PRESS RELEASE | 17 October 2026

From Partnership to Impact: Thailand's Inclusive Tourism Forum Opens New International Opportunities

ITT2026 exceeds attendance expectations, strengthens international collaboration and creates a new opportunity for Thailand to share its inclusive tourism experience in Berlin in 2027.

Ayutthaya, Thailand — The inaugural **Inclusive Tourism Thailand 2026 (ITT2026)**, held on 15 October at Centara Ayutthaya, concluded with strong participation, enthusiastic international feedback and promising opportunities for continued global cooperation.

Organised under the theme **"Awareness • Collaboration • Action,"** the forum attracted more than 180 registrations and nearly 200 attendees, almost doubling its original target of 100 participants.

The event brought together government representatives, tourism businesses, researchers, travellers with disabilities and international experts to explore how accessibility can become a driver of better visitor experiences, stronger destinations and new market opportunities.

International Knowledge, Local Action

A highlight was the international panel, **"Global Partnerships for Inclusive Tourism: From Knowledge to Action,"** featuring:

- **Dr. Rüdiger Leidner**, Board Member, European Network for Accessible Tourism (ENAT), Germany
- **Prof. Dr. Anthony Crellin**, Australia, contributing through a pre-recorded interview
- **Mr. Shigeru Oshima**, Regene Field Observatory, Japan

Moderated by **Nithi Subhongsang**, President of the Association of Thai Inclusive Tourism (ATIT), the discussion connected European experience in accessible tourism, Australian market perspectives and Japan's ageing society and digital accessibility challenges with Thailand's ambitions.

Other programme highlights included **Traveller Voices**, giving travellers with disabilities a direct platform to share their experiences, and **From Pilot to Market**, exploring how research and accessible tourism prototypes can create practical business

opportunities. An Accessible Tourism B2B session connected tourism suppliers and potential buyers.

Building on a Partnership Since 2017

The forum marked another milestone in the longstanding collaboration between **Nutty's Adventures and ENAT**, which began in 2017.

This relationship was further strengthened through the **ENAT–ATIT Memorandum of Understanding signed at ITB Berlin on 4 March 2026**, establishing a framework for knowledge exchange, network development and practical cooperation.

Dr. Leidner's participation in Ayutthaya reinforced this commitment and demonstrated the value of sustained international partnerships.

From Ayutthaya to Berlin 2027

One of the most encouraging outcomes is an invitation for Thailand to share its inclusive tourism experience at **Accessible Tourism Day in Berlin on 17 March 2027**, with a presentation of approximately 20 minutes.

European partners have also expressed interest in Thailand's continued participation in future editions, opening the door to longer-term international engagement.

ITT2026 also marked the official launch of **ATIT**, providing a national mechanism to connect research, accessibility standards, market development, partnerships and policy advocacy.

The forum forms part of an inclusive wellness tourism research initiative supported by Thailand's **Program Management Unit for Competitiveness (PMUC)**, led by **Nutty's Adventures Co., Ltd. and Arsom Silp Institute**, with ATIT as a key partner. The initiative aims to develop Ayutthaya as a practical model for inclusive tourism that can be adapted and replicated elsewhere in Thailand.

ITT2026 demonstrated that meaningful progress begins when research, lived experience, business opportunities and international cooperation come together.

The forum has concluded, but the journey from knowledge to action is continuing.

Further information

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