



PRESS RELEASE

Pierre J. Jeannot confirms his participation in the Destinations for All – World Summit

Montréal, September 23, 2014. Pierre J. Jeannot, a prominent figure in the world of international civil aviation, has confirmed his participation in the **World Summit – Destinations for All** to be held in Montréal from October 19 to 22, 2014.

The **Summit**, a world first, aims to share best practices for inclusive tourism, develop international standards for accessible tourism, and establish a global partnership to create accessible destinations.

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

Nearly 150 abstracts from 34 countries have been submitted and reviewed by the Summit's program committee.

Drawing on his wisdom, experience and objective observations, Mr. Jeannot will speak about the future of air transportation as an inclusive service accessible to all passengers.

“When you’re on a trip, every link in the travel chain is of the utmost importance; for a handicapped person who travels, each and every one of those links is critical: a break anywhere in the chain can imperil the entire trip,” he says with conviction. “Airlines and airports have done a great deal to improve their services to the entire population, including people with disabilities. Now we have to make sure there are no more gaps in the services we provide and that those services are of the highest quality.”

Pierre Jeannot was President and CEO of Air Canada from 1984 to 1990 and Director General and CEO of the International Air Transport Association (IATA) from 1993 to 2002. He holds the honorary title of IATA Director General Emeritus in recognition of his major contribution to international civil aviation.

His many accomplishments include the restructuring of Air Canada and overseeing its privatization. Under his leadership, IATA became a major supplier of goods and services for the international aviation industry, and earned worldwide recognition as the voice of the industry. Mr. Jeannot heads his own consulting and investment company, Jinmag Inc., providing advice on all matters relating to international civil aviation. He also serves on a number of Boards of Directors.



In addition to Mr. Jeannot, confirmed speakers include:

- Ms. Daniela Bas, Director, Division for Social Policy and Development, United Nations
- Ms. Marina Diotallevi, Programme Manager, Ethics and Social Dimensions of Tourism, World Tourism Organization (UNWTO)
- Mr. Ivor Ambrose, Managing Director, European Network for Accessible Tourism (ENAT)
- Mr. Jay Cardinali, Worldwide Accessibility Manager, Walt Disney Parks and Resorts
- Ms. Ann Frye, an international expert on transportation for handicapped and elderly persons and Co-Chair of the US Transportation Research Board sub-committee on International Activities in Accessible Transportation and Mobility
- Mr. Scott Rains, an independent tourism and travel accessibility consultant
- Mr. Martin Heng, Accessible Travel Manager, Lonely Planet
- Mr. Magnus Berglund, Director of Accessibility, Scandic Hotels
- Mr. Marcus Weisen, European Centre for Cultural Accessibility

Ensuring accessibility is all about respecting human rights, demographic trends and market realities. Get ready to welcome the future: a world for all!

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For further information and the official program, visit the Summit website at www.destinationsforall2014.com/.

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