Working Group on EC Mandate 420 "Accessibility Standards for the Built Environment, from February to September 2010.
- Position papers were prepared for EC Tourism Policy and OECD policy which were delivered in January 2011.
- Ivo Konings, Board member of ENTER vzw made a presentation on Accessible Tourism on behalf of ENAT at the Spanish EU Presidency Disability Conference, Zaragoza.

5.2 ENAT Good Practice Documentation

The ENAT Secretariat has collected and published Good Practices and Projects on the ENAT website, submitted by members, throughout the year.

Eleven new items were added between January and December 2010.

http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices

5.3 ENAT - CEN Workshop Agreement on Accessible Tourism Services

In February 2008 the Association Française de Normalisation (AFNOR) and CEN, the European Committee for Standardization, held a workshop on "Accessibility for tourist places and transportation for disabled people and people with reduced mobility". The meeting served to gather views and foster and exchange opinions on the need for new accessibility standards for transport and tourism services. In 2009 AFNOR's report included a recommendation to start the CWA proposed by ENAT, in addition to other possible standardisation initiatives. Throughout 2009 and 2010 the Commission had not replied to ENAT or to CEN's recommendation for a CWA on accessible tourism services. In December 2010 CEN organised a Seminar on Tourism Standards where ENAT was invited to present its views and proposals for a CEN Workshop Agreement. This was well received and the issue will be taken up again by CEN and the ENAT Board in 2011.

5.4 ENAT Business Support

In 2010 ENAT and a group of partners in Belgium, Italy, Slovenia, Sweden and UK completed the 18-month CETA project, co-financed with a 50% funding grant from the European Commission. CETA addressed networking on competitive, sustainable and accessible tourism for Small and Medium-sized Enterprises (SMEs):

This project provides benchmarking tools, guidelines and access to training materials for SMEs. See <http://ceta.enat.be>

5.4.1 ENAT Code of Good Conduct for Accessible Tourism

The *ENAT Code of Good Conduct and labelling scheme* has been conceived as a way for enterprises and organisations to show, publicly, their commitment to a set of accessible tourism principles.

The ENAT Code of Good Conduct was launched at the ENAT International Congress in Vienna on 1st October 2009. At this event ENAT President Lilian Müller gave the first Good Conduct certificates and labels to 27 ENAT Members and Honorary Members.

The Code of Good Conduct scheme is open to ENAT Members (Full and Associate) only. Details of the Code of Good Conduct commitment label are published on the ENAT website at:

<http://www.accessibletourism.org/?i=enat.en.enat-code-of-good-conduct>

5.4.2 ENAT Consulting Group

The Directory of ENAT members was developed in 2009 and opened (in 2010) as an online search page at:

<http://www.accessibletourism.org/?i=enat.en.member-search>

The search page confirms the identity of ENAT members and gives site visitors access to their contact details and profiles, including a description of their business or consulting expertise and interests. Not all ENAT Members are listed in the (Public) Directory as it is necessary to “opt in” to this service by making their profile “visible to All” via the member login page.

Three developments that started in 2009 were continued in 2010. These were:

1. The European Commission’s *Calypso Cross-border Social Tourism initiative*.
2. The GAATES association (an ENAT honorary member) invited ENAT to take part in an international *Committee on Access Certification* systems and curricula.
3. ENAT secured a role in a number of transnational projects, opening up direct project partnership for some members and consulting possibilities for others.

CALYPSO: ENAT members participated in several workshops during 2010 in support of the Calypso EC preparatory action: *“Facilitating Transnational Low Season Exchanges in Europe through the Development of Social Tourism”*.

ENAT did not submit any proposals to establish Calypso partnerships at the First Call, judging the administrative burden to be too great in comparison with the overall size of the project budgets on offer.

However, three ENAT Members, applied for and won a contract:

- **Snowpolis Finland,**
- **INATEL Portugal** and
- **European Social Forum of Cyprus**

Their project, "**Able Access for All Exchange**" commences in January 2011.

GAATES: In 2009 - 2010 Ivor Ambrose participated in a study on *International Certification of Access Consultants*, led by the GAATES organisation. A draft report was completed and approved by GAATES Board in December. Further activities are now being planned (May 2011).

ENAT Projects: As noted in section 6.5, below, ENAT has been involved in a number of EU funded projects during 2010, where ENAT members have taken up roles as partners or consultants.

This experience gives added value to ENAT membership and should be an incentive for more members to seek direct participation in project proposals, with ENAT as a partner.

5.5 European Projects

ENAT Members have successfully obtained external funding through a number of open calls for proposals in 2008 and 2009.

Four transnational projects have continued in 2010 and new project was started.



ATHENA - "Accessible Tourism – Humans, Education, New Approaches" Lead Partner: KAZUIST, spol.s.r.o., Czech Republic
Project duration: 2009 to 2011. Project link on ENAT website

<http://www.accessibletourism.org/?i=enat.en.athena-project-czech-republic>

Project Home page:

<http://www.project-athena.cz/> (Currently only in Czech language)

CETA - "Competitiveness for European Tourism for All"



Lead Partner: ENAT, Belgium
Project duration: 1 January 2009 to 30 June 2010
Project page on ENAT website

http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.566

Project Home page: <http://ceta.enat.be>



ETCAATS - "European Training Certificate - Access for All in the Tourism Sector"

Lead Partner: Vellinge Kommun, Sweden

Project duration: 2009 to 2011 Project page on ENAT website:

http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.700

Project Home page: <http://www.etcaats.eu>



ITTI - "Improving Accessibility Through Training In Tourism"


Lead partner: ŠENT Slovenian Association for Mental Health, Slovenia

Project duration: 2009 to 2011

Project page on ENAT website:

http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.776

Project Home page: www.accessible-itti.eu

	<p>eAccess + (New) The project was funded and commenced on 1st October 2010 for 3 years. The project is led by the University of Linz, Austria. http://www.eaccessplus.eu/</p>
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In 2009 ENAT submitted a proposal with 24 other European partners for a Thematic Network project on eAccessibility, within the "eInclusion" funding line of the European Commission's Framework Programme 7.

The **eAccess+** project was funded and commenced on 1st October 2010 for 3 years. The project is led by the University of Linz, Austria.

ENAT - as a partner of eAccess+, takes on the responsibility of engaging with the Travel and Tourism sector, working with its organisations and stakeholders to increase knowledge and share good practices in three main areas:

- Development of accessible websites and e-solutions for the tourism and travel industry
- Accessible convergent communications and accessible digital audio-visual systems for use in the tourism sector
- Self-service terminals (SSTs) and mobile devices for banking and financial services, public transport, tourism and cultural heritage.

'eAccessibility' aims to ensure that everyone is included and is able to use e-Services. By establishing the new eAccess+ network ENAT wants to support the opportunity to eliminate barriers for tourists with a disability to participate and use tourism facilities.

5.6 New Project Proposals

In 2010 ENAT made the following announcement via the ENAT website:

"If your organisation is preparing a European or transnational project proposal in the field of accessible tourism, you might like to consider including ENAT as a partner.

ENAT can bring European added-value to your proposal with:

- The ENAT multi-stakeholder, international members' network
- Experts and knowledge of good practices on a wide range of subjects
- Dissemination throughout the project life-cycle via the ENAT website or a dedicated project website
- Event organisation
- Evaluation
- Proposal design: preparation, writing and editing.

Download the ENAT Company Profile [updated 2011] here:

http://www.accessibletourism.org/resources/toolip/doc/2011/05/16/enat_company_profile_apr-2011.pdf "

End of Document