

Welcoming ALL tourists to Europe

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



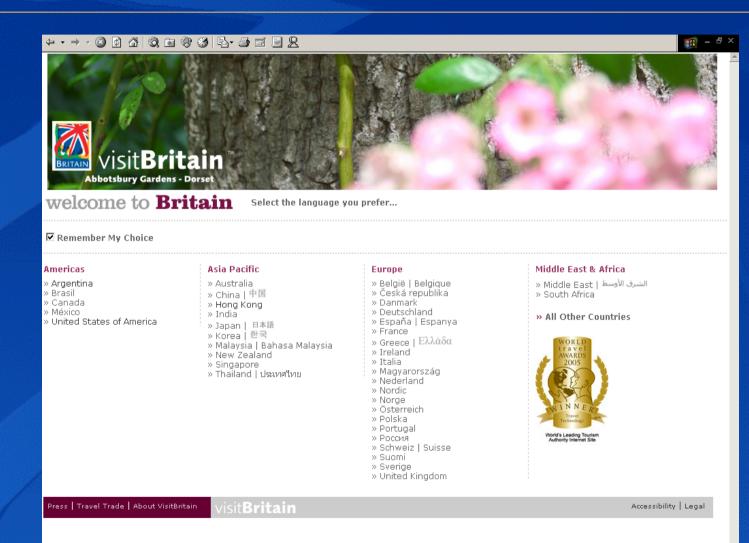
As a member of ETC – marketing Europe to longhaul destinations

Europe's visitors are getting older





Reliable information - online



Reliable information - online



OSSATE / EuropeForAll



Quality and accessibility





Partnership working









flanders belgium



ENAT



European Network for Accessible Tourism





We all can be winners!