

Promoting Accessible Tourism Around the World

www.accessibletourism.org

Since 2008, ENAT members and partners have worked together to help make tourism **accessible, inclusive and sustainable**, benefitting visitors, businesses and destinations in more than 30 countries.



Chinese experts visit Madrid, Spain to gain first-hand knowledge of this renowned Accessible Tourism Destination

Thanks to the generous support of **Booking Cares Fund** (Booking.com), 10 Chinese guests will experience the best an accessible tourism destination can offer on a 4-day Study Visit arranged by ENAT and some of its members in Madrid.

The Chinese delegation of disability advocates, researchers and university professors is led by ENAT member, Ms. Xun Ji, founder of “RARE N Roll” - the hub of accessible tourism in China. In spite of physical challenges, social entrepreneur and change-maker, Ms. Ji, is an avid world traveller and blogger with a large following in China.

The aim of this unique tour is to establish closer ties between Chinese, Spanish and international experts and organisations, fostering innovation and new opportunities for developing Chinese inbound, outbound and domestic tourism for visitors with disabilities or other specific access requirements.

HIGHLIGHTS

The Chinese delegation will visit and meet with representatives of key players in Accessible Tourism:

- Regional Government and Madrid Destino
- SEGITTUR – The Spanish National Tourism Agency - PREDIF
- ILUNION Hotels
- Fundación ONCE
- Alcala de Henares
- Spain Heritage Cities Group
- UN World Tourism Organization
- Santiago Bernabeu Stadium
- Prado Museum

The Study Visit is arranged in association with Accessible Madrid



ENAT Non-Profit Association - Reaching Out To The World to Promote Accessible Tourism for All

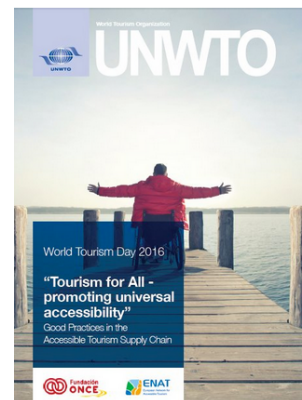
‘Accessibility for All’ is fast becoming synonymous with the highest quality of customer service the tourism sector can offer. The convergence of Accessible Tourism with ‘the mainstream tourism sector’ was marked at the **UNWTO World Tourism Day in September 2016**, with a landmark event in Bangkok, Thailand. ENAT was there to highlight the value of accessibility, showcase best practices and point to policies, strategies and tools for development.

ENAT members, including National and Regional Tourism Organisations, cities, businesses, researchers and NGOs are now working together to develop frameworks for action, engaging with civil society and using new technologies and social media to reach new levels of customer service in the tourism sector.

We aim to make tourism information, venues, transport systems, and services sustainable and inclusive - serving all visitors - and bringing rewards to both visitors and communities alike.



Tools and Strategies for Inclusive Tourism Development



ENAT products and programmes



www.accessibletourism.org

ENAT NTOS Learning Group

