



# Welcoming ALL tourists to Europe

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**Andrew Daines**

ENAT Inaugural General Meeting  
Brussels, 11th May 2006

# VisitBritain – our role



visit**Britain**™

Leading the World to Britain –  
30+ key overseas markets

enjoy**England** ™

Enjoy England – UK,  
France, Germany, Ireland,  
Netherlands



**EUROPE** A NEVER-ENDING JOURNEY

As a member of ETC –  
marketing Europe to  
longhaul destinations

# Europe's visitors are getting older



# Reliable information - online



The screenshot shows a web browser window displaying the visitBritain website. The browser's address bar is empty, and the page features a header with the visitBritain logo and the text 'Abbotsbury Gardens - Dorset'. Below the header, there is a 'welcome to Britain' message and a language selection prompt: 'Select the language you prefer...'. A checkbox labeled 'Remember My Choice' is checked. The main content area is divided into four columns of links for different regions: Americas, Asia Pacific, Europe, and Middle East & Africa. Each column lists various countries with their names in multiple languages. A 'WORLD TRAVEL AWARDS 2005 WINNER' badge is displayed on the right side of the page. The footer contains navigation links for 'Press', 'Travel Trade', 'About VisitBritain', and 'Accessibility | Legal'.

**visitBritain™**  
Abbotsbury Gardens - Dorset

welcome to **Britain** Select the language you prefer...

Remember My Choice

**Americas**

- » Argentina
- » Brasil
- » Canada
- » México
- » United States of America

**Asia Pacific**

- » Australia
- » China | 中国
- » Hong Kong
- » India
- » Japan | 日本語
- » Korea | 한국
- » Malaysia | Bahasa Malaysia
- » New Zealand
- » Singapore
- » Thailand | ประเทศไทย

**Europe**

- » België | Belgique
- » Česká republika
- » Danmark
- » Deutschland
- » España | Espanya
- » France
- » Greece | Ελλάδα
- » Ireland
- » Italia
- » Magyarország
- » Nederland
- » Nordic
- » Norge
- » Österreich
- » Polska
- » Portugal
- » Россия
- » Schweiz | Suisse
- » Suomi
- » Sverige
- » United Kingdom

**Middle East & Africa**

- » Middle East | الشرق الأوسط
- » South Africa

» All Other Countries

**WORLD TRAVEL AWARDS 2005 WINNER**  
Travel Technology  
World's Leading Tourism Authority Internet Site

Press | Travel Trade | About VisitBritain **visitBritain** Accessibility | Legal

# Reliable information - online



## OSSATE / EuropeForAll



**OSSATE**

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

# Quality and accessibility



# Partnership working



flanders  
belgium



TOEGANKELIJKHEIDSBUREAU

ENAT



ENAT

European Network for  
Accessible Tourism





We all can be winners!