

“Aiming for Inclusive Growth”

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

Provisional 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 President Anna Grazia Laura

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 VisitFlanders: How we got to where we are today

11.00 Catalunya & Barcelona: Our background, vision and approach

11.10 Plenary Discussion: Questions and Answers.

11.30 Coffee break

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

Chair: Chris McCoy MBE

- Helen Gallagher, General Manager, Indigo Hotel
- Lynda Dalgleish Royal Yacht Britannia Head of Marketing
- Peter Lederer, Former CEO, Gleneagles. (tbc)

12.20 Group Round-Table Discussions and Learning Points

Facilitated by National and Regional Tourist Boards, including Barcelona Turisme, Catalunya Tourist Agency, Turismo de Portugal, VisitFlanders, VisitScotland, VisitEngland, VisitParisRegion and others).

ENAT NTOs' Learning Event, 20-21 September 2016

- How did you get involved in Accessible Tourism?
- How can tourist boards get industry to talk to industry?
- Fostering partnerships
- Leveraging the opportunities of accessible tourism
- How can we learn from each other?

Short Address,

Scottish Government Minister, Fiona Hislop 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.

- Customer service. Magnus Berglund – Scandic Hotels
- Short video spots
- Euan's Guide – User reviews of accessible tourism services
- "Tourism is for Everybody" Campaign: Ray Veal CEO -Tourism for All UK

Questions from the floor and answers, with chair/facilitator

15.00 Part 2. Marketing, Accessibility Information, Websites, Customer partnerships (Group Round Tables: Questions & Answers session)

Moderator: Chris Veitch, ENAT & Access New Business

- What can you share?
- What do you want to know?

Proposed Themes

How to market accessible tourism

How to establish reliable information

How to partner with others for marketing and promotions.

Close at 16.30

Group photo opportunity!

ENAT NTOs' Learning Event, 20-21 September 2016

Day 2

From 09.00 to 13.00

09.00 **4th Session. Business Tools for Accessible Tourism**

Chair: Anna Grazia Laura, ENAT

ENAT NTO Learning Group Tools and Methods: Snapshots of some practical online resources available to NTOs and businesses

- ENAT Pantou.org – Accessible Tourism Directory
- ENAT Quality Label for tourism establishments
- VS & VE Access Guide / Access Statement – accessibility information
- TANDEM “APP TOUR YOU” - MOOC and Self Assessment App. (Online Access Training for Small and Medium-sized Tourism Enterprises)
- VisitFlanders Restaurant Guide and other tools
- UNWTO Manuals
- How the tools fit into a NTO plan
- ENAT Learning Group (Google Group)

10.00 **5th Session. Learning Group: Commitments and Plans**

Facilitators: Chris McCoy and Ivor Ambrose

Round-Table Questions & Answers.

- Your top 3 takeaways?
- Working session: NTOs' “to do” list
 - o – future strategy for each NTO
 - o – identify gaps that we need to work on together
 - o – common approaches.

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
- Funding – lobbying – can we do this together?

13.00 Closing remarks: VisitScotland and ENAT

Chris McCoy and Ivor Ambrose.