



# Annual Report

2016



**European Network for Accessible Tourism  
a.s.b.l.**

Working Together to Make Tourism in Europe Accessible for All

## ENAT Annual Report January – December 2016

ENAT asbl.  
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This report was prepared by Ivor Ambrose, Managing Director, with contributions from the ENAT Members.

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### Cover Photo:

View of Killarney, Ireland, looking West. Site of the ENAT Quality Label Pilot Project.

### ENAT's Mission Statement

The mission of the European Network for Accessible Tourism is to make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.

- ENAT aims to achieve this by bringing together sector actors to share their experience, learn from each other and collaborate.
- ENAT promotes wider awareness and understanding of the need for accessibility in all areas of travel and tourism throughout Europe.
- ENAT supports the development and spread of good policies and practices.
- ENAT works to develop knowledge and expertise on accessibility issues in the European tourism field.
- ENAT provides a platform for those who support accessibility in tourism, and a representative voice towards National, European and International institutions and organisations whose actions have a direct influence on the tourism sector.

Further information about ENAT is available on the Web at:

[www.accessibletourism.org](http://www.accessibletourism.org)

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## 1. Membership

Total membership of ENAT asbl on 31.12.2016 stood at **84 members**. These included:

- 20 Full Members
- 7 Honorary Associate Members
- 57 Associate Members (paid-up members in 2016).

Lists of Full, Honorary and Associate Members are shown in [Annex 1](#).

The majority of ENAT Members are private businesses in the tourism and travel sector. Other members include public authorities, publicly-owned attractions, social cooperatives, foundations, national and international non-governmental organisations, education and training institutes, consultants and other professional service providers.

### ENAT Board Members and Seconders as of 31.12.2016

#### **Executive Board**

President:	Anna Grazia Laura, COIN, Italy
Vice-President:	Jesús Hernández Galán, Fundación ONCE, Spain
Vice-President:	Spyros Michailidis, EWORX S.A., Greece
Treasurer:	Mieke Broeders, ENTER vzw, Belgium
Managing Director:	Ivor Ambrose, IVOR AMBROSE Technical Services, UK

#### **Non-Executive Board Members**

Director:	Tatiana Aléman Selva, Plataforma Representativa Estatal de Personas con Discapacidad Física (PREDIF), Spain
Director:	Ana Garcia, Accessible Portugal, Portugal
Director:	Paudie Healy, Universal Access, Ireland
Director:	Marco Pizzio, Associazione Italiana Scelrosi Multipla Onlus, (AISM), Italy
Director:	Lilian Müller, Access Sweden, Sweden
Secretary:	Katerina Papamichail, Greece

Since 2008 *The European Commission Unit for Integration of People with Disabilities* has had the status of Observer with ENAT.

Since 2013 *The European Commission Tourism Unit, (DG GROW)*, has been included as an ENAT Observer.

#### Current MoU's

In 2016, Memoranda of Understanding were in force with the following organisations:

- UNWTO – United Nations World Tourism Organisation (with Fundación ONCE)
- Design for All Foundation
- EARTH – European Alliance for Responsible Tourism and Hospitality
- EASPD – European Association of Service Providers for People with Disabilities
- GAATES – Global Alliance on Accessible Technologies and Environments
- STI - Sustainable Travel International
- Turismo de Portugal (National Tourism Authority of Portugal).

## 2. ENAT Strategy and Activities

### 2.1 ENAT Strategy and Workplan 2016 to 2020

The activities conducted by ENAT in 2016 are part of the 2010-2015 Strategy and Workplan that was updated and extended to the period 2016 – 2020 at the Board Meeting held in June 2016.

This Annual Report presents a synopsis of the work of ENAT and some of its Full Members in 2016.

### 2.2 Network Activities

#### 2.2.1 ENAT National Co-ordinators' and Full Members' Activities

Main activities of ENAT National Coordinators, ENAT Board Members and Full Members are listed below. (See also **Section 3, "Events"**).

#### **Belgium Flanders (INTER)**

- Presentations of ENAT activities and representation of ENAT at ministerial, corporate and research meetings in Belgium.

#### **Belgium Wallonia (ANLH)**

- Management of ENAT's Head Office functions.

#### **France (Tourisme et Handicaps)**

- The Association *Tourisme et Handicaps* joined ENAT in 2014. It has a wide range of activities throughout France and in overseas territories – so many that it is not possible to summarise them all here.
- Please visit this link: <http://www.tourisme-handicaps.org/>

#### **Germany**

#### **German Federation for The Blind and Partially Sighted (DBSV)**

#### **PRM-Dialogue**

Since 2015 the German Aviation Association has invited representatives of airports, airlines, disability organisations and organisations of older people to discuss accessibility issues of passengers with disabilities. DBSV was invited to this „PRM-Dialogue“ which takes place about twice a year.

The participants look for solutions to how the situation for disabled air passengers can be improved with regard to the booking process, the accessibility of the design of the airports and the airplane cabin (including the use of toilets), the security checks and the assistance on board.

The meetings show that the participants are convinced that it is necessary to find practical solutions to make air travel more comfortable for disabled air passengers.

**(Additional information)** In 2017 a working group began to set up a brochure that lists the questions that people with disabilities should clarify before booking a flight. The first draft was approved in the plenary session in April 2017.

### Accessible Tourism Day during the ITB Convention Berlin

As active member of „Tourism For All Germany“ (NatKo) DBSV is involved in the organisation of the Accessible Tourism Day which takes place every year during the ITB Convention Berlin (2016 already the fifth time).

The feedback to these conferences which have been attended by about 200 people every year (mostly professionals of the tourism industry present as exhibitors on the ITB Convention) has been very positive over the years. ENAT was also invited several times to take part in the conference. In 2016 ENAT was represented by ENAT Honorary Board Member, Angelika Laburda, Austria.

### Uniform Labelling system for accessible tourism offers

Since in Germany nearly each of the Laender has its own labelling system to mark accessible tourism offers, the Federal Ministry of Economics and Energy started in 2011 to support the establishment of a single labelling system for Germany as a whole.

The Ministry commissioned the „Deutsche Seminar für Tourismus“ (German Seminar on Tourism) together with NatKo to elaborate the accessibility criteria and labels for accessible tourism offers along the whole tourist service chain. Thus, DBSV is involved in this project as board member of NatKo and as member of the advisory committee besides other disability organisations and representatives of the tourism industry.

After more than four years the accessibility criteria are set up and published ([www.reisen-fuer-alle.de](http://www.reisen-fuer-alle.de)). The criteria regard two steps of accessibility (partly accessible and fully accessible) and refer to seven types of impairments (Walking impairment/Wheelchair-user, Blind/Partially Sighted, Deaf/Hearing impaired, Cognitive impaired).

In contrast to the labelling systems already existing in Germany the new labelling system is based on external evaluation. That means that everybody who wants to make use of these labels first has to ask for evaluation of the object to be certified by experts that were trained by the organisers of this project.

At the end of 2016 about 200 evaluators have been instructed and nearly 2000 tourism offers (hotels, museums, tourist offices etc.) have been checked. Future work will focus - besides further enlargement of the number of certified tourist offers - on establishing a database to present these offers in the internet. Since Germany Travel is involved in the project, the user interface will be available in German and English.

### **Greece**

- EWORX S.A. continued to offer its support and maintenance services to the ENAT Website [www.accessibletourism.org](http://www.accessibletourism.org)

- EWORX contributed to development of the Accessible Tourism Directory at <http://Pantou.org> under contract to the European Commission Tourism Unit and conducting research on the availability of accessible tourism services in Europe.
- EWORX participated in the T-GuIDE project as subcontractor to ENAT, developing and maintaining the project website: [www.t-guide.eu](http://www.t-guide.eu) and hosting the e-learning platform, [www.accesstraining.eu](http://www.accesstraining.eu)
- EWORX continued to host and support the website of the EU-funded Vocational Training project, [www.etcaats.eu](http://www.etcaats.eu) which contains resources on e-Learning for accessible tourism.
- EWORX hosts and maintains the “Minisite” for the EU-funded ELEVATOR project, coordinated by Kazuist, Czech Republic, in which ENAT is a partner: [www.accessibletourism.org/elevator](http://www.accessibletourism.org/elevator)

### Ireland

- WRC and Universal Access: Representing ENAT in the Republic of Ireland.
- Universal Access was accepted as a full member of ENAT at the 2016 General Assembly and was later appointed as national joint co-ordinator with Dr Richard Wynne of the Work Research Centre.
- Universal Access has been involved in the development of the *ENAT International Tourism for All Quality Programme* from the outset and has been piloting the label in Ireland since May 2016. Twelve hotels were selected in the pilot and ten hotels have been tested with the full pilot. This is the only international accessible tourism certification system. The criteria for the Quality Programme and Label are based on:
  - ISO 21542 Building Construction - Accessibility and Usability of the Built Environment
  - W3C-WCAG – Web Content Accessibility Guidelines of the World Wide Web Consortium
  - UNWTO – ENAT – Fundación ONCE Accessible Tourism Recommendations, and
  - ENAT Best Practices and European Commission Case studies

The components of the Quality Programme are made up as follows;

1. **Access policy** in place and publicly available.  
Quality system in place, equal opportunity employment  
- Defining the business’s commitment to providing accessible tourism for all guests, following the “ENAT Code of Good Conduct”.
2. **Access Audit** of buildings, facilities and services, meeting the ENAT accessibility criteria for:  
Information provision | Customer Service | Transport | Facility Management | Built environment design
3. **Staff Training** in disability awareness and accessibility.  
- Training according to ENAT-accredited curriculum

4. **Accessibility information** made available to potential visitors with access specific requirements
  - Information based on the Access audit, provided in an **Access Statement** (downloadable PDF).
5. **Accessible Website**
  - Access audit of company website; Report with recommendations

Universal Access managed the following works in the pilot;

Ten website scanned audits

Ten private hotel audits were undertaken on set criteria through 190 check points under the following headings;

A. POLICIES AND INFORMATION

B. TRANSPORT

C. CUSTOMER SERVICE

D. FACILITY MANAGEMENT

E. BUILT ENVIRONMENT DESIGN

Action documents were created out of each of the audits and at present each hotel is going through the implementation phase. There was also ten access policies created and an individual access guide template was created in partnership with the hotel.

Nearly 450 staff from the hotels senior management and front line staff were trained in accessible tourism within three weeks.

Each hotel also became a member of ENAT and signed the ENAT code of good conduct.

Universal Access also negotiated a two year national framework agreement between ENAT and the national tourism authority in Ireland, Failte Ireland, to develop the country in accessible tourism as part of their mainstream tourism offerings.

Universal Access also presented the European Network for Accessible Tourism to several key national organisations, government agencies, local government municipalities and has built up an excellent working relationship with the centre for Universal Design in Ireland and the National Disability Authority of Ireland.

Universal Access also attended the first Enat national network event in Scotland last September and invited Ms. Linda Campbell Director of Standards for Failte Ireland (national state tourism body) and Mr Paul O Neil, vice president of the Killarney chamber of Tourism and Commerce to the event.

Universal Access CEO, Mr Paudie Healy has also been appointed as a member of the following national committees earlier this year: the National Standards Authority of Ireland Accessible Tourism Committee, the National Standards Authority of Ireland public procurement M420 Committee, the National Standards Authority of Ireland Build Committee, the National Standards Authority of Ireland Design Committee,



### Italy

- Annagrazia Laura (COIN) represented ENAT at corporate and research meetings in Italy, in project meetings and international events (see also [Events section](#)).
- Marco Pizzio (AISM) managed the “Europe Without Barriers” project and held the final conference in Lucignano, Tuscany, in 2016. (See [Projects Section](#) in this report).
- Marco Pizzio represented ENAT at the Accessible Tourism on Travel conference held in Matera, Italy, November 2016.
- COIN/TANDEM led and/or collaborated as partners in the EU-funded projects in which ENAT also participated: APP TOUR YOU, ATTIMO and ALL – Across Lombards Lands. (See [Projects Section](#) in this report).

### Portugal (Accessible Portugal)

Ana Garcia and Sara Duarte represented ENAT at corporate and research meetings in Italy, in project meetings and international events.

- **Throughout 2016**  
Participation in the EULSTIB “EU LOW SEASON TOURISM INITIATIVE BOARD” of the European Commission, Brussels
- **Throughout 2016**  
Continuation of the BRENDAIT Project (See [Projects Section](#) in this report).



**BRENDAIT**

**Building a Regional Network for the Development of  
Accessible and Inclusive Tourism**

### Spain

- Fundación ONCE and PREDIF represented ENAT at tourism sector meetings in Spain.
- Fundación ONCE participated in FITUR 2016 with presentations on Accessible Tourism.
- Fundación ONCE conducted research for the Spanish Observatory on Accessible Tourism (report to be published in 2017).
- Fundación ONCE collaborated with AMADEUS, conducting research on accessible travel (report to be published in 2017).
- The Generalitat of Catalunya, Tourism Agency participated in Accessible Tourism actions and events in 2016.
- Barcelona Tourism Office participated in Accessible Tourism actions and events in 2016.
- Red Estable participated in accessible tourism events in Spain and Latin America in 2016.

### Sweden (Access Sweden)

- Represented ENAT at tourism sector meetings in Sweden.

### United Kingdom

- Ivor Ambrose continued as Managing Director of ENAT, managing the international Secretariat
- VisitScotland / Chris McCoy (VisitScotland) together with VisitFlanders, Ivor Ambrose and Chris Veitch organised the *1st ENAT NTOs' Learning Group Meeting* in Edinburgh, Scotland in November 2016, attended by over 20 National and Regional Tourist Board representatives. Speakers included the Scottish Minister of State for Tourism and representatives of VisitFlanders, German National Tourism Organisation, Royal Yacht Britannia, Scandic Hotels, VisitEngland, Turismo de Portugal, VisitParis Region, Euan's Guide, Tourism for All UK, Access-i, Belgium, Pantou.org, APP TOUR YOU Project and others. .

## 2.3 ENAT Fund-raising, Sponsorship and Recruitment

### **The sources of funding for the ENAT association are:**

- Membership fees
- Sponsorship and donations
- Income from consulting work conducted by members on behalf of the association
- Project funding.

In 2016, membership fees and project income contributed to ENAT's budget.

Project income was used exclusively to pay the project costs (experts' fees, subcontracting, travel, per diems and related expenditure) and travel subsidies for Board members to official meetings.

No equipment or fixed property was bought by ENAT in 2016.

**The ENAT Financial Report 2016 is available to ENAT Full Members in a separate document.**

## 2.4 Recruitment

One of the key functions of ENAT is to act as a point of reference, not only for its members, but also for organisations around the world that are working towards a common vision of accessible tourism for all. The ENAT Board considers proposals for Honorary Membership to be given to persons and organisations that share ENAT's objectives and can make a positive contribution to carrying out ENAT's mission.

### *2.4.1 Open Call for New National Coordinators and Contact Points*

In 2016 the ENAT Board approved Coordinators and Contact Points for the following countries:

**Czech Republic, Ireland, Egypt, Poland, South Korea.**

See: <http://www.accessibletourism.org/?i=enat.en.enatnationalcoordinators>

### *2.4.2 Full Membership Candidates*

No applications were received for Full ENAT Membership in 2016.

We look forward to receiving applications in 2017 from Active Associate Members and strongly encourage them to step forward to support the work of ENAT and reap the full benefits of membership.

## 3. ENAT Publicity and Outreach

### 3.1 ENAT Web Portal Development

In 2016 the ENAT portal continued to provide the features and services which were developed originally in 2006 - 2008 by EWORX S.A.

Some additional (back-office) features and improvements were implemented in connection with upgrades of the "TOOLIP" Web Content Management System (CMS).

ENAT also disseminates its information via various social media channels:

- Facebook webpage <https://www.facebook.com/accessibletourism>
- Twitter page <http://twitter.com/#!/EUaccesstourism>
- LinkedIn Accessible Tourism Group: [http://www.linkedin.com/groups?gid=4003674&trk=hb\\_side\\_g](http://www.linkedin.com/groups?gid=4003674&trk=hb_side_g)
- ENAT e-Bulletin (direct email to Members and subscribers)
- Accessible Tourism News (e-newspaper): <http://paper.li/f-1315995457>

#### **Social Media followers, (as of June 2017):**

- **ENAT Facebook** followers. Likes: 2,508 (up from 2100 in June 2016)
- **ENAT Accessible Tourism Group**, Members: 356 members
- **ENAT Twitter** followers: 1,237 (up from 1000 in June 2016)
- **ENAT LinkedIn Group** members: 2,323 (up from 1490 in June 2016).
- **ENAT E-Bulletin** subscribers and related ENAT mailing accounts: over 2,700 (up from 1300 in June 2016).

In 2016 ENAT also managed or contributed as co-editor to additional social media channels for the following EU-funded projects:

- Access Angels. <https://www.facebook.com/accessangelsproject/>
- Across Lombards Lands. <https://www.facebook.com/ALL-Across-the-Lombards-Lands-1612259612133567/>
- ATTIMO Travellers. <https://www.facebook.com/Attimotravellers/>
- Pantou – The Accessible Tourism Directory. <https://www.facebook.com/accessibletourismeurope/>

#### 3.1.1 Regional websites

The ENAT portal now appears only in the English, French and Dutch editions.

During 2016 the French and Dutch editions were not actively maintained and it is proposed to close these temporarily until such time as new editors may be found.

#### 3.1.2 e-Bulletin

A semi-automated emailing system, adopted in 2009 ([www.mailchimp.com](http://www.mailchimp.com)), continued in use in 2016, sending e-Bulletins to over 1,300 subscribers.

During 2016, ENAT sent out **6 e-Bulletins** to subscribers. The bulletins can be viewed at this page <http://www.accessibletourism.org/?i=enat.en.newsletter>

The e-Bulletins were opened on average by 28% to 68% of subscribers. The "opening rate" industry average for NGOs, according to MailChimp is 21.1%.

### 3.1.3 On-line Resource Centre

The ENAT website constitutes the digital resource centre of the network. It is available in English with News, Publications, Links, Projects, Good Practices, Forum articles, etc.

See: <http://www.accessibletourism.org/?i=enat.en.resources>



All pages can be translated immediately by the in-built “**Google Translate**” feature.



Through the generous support of **ReadSpeaker** since 2015, the ENAT Webpages (English edition) are made accessible to people who may not be able to read the text or who are less familiar with English as a foreign language. Just click on the “Listen” button at the top of the page. No software installation is necessary - it just works. You can adjust the reading speed and text highlighting according to your preference

The main English language web pages at [www.accessibletourism.org](http://www.accessibletourism.org) included **1,997 unique articles** by the end of December 2016. This is an increase of about **97 items** since 31 December 2015.

#### **Web search by Google for: “Accessible Tourism”**

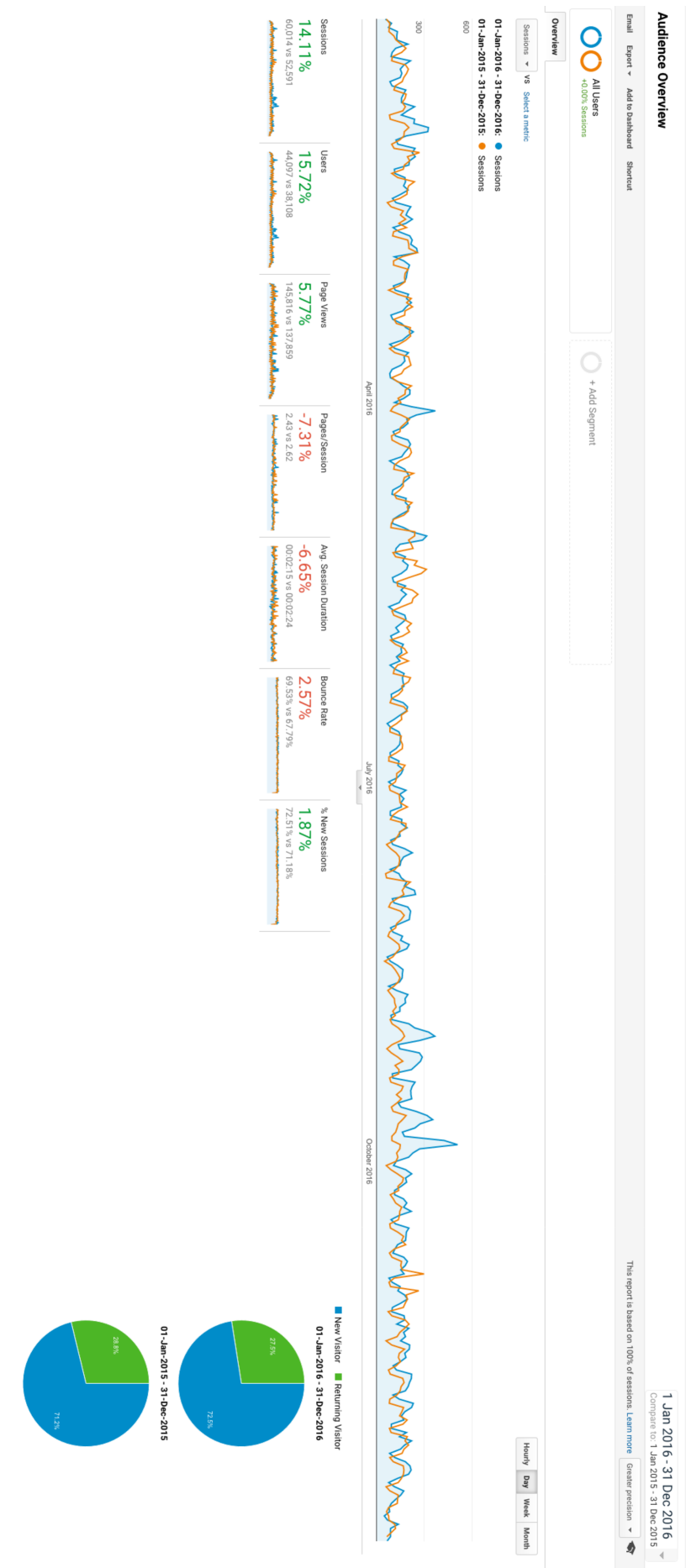
Again in 2016, as in previous years, using “Google” search for the phrase “*accessible tourism*” consistently lists [www.accessibletourism.org](http://www.accessibletourism.org) as the **first placed website** (out of approximately 1,930,000 results. Several sub-pages of the ENAT website and our Pantou Directory <https://pantou.org> are also listed in the top 10, making it, without doubt, the most “visible” global site addressing this subject.

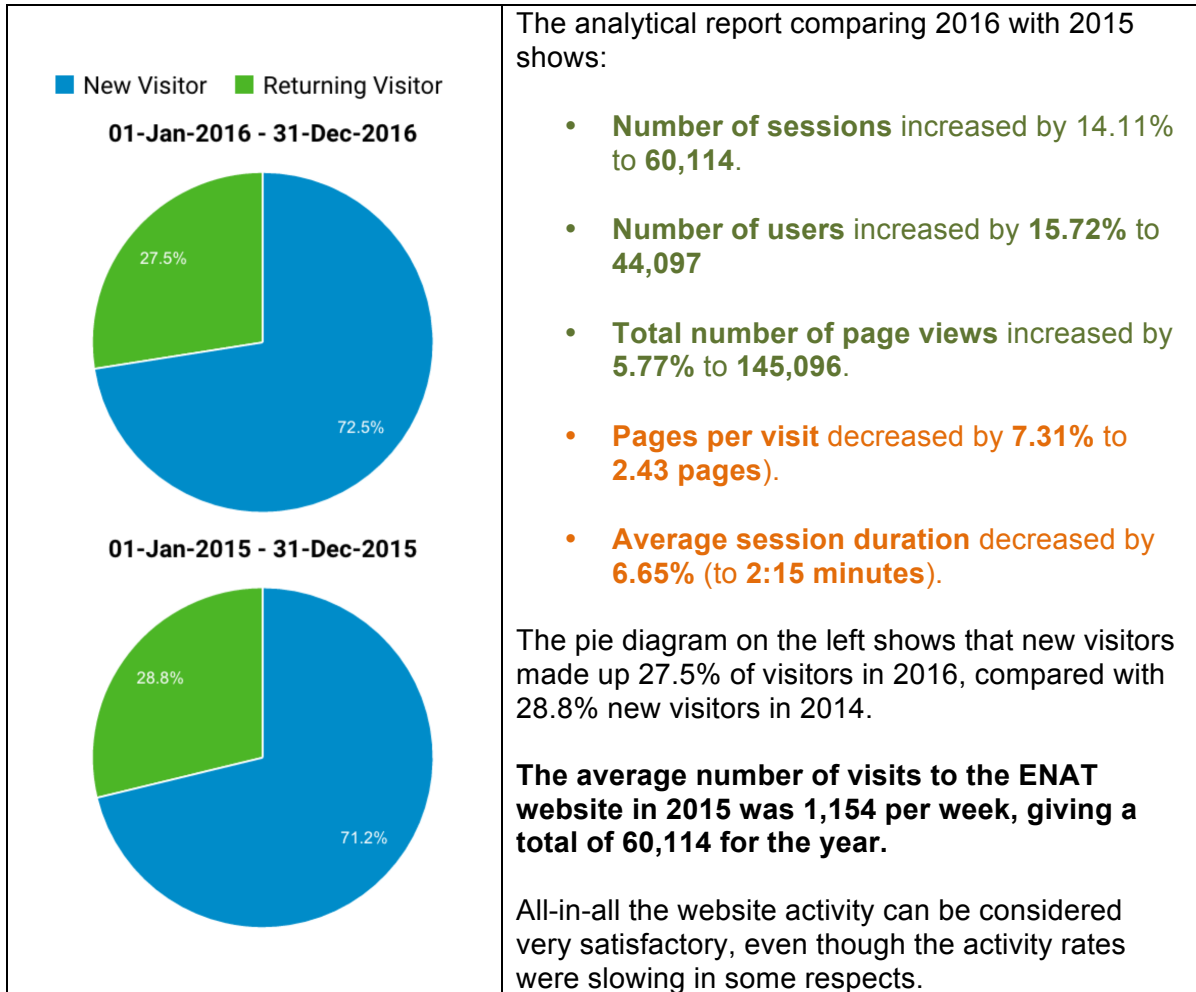
The following image taken from “Google Analytics” shows a summary of site visitor usage from January to December 2016, compared with the same 12-month period in 2015.

**See next page.**

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## [www.accessibletourism.org](http://www.accessibletourism.org) Web stats comparing January – December: 2016 and the same period in 2015 (Google Analytics)





## 3.2 ENAT Print Publications

### 3.2.1 Publicity Leaflets

ENAT Flyers are available for downloading from the ENAT website in English, Greek, Swedish, Italian, Spanish, German and Turkish.

<http://www.accessibletourism.org/?i=enat.en.publicity.685>

**ENAT Printed flyers** were not produced in 2016

Current stocks need to be replenished with a new design and updated content.

**Pantou Flyers** were printed in German, Spanish, Italian and English

### 3.2.2 ENAT Code of Good Conduct Commitment Label

The ENAT Code of Good Conduct, launched in 2009, has been signed by over 100 ENAT Members by the end of 2016.

Businesses and organisations that sign up to the Code receive a commitment label and certificate recognising their efforts to promote accessible travel and tourism.

- The ENAT Code of Good Conduct is *the first and only international labelling scheme for the promotion of ethical business standards in Accessible Tourism for All*.
- The Code consists of 8 guiding principles which businesses and organisations follow, so as to make travel and tourism accessible for all visitors who experience access difficulties. These customers may need better access and services due to disability, long-standing health problems, age-related conditions or other temporary or permanent personal conditions which restrict their access.
- The guiding principles of the Code are based on the objectives of ENAT, (as contained in the [Association's statutes](#)), and also on sound and ethical business practices which enhance accessibility, sustainability and the quality of customer service.

Details of the Code of Good Conduct commitment label and how to obtain it are published on the ENAT website at: <http://www.accessibletourism.org/?i=enat.en.enat-code-of-good-conduct>

## 3.3 List of Events attended by ENAT representatives in 2016

The ENAT online Events Calendar (Google Calendar) provides information on the events attended or organised by ENAT Members in 2016:

<http://www.accessibletourism.org/?i=enat.en.events> )

The following list provides an overview of Events in 2016 where ENAT Board Members and Full Members have participated. Names of guest speakers are shown after the title of the event. Links refer to further information on the ENAT Website.

The list is in reverse chronological order:

**Museums and Tourism: A Working Relationship. Benaki Museum Conference (Ivor Ambrose)**

8 December 2016, Athens, Greece. Museum and cultural professionals from Greece, the U.S. and the UK will examine how museums and cultural institutions can strengthen their role as destinations and be part of sustainable cultural development

**Cultural Heritage, Fruition and Training: Projects for Accessibility to Cultural Heritage and Tourist Facilities (Anna Grazia Laura)**

7th December 2016, Rome, Italy. An event organised on the occasion of the International Day of the Rights of Persons with Disabilities 2016 by the Ministry of Cultural Heritage and Tourism, Directorate General for Museums and Directorate General for Tourism, in cooperation with the Social and Integrated Cooperative Tandem.

**International Conference "Accessibility on Travel", Matera, Italy (Marco Pizzio)**

Matera, Italy. 18-20 November 2016, featuring Cultural Conversations, Educational Workshops, Territory Showcase, B2B Meetings, Tastings.

**International Social Tourism Organisation World Congress. Driving Tourism Through Inclusion (Anna Grazia Laura)**

Zagreb, Croatia. 18 to 21 October 2016. For the first time, the 26th ISTO World Congress will be held in a Balkan Country which earned an important position in European Tourism, namely Croatia. It is with great pleasure that we invite you to join us in Zagreb from 18 to 21 October 2016.

**World Tourism Day 2016: Tourism Leaders Commit To Advance Universal Accessibility (Ivor Ambrose)**

UNWTO Conference, Bangkok, 27 September 2016. **Bangkok** Declaration on Tourism for All On the occasion of World Tourism Day.

**World Tourism Day 2016: Ras Al Khaima, United Arab Emirates. (Ivor Ambrose)**

National Conference on Accessible Tourism for All, 29 September 2016.

**Aiming for Inclusive Growth. ENAT NTOs' Learning Event, Edinburgh, Scotland**

Edinburgh, UK. 20 to 21 September 2016. ENAT is organising a Learning Event where National and Regional Tourist organisations can come together for 2 days to share their experiences and learn from each other about developing and marketing accessible tourism.

**The European Tourism Indicator System (ETIS) and Accessible Tourism Awards 2016 (Ivor Ambrose and Chris Veitch)**

22 April 2016. At a ceremony in Brussels, the European Commission will award European destinations that have worked towards a more sustainable management approach, focusing on accessibility and environmental issues.

**Conference on New Media and Entrepreneurship in Tourism, Panteion University, Athens (Ivor Ambrose)**

Athens, Greece, 13 to 14 April 2016. New Social Media and new forms of entrepreneurship are emerging, placing greater emphasis on innovation and the creation of applications that rely on mobile platforms and online tourism products. This conference aims to examine the new phenomena, challenges and opportunities in the rapidly changing field of tourism.



**Forum TurisTIC 2016, Barcelona (Angelika Hild)**

Barcelona, Spain, 13 to 14 April 2016. This annual event, organised by Eurecat, invites tourism companies, public institutions, unions and associations specializing in business innovation and technological development.

**Europe Without Barriers Conference, Lucignano, Italy, 21-22 March 2016**

(Marco Pizzio, Anna Grazia Laura, Ivor Ambrose, Katerina Papamichail, and others). Lucignano, Italy 21-22 March. Presenting an international line-up of best practices and innovations in the development and marketing of accessible destinations, itineraries and tourism products.

**Access Israel: Accessibility as a Leverage for Businesses and Organizations**

(Anna Grazia Laura). Tel Aviv, Israel. 6 to 8 April 2016. Access Israel's 4th Annual International Convention on Accessibility as a Lever for Businesses and Organisations, focusing on accessible tourism, travel, culture and recreation.

**6th Health Tourism International Conference (Ivor Ambrose and Katerina Papamichail)**

(Ivor Ambrose and Katerina Papamichail). Vienna, 3 to 5 March, 2016. Now in its 6th year, in Vienna, HTI Conference is becoming a true European leader and the top trusted teacher in the health tourism industry. Bringing together over 300 top executives from around the globe, the HTI Conference delivers to health tourism stakeholders an incomparable learning, collaborative solutions, and networking experience.

**Amsterdam ACCESSTOUR Exhibition & Conference (Mieke Broeders, Veroniek Maat)**

(Mieke Broeders, Veroniek Maat). Amsterdam, 18 March 2016. The first international Accessible Tourism conference in the Netherlands, the result and final stage of the European ACCESSTOUR project.

## 4. Working Groups and Projects

### 4.1 ENAT Policy Group

During 2016, a number of issues related to ENAT's policies for accessible tourism development were taken up in discussions by the ENAT Board and Board Members, and with several outside parties.

- Members of ENAT led workshops, conference sessions and gave presentations on numerous subjects related to accessible tourism policy throughout 2016. (See list of **Events, section 3**, above).
- ENAT was invited and attended meetings of the JPI (Joint Programming Initiative ) *More Years Better Lives*. The JPI is looking at opportunities for older people to participate actively in working and social life and they considered that Tourism issues, represented by ENAT could contribute to create a complete framework of opportunities for older citizens, ENAT is represented by the President Anna Grazia Laura and Board Member Mieke Broeders.
- ENAT, has become an official liaison organisation of ISO in the **ISO Working Group 14 on "Accessible Tourism for All"**, established under ISO Technical Committee 228 Tourism Services, to help develop the intended global Standard on Tourism for All.
- ENAT has received Liaison Organisation status with CEN-CENELEC for contributing to the Standards work of the **Mandate M/420 (Phase 2) on**

**Public Procurement of the Accessible Built Environment.** In this work, ENAT Associate Member, Katerina Papamichail is a member of the Expert Team appointed by CEN to prepare this European Standard.

#### 4.2 Accessible Tourism Projects & Good Practices

The ENAT Secretariat has collected and published more than 120 “Projects and Good Practices” on the ENAT website. These include 5 new Projects submitted by ENAT members in 2016. Each project or good practice has its own profile page where the project aims and objectives, partners and contact details are shown. (Not all projects are carried out exclusively by ENAT members).

For further details, see:

[http://www.accessibletourism.org/?i=enat.en.enat\\_projects\\_and\\_good\\_practices](http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices)

Three **ENAT Forum** articles by ENAT Members were published in 2016, see:

<http://www.accessibletourism.org/?i=enat.en.forums>

##### **3/09/2016 [Barrier-free Travel In German Theme Parks](#)**

University student, Laura Zimmermann reviewed Theme Parks' websites and actual visits to examine their access provisions. This is a summary of her report, showing that park managers have some awareness of accessibility issues but there is still room for improvement.

[2 comments](#)

##### **24/02/2016 [Accessible Tourism: Impact to the Local Economy of Promoting Northern Ireland as an Accessible Destination](#)**

A study report by Gavin Toal and Michael Holden, Developing Business Managers Programme, Ulster University, 2016. Accessible Tourism is a relatively new phenomenon within the tourism market as a whole. This study looks at evidence to see if Northern Ireland can benefit economically by promoting itself as an accessible destination.

[3 comments](#)

##### **18/02/2016 [NTO Learning Group - A New ENAT Forum for National and Regional Tourist Boards](#)**

A new ENAT Forum for National and Regional Tourist Boards, sharing experiences, tools and methods. With a focus on how to develop and implement accessible tourism policies and strategies, at country, regional and destination levels.

#### 4.3 ENAT Quality Label – Pilot Phase, 2016 - 2017

During 2016 the ENAT Board Working Group has been engaged in preparing a business plan and criteria for an *International Quality Label for Accessible Tourism*, currently referred to as the “ENAT Quality Label”.

The Pilot Phase to test and develop the label with hotels in County Kerry, Ireland commenced in May 2016, led by *Universal Access*, Killarney.

See [Section 2.2.1 \(Ireland\)](#) in this report for further details.

#### 4.4 ENAT Business Support

##### 4.4.1 ENAT Code of Good Conduct for Accessible Tourism

The *ENAT Code of Good Conduct* has been conceived as a way for enterprises and organisations to show, publicly, their commitment to a set of accessible tourism principles.

The Code of Good Conduct scheme is open to ENAT Members (Full and Associate) only. Approximately 100 companies had signed the Code up to the end of 2016. Details of the Code of Good Conduct commitment label are published on the ENAT website at:

<http://www.accessibletourism.org/?i=enat.en.enat-code-of-good-conduct>

#### 4.5 Project Applications presented in 2016

ENAT was involved as a Partner in several project applications which were submitted to EU funding programmes in 2015.

1. Access Angels, ERASMUS+ (Accepted 2016)
2. Accessible Tourism Lebanon (Europe Aid) Accepted 2016.
3. NEWS CAT (Accepted 2016)
4. VET4ALL (Rejected 2015 – re-submitted, rejected)

It is important to consider that the involvement of ENAT in many proposals is largely due to its growing importance at EU and world level as the only network representing the issues of Accessible Tourism, with experience and quality.

ENAT can provide “Partner Search” services to its members who are making new proposals, using our large network of members and contacts.

For further information about the status of current applications and proposals or to participate in new proposals, ENAT Members are invited to write to Managing Director Ivor Ambrose at: [enat@accessibletourism.org](mailto:enat@accessibletourism.org)

#### 4.6 Projects

ENAT Members have successfully obtained external funding for several projects and tenders, which were running since 2015 or came on stream in 2016.

Successful proposals submitted by consortia including ENAT, ongoing in 2016:

1. Pantou.org (COSME – Purchase Order, European Commission), 2016-17.
2. Europe Without Barriers – (COSME – Accessible Itineraries) 2015-2016.
3. Access Angels, (ERASMUS+ Vocational Training) commenced 2016
4. APP TOUR YOU (ERASMUS+ Vocational Training) 2015 – 2017
5. BRENDAIT (COSME – Accessible Itineraries) 2015 - 2017
6. Tourism for All in Lebanon (Europe Aid) Commenced 2016.
7. ELEVATOR (ERASMUS+ Vocational Training project).
8. NEWS CAT (ERASMUS+ Vocational Training) Accepted 2016

9. T-Guide –Training for Tourist Guides. 2016.
10. ATTIMO (COSME Accessible Itineraries) Commenced 2016)
11. Across Lombards Lands (ALL) ((COSME Accessible Itineraries) Commenced 2016

The financial aspects of the running projects are dealt with in the ENAT Financial Report. Details of the project activities are given below.

#### 4.6.1 Pantou.org (Continued in 2016 from 2015)

As part of the EU Supply Study, partners ENAT, VVA and EWORX created *the European Accessible Tourism Directory* at <https://pantou.org> in 2013.

In 2015 the site, which is supported by the European Commission, continued collecting data on accessible services in Europe, based on a fully developed classification structure for *tourism services, customer types* (reflecting access requirements) and *Accessibility Information Schemes*.

From April to December 2015 the Pantou website was supported by EWORX S.A., in the absence of EU funding. A new contract with the EU Commission ("Purchase Order") was signed by EWORX on behalf of EWORX and ENAT for *The Improvement and Enhancement of Pantou.org* to run from December 2015 to December 2016.

In 2016 the Pantou Directory was further developed with Blog feature, improved Search filters and the addition of more national and regional Accessibility Information Schemes as Pantou Partners.

By the end of 2016 over 650 suppliers had been registered in the Pantou Directory. The Pantou Directory continues in 2017.

#### 4.6.2 Europe Without Barriers

Europe Without Barriers: Accessible Tourism Itineraries & Training (EWB). The general objective of the EWB project is to create a network of entities able to promote and sell tour packages accessible to everyone. All services will be provided in a context where needs of people with special requirements should be attended to and resolved.

Project Coordinator: Sclerosi Multipla Italia Società Consortile ARL, Italy.

Start: October 2014, Finish: March 2016

[Project Summary on ENAT Website](#)

[Project Website](#)

#### 4.6.3 ACCESS ANGELS

Access Angels: "Guardian Angels of Accessible Travellers in Rural Areas". Access Angels aims to train youth volunteers to act as assistants to visitors with access requirements in rural areas in Europe.

Start: October 2016, Finish: September 2018

[Project page on ENAT website](#)

[Project Website](#)

#### 4.6.4 APP TOUR YOU (Continued from 2015)

APP TOUR YOU - Accessible Tourism Training and Information for Small and Medium-sized Enterprises, ([www.apptouryou.eu](http://www.apptouryou.eu)) is a European Union funded project under the [Erasmus plus programme](#), strategic partnerships for Vocational and Educational Training (VET). It experiments with new models of training on accessible tourism and information targeted to SMEs and entrepreneurs in the field of tourism.

Through a blended learning experience for motivated entrepreneurs to become tutors of other peers, an APP for self-learning and a Massive Open Online Course (MOOC), the wide range of trainees involved will learn the basics of accessible tourism and how to gather and communicate correctly information on the accessibility features of their premises, activities and services.

At the end of the project the trainees will have acquired new skills, built a net of peers in the tourism business and they will have the chance to publish their information on the European Directory of Accessible Tourism at [www.pantou.org](http://www.pantou.org).

#### 4.6.5 BRENDAIT (Continued from 2015)

*BRENDAIT - Building a Regional Network for the Development of Accessible and Inclusive Tourism.*

This project, funded by the EU COSME programme, focuses on building a strategy in order to improve accessible tourism conditions at a regional level. It is related to 2020 Tourism Action Plan goals, within the project "*Making Portugal an Accessible Destination for All*".

The consulting company Perfil Lda, Turismo Centro de Portugal, ESHTe, AHP and ENAT are the key-players involved.

#### 4.6.6 Tourism for All in Lebanon (Commenced 2016)

Tourism for All in Lebanon: a new approach towards an inclusive socio-economic development for persons with disabilities. Europe Aid funded project under the Lebanese Government AFKAR III Programme, 'Reinforcing human rights and democracy in Lebanon - Active citizenship'.

Start: July 2016, Finish: June 2018

Project Coordinator: Lebanese Physically Handicapped Union (LPHU)

Website: [Lebanon Tourism 4 All](#)

#### 4.6.7 ELEVATOR (Continued from 2015)

*"ELEVATOR: Efficient movement to higher quality staff and services in tourism for all"*

The ELEVATOR project focuses on adult education and business development (business competencies) in the field of accessible tourism for all.

The name of the project "Elevator" represents the effort to raise the quality of human resources and services in tourism to a higher, more competitive level.

Tourism for all is an integral part of sustainable, high-quality tourism and in terms of expected trends in tourism and society also a necessary condition for maintaining its competitiveness. It is based on three important values: independence, equity and dignity. Accessibility is not only about physical access to the buildings, a truly accessible tourism product minimises or removes physical, attitudinal, information, financial and other barriers.

Project Coordinator: [Kazuist, spol. s r.o. Czech Republic](#)

Start: September 2015, Finish: August 2018

[Project Website](#)

#### 4.6.8 NEWS CAT

**Newscat: New Skills for Customized Accessible Tourism.** The project will provide tools and methodologies to improve the skills and competences of tourist guides and other professionals in the tourist sector to deal with new demands and requirements of clients, clients with specific access requirements, such as people with disabilities and seniors.

Start: September 2016, Finish: July 2019

[Project page on ENAT website](#)

[Project Website at EASPD](#)

#### 4.6.9 T-GuiDE – Tourist Guide Training for People with Intellectual and Learning Difficulties in Europe

The T-Guide project was completed in April 2015, producing an EU training model and Manual for training Tourist Guides in guiding people who have learning difficulties or other intellectual impairments.

As project partners, ENAT and FEG (Federation of European Tourist Guide Associations) signed a Partnership Agreement in December 2015 and in 2016 proceeded to develop the first FEG-ENAT Accredited T-Guide Training Course which took place in London, UK in Spring 2016. Since then FEG has arranged courses in Vienna and Prague which have led to the successful accreditation of 15 Tourist Guides so far, out of more than 20 who took the course.

Further details are given on the T-Guide Website:

#### 4.6.10 ATTIMO Accessible Transnational Thematic Itineraries and InterModality

Project ATTIMO combines the idea of outdoor activities for all and cultural heritage tourism. Its main aim is developing cultural and leisure itineraries, focusing on accessibility and intermodality, building on an existing tourism offer in the area of Berici Hills, Italy and South and West Styria, Austria, combining outdoor trails and cycle routes.

Project Coordinator: **TANDEM**, Società cooperativa sociale integrate (ITALY)

Start: June 2016, Finish: December 2017

[Project Page on ENAT website](#)

[Project website](#)

#### 4.6.11 ALL – Across Lombards Lands

The project is about creating and promoting a transnational accessible tourist product based on a common European heritage represented by the Lombards (or Longobards) who, in their migration from northern to southern Europe, played a major role in the spiritual and cultural development of Europe in its transition between Classicism and the Middle Ages.

Project Coordinator: Incipit Consulting Società Cooperativa (Italy)

Start: July 2016, Finish: January 2018

[Project page on ENAT website](#)

[Project website](#)

### 4.7 UNWTO – ENAT – F.ONCE Collaboration Agreement

In August 2015, the ONCE Foundation, the World Tourism Organization (UNWTO) and the European Network for Accessible Tourism (ENAT) committed to the renewal of the collaboration agreement signed in 2011 by the three organisations, to conduct a series of joint actions. Its main objectives are the promotion and development of tourism for all, including people with disabilities.

Within these actions include, among others, awareness-raising of the tourism sector, the systematic integration of accessibility in national and local tourism policies and

the training of professionals. The partnership is embodied in drafting a summary of *'Handbook on accessible tourism: tools and best practices'* in order to disseminate the work done in this area and strengthen the implementation of the recommendations by the parties involved in the tourism sector.

The UNWTO Handbook, co-produced by the ONCE Foundation and ENAT, consists of five modules in which specific recommendations are proposed to the tourism sector in order to create accessible tourist destinations. It presents suggested indicators formulated for tourist destinations to assess, monitor and manage the accessibility, and highlights the actions that must be carried out to make universal accessibility in tourism a reality.

Under the renewed agreement, in 2016 the partners developed an additional guidance document outlining the basic and transversal recommendations of the UNWTO on accessible tourism. These recommendations aim to ensure that people with disabilities will have access to the physical environment, transportation systems and information and communication channels, as well as a wide range of public facilities and services. See: *Accessible Tourism for All: An Opportunity within Our Reach* (UNWTO website).

The renewed collaboration agreement between the three organisations serves as a concrete step towards realising the actions specified in the [Declaration, "One World for Everyone"](#), signed by delegates including ONCE and ENAT, and witnessed by UNWTO at the ["Destinations for All World Summit" in Montreal, October 2014](#),

In September 2016, in conjunction with the World Tourism Day, UNWTO published a document edited by ENAT and Fundación ONCE: *"Tourism for All - promoting universal accessibility. Good Practices in the Accessible Tourism Supply Chain"*

The two UNWTO publications mentioned above can be downloaded from the UNWTO website at: <http://ethics.unwto.org/en/content/accessible-tourism>

ENAT warmly thanks Fundación ONCE and UNWTO for their continued collaboration on matters concerning the development and promotion of Accessible Tourism for All at the global level.

#### **4.8 World Network/Organisation of Accessible Tourism**

At the 1<sup>st</sup> World Summit on Destinations for All, Montreal October 2014, the final Declaration "A World for Everyone" was signed by participants. The Declaration committed signatories to support the development of a world network or organisation, building on the foundations laid by ENAT in Europe and its world-wide members and partners.

In 2015 ENAT proposed to develop the World Network with EU support funding from the ATIC-HORIZON 2020 project but this grant application, capably led by the National Research Centre of Italy (CNR) was, unfortunately, not successful.

In 2016 the ENAT Board has discussed the possibility of establishing an online cooperation platform allowing different partners and organisations, including regional associations, conferences, enterprises, national and regional tourist boards, NGOs, advocacy groups, professional bodies, projects and individuals to join and share their information. It is envisaged that the online platform will form the basis for *coordination, cooperation, dissemination and development initiatives* across existing

geographical, cultural, organisational and linguistic boundaries, that currently inhibit the spread of good practices and the very necessary improvement of accessibility standards in tourism.

Other funding opportunities are being sought to support the online community. ENAT Members and partners are welcome to propose possible sources of funds or funding models for developing the World Network.



## ANNEX 1. List of ENAT Members, December 2016

### Full Members (20)

<a href="#">Access Sweden</a>	Sweden
<a href="#">Accessible Portugal</a>	Portugal
<a href="#">Agència Catalana de Turisme</a>	Spain
<a href="#">AISM Associazione Italiana Sclerosi Multipla Onlus</a>	Italy
<a href="#">ANLH asbl.</a>	Belgium
<a href="#">Barcelona Turisme</a>	Spain
<a href="#">COIN Soc. Coop. Sociale Integrata</a>	Italy
<a href="#">CPD TURISMABILE, Italy</a>	Italy
<a href="#">Deutscher Blinden- und Sehbehindertenverband e.V. (DBSV)</a>	Germany
<a href="#">EWORX S.A.</a>	Greece
<a href="#">Fundacion ONCE</a>	Spain
<a href="#">INTER vzw.</a>	Belgium
<a href="#">IVOR AMBROSE Technical Services</a>	United Kingdom
<a href="#">PREDIF (Plataforma Representativa Estatal de Dicapacitados Fisicos)</a>	Spain
<a href="#">Red Estable</a>	Spain
<a href="#">Tourisme et Handicaps</a>	France
<a href="#">Tursab - The Association of Turkish Travel Agencies</a>	Turkey
<a href="#">Universal Access</a>	Ireland
<a href="#">V4A - Village for All</a>	Italy
<a href="#">Work Research Centre</a>	Ireland

### Honorary Members (7)

Angelika Laburda	Austria
BITS – Bureau International de Tourisme Social. (OITS-ISTO)	Belgium
Mr. Peter De Wilde, VisitFlanders	Belgium
Mr. Mohammed Al-Tarawneh, UN Committee, Convention on Rights of Persons with Disabilities	Jordan
Design for All Foundation	Spain
UN World Tourism Organisation	Spain
Mr. Bill Ishmael	UK

### Associate Members (57)

GoodAlbania	Albania
Design for All	Austria
Belarusian Association of Agro and Ecotourism 'Country Escape', Belarusian State University	Belarus
Access-i	Belgium
AECM	Belgium
Chinese Organization for Rare Disorders	China
CYPRUS TOURISM ORGANISATION	Cyprus
Egypt Deaf Travel	Egypt
Comité Régional du Tourisme Paris Ile-de-France	France
JYP Conseils	France

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La Rochelle Business School - School of Tourism	France
Polymorphe Design	France
Birgitta Schueler	Germany
Van der Bellen Unternehmensberatung e. U.	Germany
BUCA RESORTS SA	Greece
Louis Hotels	Greece
Planet Abled	India
AccessibleIndonesia	Indonesia
Kerry County Council	Ireland
Killarney Chamber of Tourism & Commerce	Ireland
Park Place Apartments	Ireland
Shawcove Ltd	Ireland
Spinal Injuries Ireland	Ireland
The Customer Key Ltd	Ireland
The Gleneagle Hotel Group	Ireland
Failte ireland	Ireland
Victoria House Hotel	Ireland
Access Israel	Israel
The 6th Sense - social enterprises Ltd	Israel
bluerental sas	Italy
Antonella Diblasi	Italy
Europe Without Barriers / I Girasoli	Italy
Paula Di Donato	Italy
TASTING TRAVEL	Italy
Tricentenaire asbl, Service 321 Vakanz	Luxembourg
The Internet Travel Agency For Disabled People	Poland
Atlantic Destinations, Lda	Portugal
Portugal 4all Senses	Portugal
PRIVATE TOURS PORTUGAL	Portugal
Real Abadia Congress & Spa Hotel	Portugal
TourismForAll	Portugal
Sano Touring	Romania
Korean Network for Accessible Tourism	South Korea
Afriyacht SL	Spain
Barcelona Special Traveler	Spain
Barcelona-Enabled	Spain
Valencia Tourism	Spain
Scandic Hotels AB	Sweden
Chris Veitch	UK
Disability Horizons	UK
Jayonlife	UK
Partners in Access	UK
The Rings	UK
Michael Holden, Ulster University	UK
Visit Wales - Welsh Government	UK
VisitEngland	UK
Tapooz Travel LLC	USA