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make Tourism in Europe  
**Accessible  
for All**

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[www.accessibletourism.org](http://www.accessibletourism.org)



## WTM 2011 Accessible Tourism Seminar

<http://www.wtmlondon.com/page.cfm/Action=Seminars/SeminarID=45>

**ENAT** presents a round-up of the key issues in making tourism offers accessible and inclusive for all visitors. Highlighting the latest market data and research findings, we will show how businesses and destinations are winning market share by offering accessible infrastructure and services.

Tourist Boards, DMOs, attractions, hotels, airlines and booking agents can all play a part in catering for the growing market of seniors, families and people with disabilities.

Here's where **you** can begin.

### Programme

16:00	<b>Veroniek Maat</b> ENAT and Accessible Travel Netherlands	Welcome and Introduction
16:10	<b>Chris Veitch</b> Access and Tourism Consultant, ENAT	Accessibility and Customer Care
16:15	<b>Andrew Daines</b> Tourism Consultant	Quality in Tourism
16:20	<b>Alexander Rehm NVG</b> Head of Online Technologies	Accessibility information in tourism marketing
16:25	<b>Ross Calladine</b> VisitEngland Skills, Welcome & Accessibility Manager	Accessible tourism market
16:30	<b>Brian Seaman</b> Tourism for All UK	Access Statements for Tourism Businesses
16:35	<b>Bert Morris</b> Bert Morris Consultancy Services	The FIA Guide for the Disabled Traveller
16:40	<b>Magnus Berglund</b> Scandic Hotels Disability Ambassador	Making Every Visitor Feel Welcome
16:45	<b>Andy Wright</b> Accessible Travel &/ Leisure Director	Accessible Travel
16:50	<b>Chris Veitch</b> Access and Tourism Consultant, ENAT	Two new books on <i>Accessible Tourism:</i> <i>I. Theory and Concepts.</i> <i>II. Best Practices</i>
16:55 17:00	<b>Veroniek Maat</b> ENAT and Accessible Travel Netherlands	Summing Up Questions and Answers



Wednesday 9 November, 16:00 – 17:00  
North Gallery Room 6 and 7

[www.accessibletourism.org](http://www.accessibletourism.org)

European Network for Accessible Tourism

ENAT

## Speakers' Contact details

For more information about the Seminar presentations, please contact the speakers:

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