

“Aiming for Inclusive Growth”

Apex Hotel, Edinburgh, Scotland, 20-21 September 2016

Programme

From 09.30 to 16.30

09.30 Registration, Coffee

10.00 Welcome and Opening Session

Chair: Chris McCoy MBE. VisitScotland.

- VisitScotland. Lord Thurso, VisitScotland Chair
- ENAT. Anna Grazia Laura, ENAT President

10.20 1st Session

One-minute introduction from each person and organisation.

Introduce yourself and say why you are here.

10.50 Setting the scene: Overall Strategy for Accessible Tourism development

Chair and Facilitator: Ivor Ambrose, ENAT

10.50 ENAT – Introduction: Shaping policies and strategies.

10:55 VisitFlanders – How we got to where we are today.

11.05 German National Tourist Organisation – Our background, vision and approach

11.15 Plenary Discussion: Questions and Answers.

11.30 Tea/Coffee break

11.45 2nd Session: Industry Engagement: VisitScotland's Experience

Chair: Chris McCoy MBE

- Helen Gallagher, General Manager, Indigo Hotel
- Lynda Dagleish Royal Yacht Britannia Head of Marketing

12.15 Group Round-Table Discussions and Learning Points

Facilitated by yourselves: National, Regional and City Tourist Boards

- How did you get involved in Accessible Tourism?
- How can tourist boards get industry to talk to industry?
- How do we foster effective and meaningful partnerships?
- How do we leverage the opportunities of accessible tourism?
- How can we learn from each other?

ENAT NTOs' Learning Event, 20-21 September 2016

12.45 Short Address:

- Scottish Government Minister, Fiona Hyslop MSP, Cabinet Secretary for Culture, Tourism and External Affairs

13.00 Lunch

14.00 3rd Session. Part 1. Engaging with Customers

Chair and Facilitator: VisitFlanders

Learning Points: VisitFlanders

- Knowing your customers; reaching your customers.
- Addressing diversity; mainstreaming accessibility and inclusion.

Short video spots

Customer service. Magnus Berglund – Scandic Hotels

User feedback. Euan's Guide – User reviews of accessible tourism services

Tourism is for Everybody Campaign: Ray Veal CEO -Tourism for All UK

- Questions and Answers.

15.00 Tea/Coffee break

15.15 Part 2. Business Tools and Resources for Accessible Tourism

Chair: Anna Grazia Laura, ENAT

Snapshots of some practical online tools and resources available to NTOs and businesses, presented by those who either made them or use them.

- **Access-i** - Accessibility Information Scheme, Wallonia & Brussels
- **God Adgang** – Accessibility Information Scheme, Access Denmark
- **Accessible.net** and **“Réflexe accessibilité”** – Paris Region
- **Pantou.org** – Accessible Tourism Directory, ENAT & EWORX S.A.
- **Access Guide / Access Statement** – Accessibility Information VS & VE
- **ENAT Quality Label** for tourism establishments – County Kerry Pilot
- **TANDEM “APP TOUR YOU”** - MOOC and Self Assessment App.
Online Access Training for Small and Medium-sized Tourism Enterprises
- **Restaurant Guide** and other tools – VisitFlanders
- **Guidance Manuals** for NTOs and businesses - ENAT

16.15 Discussion on main themes:

Access audits, business guidance, staff training, marketing, customer information

Close at 16.30 *Group photo opportunity!*

ENAT NTOs' Learning Event, 20-21 September 2016

19.30 Dinner at the APEX Grassmarket Hotel. (Own cost: £25.00)

Day 2

From 09.00 to 13.00

09.00 4th Session. Marketing, Accessibility Information, Websites, Partnerships (Group Round Tables: Questions & Answers session)

Moderator: Chris Veitch, ENAT & Access New Business

Suggested Discussion Themes

- **What** would you like to share?
- **What** do you want to know?
- **How to** market accessible tourism
- **How to** establish reliable information
- **How to** partner with others for marketing and promotions

10.15 Coffee break

10.30 5th Session. Learning Group: Commitments and Plans

Facilitators: Chris McCoy and Ivor Ambrose

Feedback Session: Discussion, Questions & Answers.

- What are your top 3 takeaways from this meeting?
- Make your own “to do” list:
 - Sketch out a future strategy for your NTO / DMO
 - Identify gaps that we need to work on together
 - Identify advantages of common approaches
 - What will you do before we meet again?

12.00 – 13.00 Wrapping up: Achieving Inclusive Growth

Facilitators: Chris McCoy and Ivor Ambrose

Evaluation of the Learning Event and forward planning

- Feedback from Learning Group Members
- Road Maps and Action Plans

We haven't covered everything...!

- Continuation of the online NTO Learning Group
- Sharing tools and resources
- Funding – lobbying – can we do this together?

13.00 Closing remarks, 'til we meet again: VisitScotland and ENAT

Chris McCoy and Ivor Ambrose.