

WTM London – Seminar

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

Presented by ENAT in association with VisitFlanders

Tuesday 4th November 2014

Time: 16:00 - 17:30

Location: Premier Room 1.

(Follow the poppy floor tiles VISITFLANDERS @ S1).

Building on the experiences of three leading European accessible tourism destinations, four NTO managers will explain the business strategies and practical tools they are using to serve this growing market.

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

The session will be organised as a panel discussion, moderated by European Commission Tourism Policy Officer, Ms Antonella Correra, addressing these 3 main themes in turn:

- **Where is the demand?** Reaching the accessible tourism market.
- **Mind the accessibility gap.** Supply-side requirements and the delivery of accessible services.
- **What are the skills requirements** and how do we **build capacity** in the tourism sector to create accessible destinations and businesses?

Moderator: Ms. Antonella Correra, European Commission, DG Enterprise and Industry, Tourism and Cultural Instruments Unit.

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

Closing remarks: Ms. Antonella Correra, EC

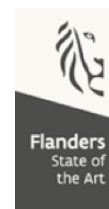
Further information:

ENAT – European Network for Accessible Tourism asbl.

Contact: Ivor Ambrose, Managing Director

Email: enat@accessibletourism.org

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



ENAT a.s.b.l.

Working together for Accessible Tourism in Europe and around the World