

Destinations **for All**

2^d World Summit on Accessible Tourism

Brussels – 1-2 October 2018

Programme

Sunday, 30 September 2018

18h00 – 20h00 Opening ceremony and welcome cocktail

Isabelle Ducharme and **Vincent Snoeck**, Co-President of the Summit

Michel Audet, General Delegate of Québec in Brussels

René Collin, Walloon Minister of Tourism

Alexandre Bodart-Pinto, Founder of Wheeling around the World and Everybody Travel
Restaurant

Monday, 1 October 2018

09h00 – 10h30 Plenary Session

Welcome and Introduction

Isabelle Ducharme and **Vincent Snoeck**, Co-President of the Summit

Marina Diotallevi, World Tourism Organization (UNWTO)

Daniela Bas, United Nations

Auditorium

10h30 – 11h00 Coffee Break and Exhibition

Grand Hall and Riverside

11h00 – 12h30 Parallel Sessions

Public transport for tourists with reduced mobility

Moderator: *Mohamed Mezghani, International Association of Public Transport*

- **Accessible destinations for all: the commitment of the public transport sector**
Anne-Laure Lemerre (International Association of Public Transport - Belgium)
- **How to combine accessibility and design - do right from the beginning**
Ditte Kahlström Jansson (Transport Administration Stockholm County Council - Sweden)

- **Busfinder, an infomobility app accessible to people with blindness or visual impairment**
Roberto Murru (CTM SPA - Italy)
- **Customer experience serving RATP'S tourists**
Patricia Delon (RATP - France)

Cinema

Accessibility tools

Moderator: Bart Simons, Anysurfer

- **Audio Description: Making Your Events and Facilities Accessible for Visitors Who Are Blind**
Joel Snyder (Audio Description Associates, LLC/American Council of the Blind-Audio Description Project - USA)
- **Universal Access: Simplifying Written Content**
Eloise Auffret-Novice (Consultant - France)
- **Visioguide**
Jérôme Duquesne (Private - Belgium)
- **Home-away-from-home**
Anouk Tuinstra (Universal Design Living Lab, UD Woonlabo - Belgium)

Aquarium

National strategies

Moderator: Ross Calladine, VisitEngland

- **Tourism For All in Lebanon**
Rona Dbeissi (Lebanese Union for People with Physical Disabilities (LUPD) - Lebanon)
- **The ALL FOR ALL Program Implementation**
Helena Ribeiro (Turismo de Portugal - Portugal)
- **Association "Barrier-free Destinations in Germany" – a powerful alliance**
Kostja Gosau (Association Barrier-free Destinations in Germany - Germany)
- **Financial assistance for the accessibility of tourist establishments in Québec**
Lyne Ménard (Kéroul - Canada)

Auditorium

Information and planning

Moderator: Kathleen Davisters, visit.brussels

- **Accelerator of inclusion and mobility for territories**
Valérie Schutt (Communauté Urbaine Dunkerque - France) and François Monié (PictoAccess - France)

- **Discoverability and quality of online information of accessible tourism services - Example of Wheelchairtraveller.org**
Tobias Streitferdt (Wheelchairtraveller.org - Germany)
- **Creating an Accessible Destination**
Gillian Scoford (Accessible Derbyshire - United Kingdom) and Jane Cooper (Accessible Derbyshire - United Kingdom)
- **Accessible Tourism in Brussels**
André Moons (AMT Concept - Belgium) and Miguel Gerez (AMT Concept - Belgium)

Studio

12h30 – 14h00 Lunch and Exhibition

Grand Hall and Riverside

Quick presentation (Riverside 1): German National Tourist Board: Accessible tourism products and services in travel destination Germany

14h00 – 15h30 Plenary Session

Customers, design, territories: new perspectives

Moderator: *Ivor Ambrose, ENAT*

- **Elements for a renewed definition of the Accessible Tourism Territory for all taking into account the diversity of territories and use**
David Amiaud (University of La Rochelle/ADERA - France)
- **Predicting and Preparing Tomorrow's Accessible Tourism**
Maud Dupuis Caillot (Polymorphe Design - France)
- **Who is a traveller with a disability**
Bill Forrester (Travability - Australia)

Auditorium

15h30 – 16h00 Coffee Break and Exhibition

Quick presentation

Martinique Access'île: European destination in the Caribbean

Grand Hall and Riverside

16h00 – 17h30 Parallel Sessions

Availability of accessible taxis

Moderator: *Michel Trudel, Tourism and transport Consultant*

- **How to ensure a taxi service accessible to everyone in each of our communities?**
Isabelle Ducharme (Kéroul - Canada) and André Leclerc (Kéroul - Canada)
- **Accessible transportation, can it be on-demand**
Eric Lipp (Open Doors Organization - USA) and Katy O'Reilly (Open Doors Organization - USA)

- **Debate**

Mary Crass (International Transportation Forum - France), Matthew Daus (International Association of Transportation Regulators - USA), Isabelle Ducharme (Kéroul - Canada), André Leclerc (Kéroul - Canada), Eric Lipp (Open Doors Organization - USA), Katy O'Reilly (Open Doors Organization - USA)

Cinema

Training on welcoming of tourists with special needs

Moderator: Annette Masson, International Social Tourism Organisation

- **The training, essential to the accessibility for all**
Annette Masson (International Social Tourism Organisation - Belgium)
- **Mobilise, sensitise and train tourism actors about accessibility for all**
Marie Yahiel (Paris Region Tourist Board - France) and Charlotte Vella (Paris Region Tourist Board - France)
- **Methodology of the training "Passeur de Sens": accessibility in the cultural and touristic fields to improve quality of life**
Coralie Vandevenne (ASBL Oeuvre Fédérale Les Amis des Aveugles et Malvoyants - Belgium)
- **Barbados where you belong**
Roseanna Tudor (Barbados Council for the Disabled)

Auditorium

Territory labeling program

Moderator: John Sage, Accessible Travel Solutions

- **Providing Reliable Information on the Accessibility of Tourism Products and Destinations - The German Information and Labelling System "Tourism For All"**
Ruediger Leidner (Tourism For All Germany r.a. - Germany)
- **Accessibility for all, a competitive factor**
Luc Thulliez (Ministry for Economy and Finances - Directorate General for Enterprise - France)
- **The Blue Flag programme – promoting accessibility for all at beaches and in marinas**
Johann Durand (Foundation for Environmental Education / Blue Flag International - Denmark)
- **Why information on accessibility is an important factor when it comes to inclusion and participation**
Ulla Kramer Terkelsen (Accessible Denmark/God Adgang - Denmark)

Studio

Sports and leisure activities

Moderator: Richard Thompson, Travel Counsellors

- **Accessible cycling tourism along the Römer-Lippe-Route**
Pascal Tönnissen (Ruhr Tourismus GmbH - Germany)
- **An investigation into the spa experiences of wheelchair users**
Elina (Eleni) Michopoulou (University of Derby - United Kingdom) and Sarah Hilton (University of Derby - United Kingdom)
- **Bicycle tourism in Wallonia that's accessible to people with specific needs**
Stéphanie Villance (Ministry of Tourism of Wallonia - Belgium) and Stéphanie Herman (Access-i - Belgium)
- **Wine tourism, accessible beaches and dives**
Thierry Jacquet (Suisse Tourisme Handicap - Suisse)

Aquarium

17h30 – 18h15 Exhibition & TechnoLab

- **Aurizone, the free indoor smartphone GPS for people with visual/motor impairment dedicate to accessibility**
Ken Teisseire (Aurizone - France)
- **Wilson, the sidekick for the disabled**
Audrey Sovignet (I Wheel Share - France)
- **Which initiatives to return the accessible tourism in a tourist department?**
Claude Blaho-Poncé (Herault Tourisme - France), Pascal Schmid (Herault tourisme - France) and David Coste (Mission Tourisme - France)
- **Map's Voice. Maps with voice output for everyone**
Cristina Sánchez Palomo (Puntodis - Spain)
- **Tur4all International Accessible Tourism Platform (App and web page)**
Luigi Leporiere (PREDIF - Spain)
- **Virtual accessibility guide in Rio de Janeiro and Brazil**
Regina Cohen (Pro-access Group, Federal University of Rio de Janeiro and Access without limits - Brasil)
- **Numeric solution for universal accessibility**
Caroline Aziere (AudioSpot - France)
- **Destination tourism for all with the Access-i web platform**
Sandra Janssens (Access-i - Belgium)

Grand Hall and Riverside

Tuesday, 2 October 2018

09h00 – 10h30 Plenary Session

Influencers

Moderator: Isabelle Ducharme, Kéroul

- **Influence creates new opportunities for Accessible Tourism**
John Morris (WheelChair Travel - USA)
- **Accessible Tourism Experiences, Standards and Measuring Performance**
Ivor Ambrose (ENAT - Greece)

Auditorium

10h30 – 11h00 Coffee Break and Exhibition

Grand Hall and Riverside

11h00 – 12h30 Parallel Sessions

Impacts of the accessibility

Moderator: Pieter Ghijssels, VisitFlanders

- **Making a small community accessible**
Barbara Operschall (SpeechCode GmbH - Austria)
- **How did the City and the Ruppiner Lake District become more accessible through the creation of the accessible hotel and what impact did these developments have on the other hand on the hotel itself?**
Peter Vogt (Seehotel Rheinsberg - Germany)
- **Safe and Barrier free Sidewalks a Crucial aspect of Transportation Systems and Tourist Experience**
Abha Negi (Global forum for Empowerment - India)
- **The Accessible Ecosystem for hotels and tourism**
Iñaki Alda (Implaser-Native Hotels - Spain)

Aquarium

Inclusive accommodations

Moderator: Brianda Lopez, Hostelling International

- **Middelpunt - A unique concept - inclusive work for accessible tourism**
Philip Vanneste (Mariasteen vzw - Belgium)
- **Without accessible buildings, there can't be inclusive holidays – FDS Hotel GmbH**
Stefan von Schlotheim (FDS Hotel GmbH - Germany)
- **WeTravel2 and the Flemish Youth Hostels creating All-in Hostels**
Kristof Steegmans (WeTravel2 - Belgium) and Tine Depré (Flemish Youth Hostels - Belgium)



- **AusZeit - vacation home with care Concept**
Charlotte Baumert (Evangelische Altenhilfe St. Georgen GmbH - Germany)

Auditorium

Air transport

Moderator: Laurel Van Horn, Open doors

- **Evaluation of Wheelchairs and Wheelchair tie downs for in-cabin use**
Michele Erwin (All Wheels Up - USA)
- **BDL's dialog with PRM | Matching the interests of airlines and airports with those of passengers with reduced mobility | How to get an understanding of an accessible aviation**
Marian Kortas (Bundesverband der Deutschen Luftverkehrswirtschaft e.V. - Germany)
- **Airport Best Practices in Meeting the Needs of Travelers with Disabilities**
Shu Cole (Indiana University - USA) and Weixuan Wang (Indiana University - USA)
- **Airport Automated Assistance for Reduced Mobility Passengers (3A-RMP)**
Imad Mougharbel (Beirut Research and Innovation Center - Lebanon)

Cinema

Regional strategies

Moderator: Isabelle Ducharme, Kéroul

- **Inclusive Flanders: a total experience**
Ewoud Lagring (VisitFlanders - Belgium)
- **Wallonia: tools and partnerships for the development of accessible tourism**
Nadine Verheye (Ministry of Tourism of Wallonia – Belgium) and Aurélie Charlier (Access-i asbl)
- **Advocacy Initiatives for Accessible Tourism**
Melissa James (Inclusive Tourism - Australia)
- **Accessible Tourism in Saxony**
Antje Rennack (Tourism Marketing Company of Saxony - Germany)

Studio

12h30 – 14h00 Lunch and Exhibition

Grand Hall and Riverside

14h00 – 15h30 Parallel Sessions

Parks and nature

Moderator: Olaf Schlieper

- **Nature for All**
Eric Dubois (Natagora - Belgium)

- **Creating the sensory gardens and paths as outdoor sites for people with visual impairments**
 Alina Zajadacz (Adam Mickiewicz University in Poznań - Poland) and Anna Lubarska (Adam Mickiewicz University in Poznan - Poland)
- **Fully accessible Eifel National Park**
 Tobias Wiesen (Eifel National Park - Germany)
- **The outdoors for all - SEPAQ's accessibility initiatives**
 Claire Ducharme (Société des établissements de plein air du Québec (SÉPAQ) - Canada)

Studio

Panel Discussion: Blogs, social media and travel decisions

Moderator: John Morris, WheelChair Travel

Panelists: Blandine Even (Mille découvertes sur 4 roulettes - Belgium), Aurélie Loàc (I wheel travel – France), Mélanie Bordes (Little Miss Turtle – France)
Aquarium

Standards and expertise

Moderator: Stéphanie Herman, Access-i asbl

- **Universal Accessibility in Azores and Madeira – Education and Policies**
 Tiago Valente (Access Azores - Portugal)
- **Making Your Destination Inclusive and Accessible to All**
 Susanna Laurin (International Association of Accessibility Professionals, Representative to the EU, Global Leadership Council - USA)
- **Accessible Tourism For All - A Global Effort**
 Isabelle Ducharme (Kéroul - Canada) and Marnie Peters (Marnie Peters & Co Inc. - Canada)
- **International Certification of Accessibility Consultants - Built Environment - Establishing Expectations and Recognition of Universal Design Accessibility Consultants**
 Marnie Peters (Global Alliance on Accessible Technology and Environments - Canada)

Auditorium

Certified destinations

Moderator: Frédéric Dubé, Alliance touristique Québec

- **Making a holiday resort accessible, working with the Destination pour Tous label: Balaruc-les-Bains, France's number one spa resort**
 Pierre Lary (Tourism Director - Balaruc-les-Bains - France) and Sylvain Bonnet (Director of the Baths, Balaruc-les-Bains - France)

- **The Impacts of Destination pour tous certification on the development of inclusive environments**
 Nathalie Roussel (City of Victoriaville - Canada)
- **Hanseatic City of Rostock and seaside resort Warnemünde – Accessible vacation by the Baltic Sea**
 Beate Hlawa (Tourism Board Rostock & Warnemünde - Germany)
- **Bordeaux, destination for all**
 Joel Solari (Lord mayor in charge of handicap - France)

Cinema

15h30 – 16h00 Coffee Break and Exhibition

Grand Hall and Riverside

16h00 – 17h30 Parallel Sessions

Urban strategies

Moderator: *Vanessa Grandgagnage, Ministry of Tourism of Wallonia*

- **Brandenburg: approaches towards accessibility in the region all around Berlin**
 Kerstin Lehmann (TMB Tourismus-Marketing Brandenburg GmbH - Germany)
- **Pledging to the Accessibility Journey**
 Lenna Klintworth (Destination Gold Coast - Australia)
- **The systematic implementation of ‘Design for All’ in the tourism sector – the example Luxembourg**
 France Ewen (Government of Grand Duchy of Luxembourg - Ministry of Economy - Grand Duchy of Luxembourg)
- **The Mega events World Cup FIFA 2014 and Olympic and Paralympics Games RIO 2016: Evaluation of the Accessibility in the Central Squares of Rio de Janeiro, Brazil**
 Regina Cohen (Pro-access Group Federal University of Rio de Janeiro - Access without limits - Brasil)

Studio

Travels around the world

Moderator: *Alexandre Bodart-Pinto, Wheeling Around the World*

- **The Top 8 Accessible Tourist Destinations in Europe (and 4 of the Most Difficult)**
 John Sage (Accessible Travel Solutions - USA)
- **‘The Superhero Team’ movie formula for an accessible tourism endeavor**
 Rustom Irani (Cox & Kings (Enable Travel) - India)
- **Twelve months that will change the world**
 Richard Thompson (Travel Counsellors - UK)
- **Follow the needs - experiences and insides from more than 25 years of activity as a tour operator in accessible tourism**
 Holger Kähler (Videlis Seniorenreisen e.V. - Germany)

Auditorium

Adventure tourism and outdoor activities

Moderator: Martin Heng, Lonely Planet

- **Handisport Mallorca: Enjoy your abilities!**
Rafael Winckelmann Martín (Handisport Foundation - Spain)
- **Outdoor recreation accessibility in France: findings and inspiring practices**
Alexandra Gilbert (University of Québec at Trois-Rivières - Canada)
- **Adaptive Adventure Tourism**
Jezza Williams (Makingtrax - New Zealand)
- **Accessible Nepal - an inclusive initiative**
Pankaj Pradhananga (Four season Travel & Tours - Nepal)

Aquarium

Facilitators of stays

Moderator: Charles-Etienne Bélanger, International Social Tourism Organisation

- **Our guests and income. Japan Accessible Tourism Center**
Hideto Kijima (Japan Accessible Tourism Center - Japan)
- **Virtual Disability Manager: accessibility is a matter of services**
Roberto Vitali (Village for All srl - Italia) and Serena Stefanoni (Bed&Care srl - Italia)
- **The personal attendant for leisure (PAL) card: a tool to support the participation of people with disabilities in recreational, cultural and tourism activities**
Josiane Corbeil (Office des personnes handicapées du Québec - Canada)
- **The European Disability Card - A tool for improved freedom of movement**
Pierre Gyselinck (Belgian Disability Forum vzw - Belgium) and Emilie Desmet (Belgian Disability Forum vzw - Belgium)

Cinema

17h30 – 18h00 Closing Ceremony

Closing Remarks

by Isabelle Ducharme and Vincent Snoeck

Co-Presidents of the Summit

Auditorium