

Accessible Tourism in Europe

High-level Conference, Brussels, 3-4 December 2013

Charlemagne building, De Gasperi room

Tuesday, 3 December 2013

Let's Go Accessible: in Tourism, in City Life

08:00 – 09:00	Participants' arrival and registration. <i>Video projection: "Are you ready for Europe?" 2nd Prize Award winner Cannes Corporate TV & Media festival 2013.</i>
09:00 – 09:45	Opening Speeches Mr Antti Peltomäki , European Commission, Deputy Director-General for DG Enterprise and Industry Mr Aurel Ciobanu-Dordea , European Commission, Director for Equality DG Justice Ms Gunta Anca , Vice-President of the European Disability Forum

09:45 – 12:30

Forum Discussion

Session 1: Information and mobility. Planning the trip

Chaired by: **Ms Dovilė Juodkaitė**, President of the Lithuanian National Forum of the Disabled

Forum discussion with:

- **Mrs Meglena Kuneva**, Special Adviser on passenger rights to European Commission Vice-President, Siim Kallas, *“Are you aware of your passengers' rights?”*.
- **Mr Damien Birambeau**, J'accède, France, *“Finding accessible places through ICT”*.
- **Ms Danielle Breyer**, Ministry of the Middle Classes, Tourism and Housing, Luxembourg, *“Holistic approach to (accessible) tourism at national level”*.

11:00 – 11:10

Questions & Answers

11:10 – 11:25

Coffee Break

- **Mr Magnus Berglund**, Scandic Hotels' Accessibility Ambassador, *“Improving services for accessible accommodation: the example of Scandic hotels”*.
- **Ms Susanna Laurin**, Funka Nu, Sweden, *“Web based tourism and accessibility guides”*.

12:10 – 12:30

Questions & Answers

12:30 – 14:00

Lunch

14:00 – 15:45

Forum Discussion

Session 2: Local areas and services in challenging areas. Enjoying the local area

Chaired by: **Mr Johan ten Geuzendam**, European Commission, DG Justice, Head of Unit for Rights of persons with disabilities

Forum discussion with:

- **Ms Maria Orejas-Chantelot**, European Foundation Centre, Brussels, League of historic and accessible cities.
- **Mr Enrique Varela**, Fundación Tecnológica Social, Spain, *"Travelling with disabilities in cultural routes - Initiatives in Mobile technologies for the personal independence: CULTWAYS and The Satellites' Way"*.
- **Mr Vassilis Kostopoulos, Mr George Sotiriadis and Mr Ignatios Fotiou**, University of Patras, Department of Mechanical Engineering & Aeronautics, Tobeia Ltd, Greece, *"Enabling autonomous access to the beach – swimming by Seatrak"*.
- **Mr Andreas Andersen**, International Association of Amusement Parks and Attractions (IAAPA), *"Amusement Parks and Attractions: Integrating Accessibility for a better User Experience"*.
- **Mr Frédéric Roussel**, Disneyland Paris, Guest Accessibility Service, *"Disneyland Paris Accessibility Program"*.

15:45 – 16:15

Questions & Answers

16:15 – 17:00

Coffee break/Preparation for the Access City Award Ceremony

17:00 – 18:00

Ceremony

Access City Award

The winning city of the Access City Award 2014 will be announced at a special ceremony during the conference. The two other finalist cities of the competition will also be honoured.

At the presence of **Ms. Viviane Reding**, European Commission, Vice-President

Wednesday, 4 December 2013 Europe Ready for You	
08:00 – 09:00	Participants' arrival and registration.
09:00 – 09:30	<p>Opening Speeches</p> <p>Mr Zoltán Somogyi Executive Director for Member Relations and Services at the World Tourism Organization (UNWTO)</p> <p>Ms Rosa Estarás Ferragut, Member of the European Parliament, Committee for Transport and Tourism</p> <p>Video projection: "CALYPSO, everybody deserves a break"</p>
09:30 – 10:20	<p>Forum Discussion</p> <p>Session 3: Unlocking the potential of <u>Accessible</u> Europe. Driving growth at national and local level.</p> <p>Chaired by: Mr. Ivor Ambrose, European Network Accessible Tourism (ENAT)</p> <p>Forum discussion with:</p> <ul style="list-style-type: none"> ○ Mr Jesús Hernández Galán, Organización Nacional de Ciegos Españoles (ONCE). <i>"Tourism for all in Spain: from positive branding to record-breaking travel flows"</i>. ○ Mr Marino Finozzi, Minister of Tourism and International Trade, Veneto Region. <i>"The economic impact of Accessible tourism in Veneto"</i>. ○ Mr Ross Calladine, Visit England. <i>"Challenges and opportunities in developing accessible destinations in England"</i>.
10:20 – 11:00	Questions & Answers
11:00 – 11:30	<p>Coffee Break</p> <p>Video projection: "EDEN Winner Destination 2013"</p>

11:30 – 12:00	<p>Forum Discussion</p> <p>Session 4: Barrier-free tourism for success: how they did it?</p> <p>Chaired by: Mr. Roberto Vitali, President Village 4All</p> <p>Forum discussion with:</p> <ul style="list-style-type: none"> ○ Mr Marco Pizzio, Italian Association for Multiple Sclerosis (AISM) and "Italy without Barriers". <i>"Tuscany for All"</i> ○ Mr Florian van der Bellen, Kaunertal Tourismus Austria, EDEN winner 2013. <i>"Alpine glacier experiences with no "ifs" and "buts"</i> ○ Ms Beatrice Vio, London 2012 Paralympics Torchbearer and 2013 Wheelchair World Fencing Champion
12:00 – 12:30	Questions & Answers
12:30 – 14:00	Lunch
14:00 – 14:30	<p>Forum Discussion</p> <p>Session 5: Unlocking the potential of <u>Open</u> Europe. Accessibility beyond disability</p> <p>Chaired by: Mr Greg Richards, ATLAS</p> <p>Forum discussion with:</p> <ul style="list-style-type: none"> ○ Ms Christin Prange, Transromanica e.V. <i>"Making heritage more accessible to tourists through modern ICT: the e-Create case study"</i> ○ Mr David Grevemberg, CEO of Glasgow 2014 Commonwealth Games. <i>"Glasgow 2014 Commonwealth Games: how can destination Europe benefit?"</i> <p>Panel interventions by:</p> <p>Mr Karel Bartak, Commission Directorate-General for Education and Culture</p> <p>Mr Patrick Torrent, Deputy Director of the Catalan Tourism Board, NECSTouR Founding Member</p>
14:30-15:15	Questions & Answers

15:15 – 15:45

Forum Discussion

Session 6: Removing non-physical barriers to travel

Chaired by: **Mr Michel De Blust**, European Travel Agents and Tour Operators Association (ECTAA)

Forum discussion with:

- **Mr Marco Digioia**, Cruise Lines International Association (CLIA) Europe. *Visas and regulatory barriers to tourism: the case of the cruise industry*
- **Mr Robert Mathiak**, Unit for Consumer and Marketing Law, European Commission, Directorate General for Justice, *Tourists and the web: the revision of the Package Travel Directive*

Panel interventions by:

Mr Pedro Ortún, Director, Commission Directorate-General for Enterprise and Industry

Ms Monique Goyens, Director-General, BEUC

Mr Jonas Neihardt, Senior Vice-President Government Affairs, Hilton Worldwide

15:45-16:30

Questions & Answers

16:30 – 17:00

Conference Conclusions

Mr Antonio Tajani, Vice-President of the European Commission

Mr Carlo Fidanza, Member of the European Parliament, Committee for Transport and Tourism