



Vodafone “Spain Head Office” Auditorium. Avenida de América, 115, Madrid



Free buses service from / to Avenida de América Transport Interchanger  
Departure times: 08:45 and 09:15 / Return times: 19:45 and 20:15

MORNING PROGRAMME | INTERNATIONAL MEETING ON ACCESSIBLE TOURISM | MONDAY, 12/04/2017

+ INFORMATION 

#### 09:00 REGISTRATION AND COFFEE

#### 09:45 WELCOME AND OPENING SESION

#### 10:30 WHY ACCESSIBLE TOURISM?

Moderator: Mr. José Manuel González, Managing Director of Servimedia, Spain

- Mr. Ivor Ambrose, ENAT Managing Director (European Network for Accessible Tourism), Belgium
- Mr. Jesús Hernández-Galán, Director of Universal Accessibility at Fundación ONCE / FUNDOSA Group, Spain
- Mr. Charles Etienne Bélanger, Director of International Social Tourism Organisation (ISTO), Belgium
- Mr. Martyn Sibley, Co-founder and CEO of Disability Horizons, United Kingdom

#### 11:45 -12:15 COFFEE BREAK

#### 12:15 ACCESSIBLE TOURISM: COLLABORATION MODELS FOR ACCESSIBILITY

Moderator: Mr. Juan Antonio Ledesma, Journalist and Board Member of PREDIF, Spain

- Mr. Vincent Snoeck, Co-president of the 2nd World Summit on Accessible Tourism (Destinations for All 2018), and Ms. Emilie Goffin, Head of project at Access-i.be and Coordinator of the 2nd World Summit on Accessible Tourism (Destinations for All 2018), Belgium
- Ms. Tatiana Alemán, Director of Universal Accessibility, Tourism and Culture at PREDIF, Spain
- Ms. Marie Yahiel, Chargée de Mission Accessibilité, Comité Regional du Tourisme, Paris, Ile-de-France, France
- Mr. Paudie Healy, CEO Universal Access and Board Director at ENAT, Ireland
- Ms. Claudia de Santos, Head of Historical Tourism at Segovia City Council, (Spanish World Heritage Cities Group), Spain

#### 13:45 SUMMARY OF THE MORNING / VIDEO CLIPS

#### 14:00 LUNCH

#### ORGANIZERS:



#### COLLABORATORS:





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### 15:30 ACCESSIBILITY FROM THE USER'S PERSPECTIVE

Moderator: Mr. Paco Nadal, Journalist, Travel Specialist and writer at El País, Spain

- Ms. Núria Azanza, Founder de SixSenses and blogger, Spain
- Mr. José Antonio Pinto, Technician at Associative Initiatives at CNSE, Spain
- Ms. Arantxa Hernández, Head of Rail Trails and Rail Tourism. Fundación de los Ferrocarriles Españoles, Spain
- Mr. Francisco Zuasti, Founder of Tododisca.com, Spain
- Mr. Álvaro Aníbarro, Director of Leisure Area at AMÁS Group (Plena Inclusión Madrid) and Mr. José Miguel del Barrio, member of Leisure Group at AMÁS Group (Plena Inclusión Madrid), Spain

### 17:00 COFFEE BREAK

### 17:30 ACCESSIBLE TOURISM AND TRAVEL TRADES

Moderator: Mr. Eugenio de Quesada, Chairman of the NEXO Group and Director of NEXOTUR, Spain

- Mr. Martin Heng, Accesible Travel Manager & Editorial Adviser. Lonely Planet, Australia
- Mr. Arturo Garrido, Founder and CEO at Accessible Madrid, Spain
- Mr. Marco Pizzio, Head of Social and Accessible Tourism at AISM, Italy
- Mr. Marc Fauster, Head of Grenzenlos Barrierefrei-Reinsen, Austria
- Ms. Mónica Clemente, Head of Strategic Research at Amadeus, IT Group, Spain

### 19:00 CONCLUSIONS AND CLOSING SESSION

Mr. Juan Antonio Ledesma, Journalist and Board Member of PREDIF, Spain

Mr. Iván González, Director of Tourist Information at Madrid Destino, Madrid City Council, Spain

Ms. Marta Blanco, General Director of Tourism at Autonomous Community of Madrid, Spain

- The event will be conducted by Mr. Ignacio Osorio, Head of Universal Accessibility at PREDIF, Spain

#### ORGANIZERS:



#### COLLABORATORS:



# TUR4ALL FIESTA | SATURDAY, DECEMBER 2ND



We would like you to come along and take part in promoting accessible tourism at the TUR4all Fiesta that will take place in Madrid on Saturday 2nd December, as part of the event ALLMADRID4all. You only need to have an Android Mobile that can connect to the Internet and be eager to have a good time.

JOIN THE TUR4all COMMUNITY AND PROMOTE ACCESSIBLE TOURISM AROUND THE WORLD!

## 10:00 WELCOMING PARTICIPANTS

Real Casa de Correos, Office of the President of the Autonomous Community of Madrid (access via 3, San Ricardo, Street, Madrid)

## 10:30 EXPLANATION OF THE ACTIVITY AND HANDING OUT MATERIALS

## 11:00 MAKING A JOURNEY THROUGH THE STREETS OF MADRID TO COLLECT DATA ON TOURISM ESTABLISHMENTS FOR THE TUR4ALL APP

## 13:00 SPEECH FROM REPRESENTATIVES OF THE ORGANIZER AGENCIES

Galería de Cristal de Palacio de Cibeles, Head Office of Madrid City Council (access via 1, Montalbán Street, Madrid)

## 13:30 SHOW TO END THE FIESTA

## 15:00 CLOSE

You can download here the [TUR4all app](#) for Android  
[Click Here](#) to access to the registration form

GEMA CASTAÑO



PATRICIA PASSO ACADEMY



WORLD TEAM PROJECT DE DANIEL Y DESIRÉE



IMPROMADRID



LA BROMA NEGRA



INÉS LEÓN



BATUKANA



### ORGANIZERS:



### COLLABORATORS:



## APP TUR4ALL

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[TUR4all](#) is a mobile app and the [accessible tourism website](#) promoted by [PREDIF](#) and [Fundación Vodafone España](#). Our aim is to enable people with accessibility requirements to travel, enjoy tourist destinations and take part in leisure activities just like any other tourists.

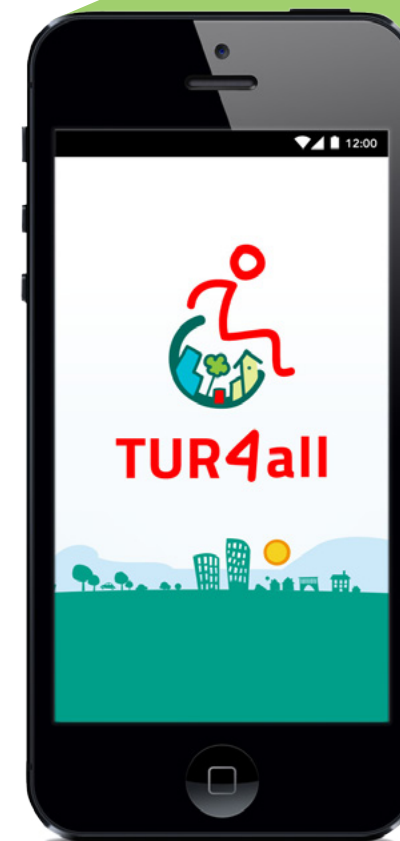
On TUR4all details of tourist resources that have been assessed by accessibility experts and included by users through an evaluation questionnaire are published.

TUR4all offers:

- Objective information on places to stay, places to eat, things to do in tourist destinations and how accessible they are.
- Information in 11 languages: Spanish, English, French, German, Portuguese, Italian, Mandarin, Catalan, Valencian, Basque and Galician.
- Interaction with social networks.
- An active community of users who assess, rate and comment on the accessibility of tourist establishments.
- A channel for promoting accessible tourist establishments and destinations.

At PREDIF, we want to use TUR4all to promote accessible tourism around the world. We also offer a tool for tourists with accessibility requirements that enables them to share information about accessible destinations and experiences that help others feel more confident about travelling.

In addition, we want to raise awareness in tourist destinations and establishments about how accessibility can boost their growth and development and benefit their business.



Don't forget to download at:



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ORGANIZERS:



COLLABORATORS:

