Working together to make tourism in Europe accessible for all.
- Promoting “A World for Everyone”

Madrid, 22 September 2015
Ivor Ambrose, Managing Director, ENAT
Accessible Tourism is:

- “Tourism for All” – making environments, venues and services suitable for the widest range of customers, including people with disabilities, seniors, families with small children… and many more.
ENAT’s Mission

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.
Visitors  Businesses  Destinations
President's Message

ENAT and The Future: Strategies for Consolidation and Development

Photo of Annagrazia Laura, ENAT President, elected June 2013

I am particularly pleased to address this message to our web readers, as the newly elected President of ENAT, also because the occasion is quite important for the Network: we are celebrating our first 5 years of existence and the results so far are particularly satisfactory.

The network has developed to reach almost 200 members all over the world and is now a well established and acknowledged international organisation on accessible tourism at European and international level, thanks to the hard work of the board who managed the Organisation and its former President and the support of all members.

Consequently, how should we build up our future?

I am convinced that the key words for our further growth must be “Consolidation” and “Development”.

Consolidation

ENAT must build on the reputation it has earned and ensure that we remain relevant and forward-looking, attracting new organisations every day. It is important that ENAT members have visibility and recognition in their respective fields and that they gain real added value from participating in the network.

ENAT, 22 September 2015
In Europe and around the world

• NGO, (asbl.) established in Belgium, 2008
• Began as an EU Pilot project: “Mainstreaming Disability Policies in the Tourism Sector” (2006 -7)
• Founded by a multi-stakeholder consortium united in the purpose of developing and promoting better accessibility in tourism for ALL visitors
• Open to all organisations and persons who support its Statutes
In Europe and around the world

100 members in more than 50 countries

In Europe, Middle East, Africa, North and South America, Asia, Australasia – Pacific regions

ENAT, 22 September 2015.
ENAT Secretariat, Halandri, Athens, Greece

- ENAT membership administration
- Web services (News, Events, Press…)
- Directory of ENAT Consultants:
  - Universal Design, Web design, Destination Management, Smart technologies, etc.
- Partner Search service
- Project Management
- Outreach, social media

ENAT, 22 September 2015.
In Europe and around the world

ENAT Secretariat, Halandri, Athens, Greece:
- ENAT membership administration
- Web services (News, Events, Press…)
- Directory of ENAT Consultants, specialised in:
  - Universal Design, Web Design, Destination Management, Smart technologies, etc.
  - Accessible Tourism training
- Partner Search service
- Project Management
- Outreach, social media

ENAT, 22 September 2015.
A few of ENAT’s members and partners

ENAT, 22 September 2015.
ENAT Members

Total membership of ENAT asbl on 31.12.2014

20 Full Members
  9 Honorary Associate Members
65 Associate Members (paid-up members in 2014).

94 Total

18 ENAT National Contact Points
http://www.accessibletourism.org/?i=enat.en.enatnationalcoordinators
ENAT Full Members

• Consorzio Sociale COIN, Italy
• Fundación ONCE, Spain
• EWORX S.A., Greece
• ENTER vzw., Belgium
• ANLH asbl, Belgium
• IVOR AMBROSE Technical Services, Greece
• IBFT, Austria
• Access Sweden, Sweden
• Accessible Portugal
• Work Research Centre, Ireland
• Tourisme et Handicaps, France
• CPD TURISMABILE, Italy
• Institute Carlo Besta, Italy
• Regione del Veneto, Italy
• Village for All, Italy
• Red Estable, Spain
• PREDIF, Spain
• Agència Catalana de Turisme, Spain
• Polibienestar, University of Valencia, Spain
• TURSAB, Turkish Association of Travel Agents, Turkey
ENAT National Contact Points

Belgium (Flanders)
   Enter vzw.

Belgium and ENAT Headquarters
   ANLH

Egypt
   MSG holdings

Libya
   Attyseer for Planning and Engineering

Ireland
   Work Research Centre

Greece
   EWORX S.A.

Cyprus
   Cyprus Tourism Organisation

Czech Republic
   KAZUIST, spol. s.r.o.

France
   Association Tourisme et Handicaps

Georgia
   NGO "PARSA"

Italy
   Consorzio Sociale COIN

The Netherlands
   Accessible Travel Netherlands

Portugal
   Accessible Portugal

Poland
   Accessible Poland Tour

Slovenia
   Premiki Institute

Turkey
   ENAT / A. Nejat Şardağı

Spain
   Fundación ONCE

Sweden
   Turism for Alla i Sverige
ENAT Partners (signed MoU)

UN World Tourism Organisation
Lonely Planet
OITS-ISTO – International Social Tourism Organisation
Design for All Foundation, Spain
European Alliance for Responsible Tourism and Hospitality
Gaates - Global Alliance on Accessible Technologies and Environments
Rolling Rains
Sustainable Travel International
EASPD – European Association of Service Providers for People with Disabilities
ENAT on Social Media

**ENAT LinkedIn** 1331 members, started 15 July 2011
https://www.linkedin.com/grp/home?gid=4003674

**Twitter** 823 followers, following 171 with 744 tweets. Joined August 2009
https://twitter.com/euaccessstourism

**ENAT Facebook** 1775 likes
https://www.facebook.com/accessibletourism

**ENAT Facebook Group** 175 Members
https://www.facebook.com/groups/accessibletourism/
Recent and New ENAT Projects & Initiatives

• Pantou – EU Accessible Tourism Directory (EU)
• T-GuIDE – Training Tourist Guides (EU)
• Europe Without Barriers – accessible itineraries (EU)
• BRENDAIT – accessible destination development & marketing (EU)
• APP-TOUR-YOU (new EU project, 2015)
• ELEVATOR (new EU project, 2015)
• ENAT - Turismo de Portugal Framework Agreement
• Renewed agreement: UNWTO – ENAT – ONCE Foundation
• www.accesstraining.eu
Pantou – European Accessible Tourism Directory

- Register of 500+ suppliers with accessible services
- Levels of service guaranteed by international national / regional access schemes or Pantou Access Statement

- Pantou is the Greek word for "everywhere"

www.pantou.org

ENAT, 22 September 2015.
The European Accessible Tourism Directory

- Funded by the European Commission
- Supporting tourism businesses and other service providers
- 70 types of services
- Services catering for ALL customers (14 types of categories / access needs)

http://Pantou.org
Interactive map of Accessible Tourism Services, registered in the Pantou Directory on 1st November 2014. Click on a location to see more information about the service.
A Global Initiative for Accessible Tourism
Promotion and Development

“Recommendations on Accessible Tourism
“Adopted by UNWTO General Assembly Resolution A/RES/637(XX) of August 2013”

Recommendations developed with the support of the ONCE Foundation for social and economic inclusion of people with disabilities and the European Network for Accessible Tourism (ENAT)

http://www.accessibletourism.org/?i=enat.en.news.1476
Montreal Declaration on Accessible Tourism

Having met in Montreal, Canada at the World Summit Destinations for All, from October 19 to 22, 2014, we, as women and men from various countries and regions around the world, including professionals, representatives of NGOs and various sectors of civil society, universities, international and multilateral agencies, and employees of government institutions, we hereby agree to the following Declaration:

Recognizing the important contributions made to the development and promotion of Tourism and Destinations for All, (including for persons with disabilities, seniors, families and other visitors), and understanding that local citizens are the first to benefit from such efforts, including the following key initiatives:

- The Declaration on the Rights of Disabled Persons (UN, 1975);
- The Global Code of Ethics for Tourism (UNWTO, 1999);
- 2010: A Europa Accessible For All (European Commission, 2003);
- The Rio Charter on Universal Design for Sustainable and Inclusive Development (2004);
- The Convention on the Rights of Persons with Disabilities (UN, 2006);
- The Tokyo Declaration on the Development of Communities for All in Asia and the Pacific (UN Economic and Social Commission for Asia and the Pacific, ESCAP, 2005);
- The ISO Standard 21862:2011, Building construction - Accessibility and usability of the built environment providing a global reference for the design of buildings including tourism infrastructure (2011);
- The Italian Manifesto for the Promotion of Accessible Tourism (2011);
- The World Report on Disability concluding that more than 1 billion people worldwide live with a disability (World Health Organization 2011);
- The 5th International Conference on Responsible Tourism in Destinations addressing Access to Air (ICRT, Canada, 2011);

Content of the declaration: www.keroul.qc.ca/DATA/TEXTEDOC/Declaration-Montreal-Eng.pdf

To sign the declaration: www.destinationspourtous2014.com/en/declaration


ENAT, 22 September 2015.
World Network for Accessible Tourism

Motivation

• A private, independent non-profit association at the global level
• UNCRPD: Enabling all people to enjoy tourism: “A World For Everyone”
• To overcome “market failure” in the tourism and travel sector
• Promoting international and national policies on AT
• Developing and promoting common standards
• Showcasing good policies and practices
• Promoting sustainable tourism in sustainable communities

Means

• Increasing global networking possibilities among stakeholders
• Creating a recognised global brand
• Encouraging and enabling innovation in the tourism sector
• Sharing knowledge, enhancing skills
• Promoting ethical standards and developing shared values
World Network for Accessible Tourism

Needs
• Active members and partners!
• Political support
• Financial support
• Technical support
• Communications plan
• Business Plan: Funding and development

Method
• Virtual Network – Online Social Innovation Community
  • A window on the market of accessible tourism for all – dissemination!
  • Self-initiated Working Groups, Sections, Regions
• Engage National Tourist Boards
• Engage with businesses (e.g. UNWTO Ethical Charter signatories)
• Engage with tourists / travellers – e.g. Lonely Planet members
• Stimulate and support Regional, National and Local Initiatives
• Organised by existing networks (ENAT, SATH, KEROUL, UNESCAP, etc.), with new regional associations joining…
World Network for Accessible Tourism

Some possible products

- WNAT Global News and Events service – E-Bulletin
- WNAT – Global Accessible Tourism Directory
- WNAT Observatory on Accessible Tourism
- Partner search, project design and implementation
- WNAT Guidelines and standards for AT
- WNAT Code of Good Conduct (modelled on the ENAT Code)
- WNAT Accredited Training Centres and Training Courses in AT
- WNAT Accredited Accessible Tourism consultants (database)

Next steps

- Governance framework – “Leaders’ Group”
- Inventory of resources – organisations, people, knowledge bases, possible funding models and sources
- WNAT Roadmap: Mission, objectives, branding
- Fund-raising: incentives and rewards
- Engage with stakeholders and recruit members
Lonely Planet

• During 43 years over **135 million guidebooks sold**
• Lonely Planet is the **world’s number one guidebook publisher**.
• Editorial independence: the world’s most trusted resource for travel information.
• Having appointed an Accessible Travel Manager and launched its Travel for All initiative in 2013, Lonely Planet is now pioneering a means of providing the same level of in-depth and reliable information about accessibility to over **1.1 billion travellers with disabilities worldwide**.
• In February 2015 alone, Lonelyplanet.com had more than **49 million page views** with more than **12 million visits** and **9 million unique visitors**. Its total **social community numbers more than 6 million**:
  • the main Lonely Planet Twitter account has 2.3 million followers, with 1 million more following its regional accounts
  • its Facebook page enjoys almost 1.3 million likes
  • its Google+ community has 1.5 million members
  • its YouTube channel has more than 100,000 followers.
  • its dedicated Travel for All Google+ accessible travel community ([https://plus.google.com/communities/114049628154087345562](https://plus.google.com/communities/114049628154087345562)) has approximately **2500 members**
Contact

Web:  www.accessibletourism.org

Email: enat@accessibletourism.org