

ENAT PRESS RELEASE

World Travel Market, London: High-Level Panel Discussion

<http://www.wtmlondon.com/>



“Are we there yet”?

ENAT – the European Network for Accessible Tourism, in association with VISITFLANDERS, main sponsor of World Travel Market, present a panel discussion with leading National Tourist Organisations and tourism researchers at this year’s WTM, promising new insights into destination management and development.

Preparing your Destination for the Accessible Tourism Market: Lessons from Research and Practice

Tuesday 4th November 2014 **Time: 16:00 - 17:30**

Location: South Galleries – first floor - Premier Room 1
(follow the poppy floor tiles VISITFLANDERS @ S1)



We’ve talked before about *focusing on accessibility to improve brand reputation and customer care*. Now we’ll reveal what some of the best destinations are doing in practice and how they are *adding value to tourism by catering for the wider market*.

In addition, results of three new major studies of *Accessible Tourism in Europe: Demand, Supply and Skills Requirements*, conducted for the European Commission, will be outlined and discussed by the researchers, pointing to recommended policies and actions for NTOs and DMOs.

Going beyond the slogans and good intentions, the speakers will give their views on *“how far we have come”* and lay out the innovative strategies and approaches that can deliver *successful accessible destinations, cities, regions and countries*.

Ms. Antonella Correra from the European Commission’s *Unit for Tourism and Cultural Instruments* will moderate the session and will also deliver some remarks on the European Union’s *Preparatory Action on Accessible Tourism*.

Panel speakers:

- Mr. Ross Calladine, Head of Business Support, VisitEngland, UK
- Ms. Katrien Mampaey & Pieter Ghijssels, VISITFLANDERS, Belgium
- Mr. Olaf Schlieper, German National Tourist Board, Germany
- Prof. Graham Miller, School of Tourism Management, University of Surrey, UK
- Ms. Severine Guisset, Project Manager GfK, Belgium
- Mr. Chris Veitch, Accessible Tourism Consultant, ENAT
- Ms. Kei Ito, Researcher, Valdani Vicari & Associati (VVA), UK

There will be opportunities for members of the audience to put questions to the speakers.

ENAT and VisitFlanders welcome WTM visitors to join this essential forum.

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Working together for Accessible Tourism in Europe and around the World

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Further information:

ENAT – European Network for Accessible Tourism asbl.

Contact: Ivor Ambrose, Managing Director

Email: enat@accessibletourism.org

Web: <http://www.accessibletourism.org>

ENAT is a Belgium-based non-profit association of 200+ member organisations. It works with governments, public sector, private business and NGOs for the development and promotion of accessible tourism for all, in Europe and around the world.

Venue Address:

ExCeL - London

1 Western Gateway, Royal Victoria Dock

London Docklands, E16 1XL

Telephone: +44 (0)20 7069 4000

Website: www.excel-london.co.uk

WTM official website: www.wtmlondon.com/

World Travel Market - the leading global event for the travel industry - is a vibrant must attend business-to-business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It is a unique opportunity for the whole global travel trade to **meet, network, negotiate** and **conduct business**. - See more at: <http://www.wtmlondon.com/#sthash.ALxKbfUe.dpuf>

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