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**DESTINATIONS FOR ALL – Accessible Tourism Conference**

**Location:** DLR LexIcon, Dún Laoghaire

**Date:** Thursday 26<sup>th</sup> April, 2018



## Getting here



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# DESTINATIONS FOR ALL

## Dún Laoghaire-Rathdown Accessible Tourism Conference



### Winning More Visitors | Increasing Business Revenue

DLR LexIcon, Dún Laoghaire,  
Thursday 26<sup>th</sup> April, 2018

# The Fastest Growing Tourism Market

The Accessible Tourism Market is becoming recognised as the fastest-growing tourism market. Businesses and destinations ignore it at their peril. One in five tourists have some kind of access need and if these needs in leisure or business tourism are not catered for then they will go elsewhere.

The UN World Tourism Organisation has declared that accessibility should be part of any responsible and sustainable tourism policy. It also makes strong business sense for financial growth and sustainability to develop tourism offers that are inclusive, safe and comfortable for the increasing number of visitors who have specific access needs.

In Europe, the accessible tourism market is estimated to be 27% of the total population. It covers all sectors across the entire tourism value chain – encompassing seniors, people with disabilities, and families with small children.

Two thirds of this growing market are seniors and they travel more during the low season, usually accompanied or in groups; they spend more and they make more return visits.

This conference will highlight the accessible tourism market as a golden opportunity for destinations and businesses.

Dún Laoghaire-Rathdown County Council invites you to be part of a national conversation on accessible, inclusive tourism, beginning with an overview of the field and an examination of best practices, policies and strategies that can inform and guide Ireland's businesses and increase the competitiveness of our tourism destinations.

Time	Topic	Speaker
09:15-09:45	Registration	
09:45-09:55	Introduction and Welcome to the Event	 <b>Tom Murphy</b> <i>Cathoirleach, Dún Laoghaire-Rathdown.</i>
09:55-10:05	Tourism for All: Setting the context	 <b>Philomena Poole</b> <i>Chief Executive, Dún Laoghaire-Rathdown County Council.</i>
10:05-10:15	Ireland's National Tourism Strategy: Extending the Welcome to All Visitors	 <b>Paul Keeley</b> , <i>Commercial Development Director, Fáilte Ireland.</i> Paul joined Fáilte Ireland in 2004 and had specific accountability for the delivery of The Wild Atlantic Way and, more recently, the Ireland's Ancient East brand. Paul is also responsible for leading the Meet in Ireland brand and its supporting business development plans; and the new Leisure Business Development Team's regional distribution targets.
10:15-10:35	European Experiences and Directions: Ireland's Opportunity	 <b>Ivor Ambrose</b> , <i>Managing Director, European Network for Accessible Tourism (ENAT).</i> Ivor holds a Masters Degree in Environmental Psychology. Since the 1980s he has worked on accessibility for seniors and people with disabilities, in building design and planning, ICTs and Tourism. He is a co-founder and Managing Director of ENAT – the European Network for Accessible Tourism, an NGO based in Belgium.
10:35-11:00	Tea & Coffee	
11:00-11:20	Inclusion and Diversity, Growing Tourism Business: Scottish Experience	 <b>Chris McCoy MBE</b> , <i>Equality Diversity Manager and Head of the Accessible Tourism Programme and Mediation Partnership Team, VisitScotland.</i> As head of the Equality & Diversity and Accessible Tourism for VisitScotland, Chris implements a business-focused diversity strategy which enables VS to meet its legal obligations and fulfill its corporate business objective of enhancing the visitor experience in Scotland. Chris chairs the Accessible Tourism Steering Group in partnership with the Scottish Government, and also represents VisitScotland in Brussels on the EU Accessible Tourism group. Chris was awarded the MBE January 2016 for services to Social Equality.
11:20-11:40	Economic Benefits of 'Tourism For All' in the Private Sector	 <b>Paudie Healy</b> , <i>CEO, Universal Access. Board Director of the European Network for Accessible Tourism.</i> Paudie is an International accessibility expert delivering high level consultancy in Ireland and Europe through the principles of Universal Design to the public sector, NGO's and the private sector. He is a leading expert in creating and developing national, regional, and local business 'Tourism For All' strategies, management and implementation.
11:40-12:00	Accessibility in Tourism: Irish Experience	 <b>Patrick O'Donoghue</b> , <i>CEO, The Gleneagle Group.</i> Patrick Patrick has more than 30 thirty years' experience in the tourism sector. He is a former Director of Fáilte Ireland and current President of the Kerry Branch of the Irish Hotels Federation. Two years ago, The Gleneagle Group rolled out a detailed accessibility programme to make all of its properties accessible to all.
12:00-12:40	Panel Discussion: Audience Q&A	<b>Moderator:</b> Ivor Ambrose, ENAT
12:40-13:00	Summary and Close	