

Accessible Travel and Tourism

27 March 2024 • ABTA, 30 Park Street, London, SE1 9EQ



Agenda

09:30 **Registration, tea and coffee**

10:00 **Welcome and introduction from the moderator**
Carol Rose, Head of Sustainability, **ABTA**

Accessibility today

10:10 **Panel discussion: catering to different accessibility requirements and disabilities**
Hear from individuals representing different accessibility needs. Listen to the speakers share their thoughts on what travel businesses should be offering and how to cater for different requirements.

Moderator: Susan Deer, Director of Industry Relations, **ABTA**

Ben Kirby, Chief Executive Officer, **Enable Holidays**

Jon Fletcher, Chief Executive Officer, **The Wheelie Good Travel Company**

Claire Farley, Managing Director, **2by2 Holidays**

10:45 **Digital accessibility – providing clear information across your marketing and website**

- Creating an access statement and where to list it
- Making websites usable for all visitors, including those with disabilities, impairments, and limitations
- Appropriate use of wording, terminology and images (including the use of videos)

Pete Bricknell, Chief Product Officer, **Hassell Inclusion**

11:15 **Tea and coffee break**

Paving the way to mainstream accessible travel

11:45 **Accessible Snowsports – a case study**
James Sterry, South Regional Manager, **Disability Snowsport UK**

12:15 **Improving accommodation accessibility: The Detailed Access Guides for Hotels project**
Hear from TUI and AccessAble on their ambitious project and partnership to producing a detailed access guide for 200 hotels

Marina Snellenberg, PRM & Accessibility Manager, **TUI**
Tina Sargeant, Accessible Travel Executive and DEI Employee Network Lead, **TUI**
Dean Eales, Head of Partnerships, **AccessAble**
Anna Nelson, Chief Executive, **AccessAble**

12:45 **Lunch break**

13:45 **Making transport accessible: Challenges and opportunities**

Moderator: Carol Rose, Head of Sustainability, **ABTA**
Hayley Collier, Safety & Risk Data Analyst, **Tui** and Member, **Heathrow Passenger Forum**
Fara Muneer MA IAAP, Head of Business Development, **Centre for Accessible Environments**
Stephen Roby, Sales Manager – UK Leisure, **Eurostar**

14:25 **Improving equal access as a destination**

- Greece's accessible beaches initiative: how it started, where it has got to, and next steps
- Specific challenges to making Greece an accessible destination
- Other projects and future plans for inclusive tourism in Greece

Eleni Skarveli, Director, **Greece National Tourism Organisation**

14:55 **Tea and coffee break**

15:15 **Facilitated discussion groups**

Attendees choose from the below interactive 25-minute discussions to take part in. Discuss solutions and get advice from peers and experts on tackling these key areas. Groups are repeated after 25 minutes to allow attendees to take part in two sessions.

A Accommodation accessibility

- Working with stakeholders and suppliers to receive all necessary information

B Meeting the needs of neurodivergent travellers

- Understanding the needs and preferences of neurodivergent travellers
- Getting started: how to improve accessibility for neurodivergent customers

Facilitator: Danny Wayne, Head of Membership, **ABTA**

C Defining your responsibilities and understanding regulation

- What the law requires from you when serving disabled customers
- Requirements of package organisers and agents under the Package Travel Regulations
- Providing clear information relating to suitability of holidays
- How to handle complaints and claims

Facilitator: Dominique Smith, Barrister, **Deka Chambers**

16:15 **Moderator's closing remarks and close of seminar**
Carol Rose, Head of Sustainability, **ABTA**

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About the event

ABTA's Accessible Travel and Tourism seminar will provide **guidance and insights into how you can ensure your business, services and products are accessible to all**. Hear from speakers across the travel supply chain on how to embrace all customer needs, and enhance customer service and revenue by doing so.

Whether physical disabilities, invisible disabilities, temporary illnesses, older age or those with partial sight loss or hearing difficulties, accessibility can mean different things to everyone. Attend this one day practical event and explore **how to set and achieve accessibility standards as part of your ongoing responsible tourism strategy**.

Hear from experts on topics such as your legal responsibilities, tour design inspiration, providing clear information about the accessibility of your products, inclusive customer service and marketing accessible travel. Listen to **inspirational case studies from travel businesses, destinations and suppliers** on how they have created exceptional accessible products and processes.

Accessible travel should be a key part of any business' responsible tourism strategy, but also provides often untapped business opportunities and potential for a broader target market. Moderated by ABTA, this event will provide up-to-date guidance and insights into this important and continuously expanding sector.

Benefits of attending

- Understand the **breadth of customers** who benefit from accessible tourism.
- Learn how **different accessibility needs can be catered for**.
- Learn about digital accessibility and how to make your website usable to all.
- Ensure the products and services you offer are accessible to all, **from the first contact to the post-trip review**.
- Learn from **best-in-class case studies** from other companies offering accessible travel products.
- Benefit from in-depth experience exchange with your peers in facilitated discussion groups.

Upcoming events

Communicating Sustainability

21 March 2024, Central London

Delivering Sustainable Travel Conference

15 May 2024, Central London

Who should attend?

The event is ideal for anyone working in the travel industry including large, medium and small firms in travel and tourism.

Prices

ABTA member / ABTA partner* **£259 plus VAT**
Non member **£399 plus VAT**

This includes lunch and refreshments throughout the day, all delegate materials, presentations and an attendee certificate.

**To qualify for the ABTA member/partner discount you must have a current ABTA member/partner number or your application must be in progress when the event takes place. For details on becoming an ABTA member or partner visit abta.com/join*

Group booking discounts

Book **three places** and get **50% off the third place**
This discount will be automatically applied when you book online.

If you are looking to book for a larger group please contact events@abta.co.uk for a bespoke discount.

REGISTER NOW!