*Promoting accessible tourism in Europe
and around the world*

www.accessibletourism.org

ENAT
European Network for
Accessible Tourism

Company Profile   *1 April 2010*

European Network for Accessible Tourism (ENAT) asbl.

ENAT is a non-profit association *(association sans but lucratif)* which promotes accessibility to tourism for all citizens. It was registered in Brussels, Belgium in 2008 and is led by an international Board of Directors.

ENAT is a multi-stakeholder network of member organisations, comprising *both* tourism suppliers *and* consumer organisations. Members include National and Regional tourist boards, public and private tourism enterprises, tourism professionals, academic and research institutions, NGOs of disabled people and other consumer bodies. It has approximately 300 members from over 30 countries worldwide, with the majority located in Europe.

To join ENAT, register here:
http://www.accessibletourism.org/?i=enat.en.member

ENAT's mission: *to make European tourism destinations, products and services accessible to all visitors and to help promote Accessible Tourism around the world.*
In its rolling Work-plan and through its membership activities, ENAT:

- Provides information and strategic advice on accessible tourism policies for public bodies, destinations and organisations;

- Advises destinations, regions, cities and businesses on practical measures for developing and marketing accessible environments, attractions, accommodation and services;

- Manages and promotes the "ENAT Code of Good Conduct" for tourism enterprises in the public and private sectors;

- Manages and participates in European Union funded projects;

- Carries out research and market studies;

- Works towards the development of harmonised industry standards for the provision of accessible tourism services in Europe;

- Develops training programmes in accessibility for tourism enterprises;

- Supports access auditing of tourism businesses and the publication of venue accessibility information;

- Gathers and publishes digital resources and examples of good practice;

- Organises international events on accessible tourism innovation and development for ENAT members and actors in the tourism industry;

- Represents its members, lobbies decision-makers and acts as an authoritative EU contact point on all aspects of accessible tourism.

ENAT has signed collaborative agreements with: the United Nations World Tourism Organisation (UNWTO), Bureau International du Tourisme Social (BITS), Design for All Foundation, and the Global Alliance on Accessible Environments and Technologies (GAATES).

*Promoting accessible tourism in Europe
and around the world*

www.accessibletourism.org

ENAT
European Network for
Accessible Tourism

	eAccess+ is a thematic network funded under the EU SEVENTH FRAMEWORK PROGRAMME ICT PSP third call for proposals 2009: CIP-ICT-PSP-2009-3 Project Number: 250568 Duration: 1.9.2010 to 31.8.2013
eAccess+ the eAccessibility network	

ENAT in the FP7 eAccess+ Thematic Network Project

http://www.eaccessplus.eu

As a partner in the European Union funded project, **eAccess+** **ENAT** has the responsibility of engaging with the Travel and Tourism sector, working with its organisations and stakeholders to increase knowledge, share good practices and promote the uptake of accessible Information and Communications Technologies (ICTs), in **three main areas:**

- Development of accessible websites and e-solutions for the tourism and travel industry;
- Accessible convergent communications and accessible digital audio-visual systems for use in the tourism sector;
- Self-service terminals (SSTs) and mobile devices for banking and financial services, public transport, tourism and cultural heritage.

'eAccessibility' aims to ensure that everyone is included and is able to use services and devices that utilise ICT. The tourism and travel sector accounts for a large part of Internet usage. In some countries on-line travel sales make up over 50% of all travel bookings. Undoubtedly, the organisation, marketing and sales of tourism and travel products will come to depend more and more on addressing **the accessibility of on-line services for information and travel bookings**, as the market of senior and disabled visitors grows in the coming decades.

ICTs are used increasingly in the provision of tourist information and guides, both via the Web and also us via info-kiosks, displays and hand-held devices. Mobile "apps" for smart phones are also a part of this trend. These services must be accessible for all visitors, including persons with disabilities and seniors, so that tourism providers avoid discriminating against these customers. Accessible ICTs will enable all visitors to get the information they need and enjoy tourism experiences to the full.

The travel industry in Europe and worldwide is largely made up of small and medium-sized enterprises (SMEs). **ENAT** will provide outreach from **eAccess+** to travel and tourism businesses and partners I Europe and around the world, showing how **e-Accessibility** can give **added value** to travel and tourism businesses. Tourist Boards, public authorities, NGOs, professional bodies, research centres, universities and others are invited to join eAccess+ at **http://www.eaccessplus.eu** .

ENAT Contact Persons for eAccess+ :
Mr. Ivor Ambrose, Managing Director   enat@accessibletourism.org
Ms. Lilian Müller, President   lilian.muller@access-sweden.se