



PRESS RELEASE

Tourisme & Handicaps to unveil the "Destination for All" seal at the first-ever Destinations for All World Summit

Montréal, June 27th 2014 – Tourisme & Handicaps, the association that administers the "Tourisme & Handicap" seal signalling France's accessible tourist establishments, will be presenting the new "*Destination for All*" seal at the **Destinations for All World Summit** in Montréal this October 19 to 22.

A "*Destination for All*" is a place (town, tourist region) where handicap individuals and their families can be accommodated for days at a time. Beyond accessible hotels, restaurants and attractions, these locales also have accessible businesses for everyday needs (grocery stores, malls, post offices, etc.), pedestrian routes and local transportation services.

Annette Masson, President of Tourisme & Handicaps, will unveil the process for introducing the seal, and the locations that have applied for it. With this project, France is innovating by recognizing its accessible destinations and has inspired Kéroul, which would like to implement a similar label in Québec.

The aim of the ***Destinations for All World Summit*** is to exchange best practices for inclusive tourism, collectively develop international standards for accessible tourism for all, and establish a global partnership to create accessible destinations.

The event is organized by Kéroul in collaboration with the World Tourism Organization (UNWTO), the European Network for Accessible Tourism (ENAT), Tourisme & Handicaps, Tourisme Québec, JPdL International and others.

In response to the call for speakers, close to 150 abstracts from 34 countries were submitted and reviewed by the Summit's program committee. In addition to Ms. Masson, confirmed speakers include:

- ❑ Daniela Bas, Director, Division for Social Policy and Development, United Nations
- ❑ Marina Diotallevi, Head of the UNWTO's Ethics and Social Responsibility Programme
- ❑ Ivor Ambrose, Managing Director, European Network for Accessible Tourism
- ❑ Jay Cardinali, Worldwide Accessibility Manager, Walt Disney Parks and Resorts
- ❑ Ann Frye, Expert on international transportation for handicapped and elderly persons, and Co-Chair of the International Activities Subcommittee of the US Transportation Research Board's Accessible Transportation and Mobility Committee



- Scott Rains, Independent tourism and travel accessibility consultant
- Martin Heng, Accessible Travel Manager, Lonely Planet
- Magnus Berglund, Scandic Hotels
- Marcus Weisen, European Centre for Cultural Accessibility

Accessibility is a matter of the law, demographics and markets. Be prepared to make way for the future: a world for all!

The World Summit Destinations for all 2014 is organized by Kéroul, a key consultant for Tourisme Québec regarding accessibility, Kéroul is a non-profit organization which, through information and lobbying, promotes and develops accessible tourism and culture and by JPdL, a leading team of conference and event professionals for over 30 years.

For more information about the World Summit Destinations for All and its supporting organizations, visit: www.destinationsforall2014.com

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Source: Michel Trudel, Kéroul

Information : Marie-Hélène Paradis

mhparadis@keroul.qc.ca

514 252-3104 #3575

514 531-6797