



Kéroul, récipiendaire  
du Prix Ulysse décerné par  
l'Organisation mondiale du tourisme



PRESS RELEASE  
For immediate release

## DESTINATIONS FOR ALL 2014: KÉROUL AND THE WORLD TOURISM ORGANIZATION UNITE FORCES IN A UNIQUE INTERNATIONAL EVENT

**Montreal, March 19, 2014** – Kéroul is proud to announce the signing of a memorandum of understanding with the World Tourism Organization (UNWTO) to officialize their partnership in the organizations of the ***World Summit Destinations for all***.

Set to take place in Montreal from October 19 to 22, 2014, the first edition of this world event will bring together prestigious international organizations and dedicated partners to share their vast expertise in the development of tourism accessible for all.

The event's main objectives are to foster an international process to harmonize the norms and standards for tourism infrastructures, products and transportation services; to establish an international strategy that aims at promoting universal accessibility to tourism facilities and services and transportation services; to demonstrate the financial advantages for destinations promoting their accessibility and inclusiveness.

*“Tourism for all is an important market share that investors must take into considerations in order to remain competitive,”* declares André Leclerc, CEO of Kéroul. *“With an aging world population that travels for longer periods and further away, tourist destinations will need to develop international norms and certification to better inform and cater to the needs of their ever-growing clientele.”*

The ***World Summit Destinations for all*** comes at a crucial turning point as the UNWTO General Assembly adopted recently its “Recommendations on Accessible Tourism”:

*“Accessibility is a central element of any responsible and sustainable tourism policy. It is both a human rights imperative, and an exceptional business opportunity. Above all, we must come to appreciate that accessible tourism does not only benefit persons with disabilities or special needs; it benefits us all.”*

- Taleb Rifai, UNWTO Secretary-General

The UNWTO will participate in the Summit with a presentation on *The Global Code of Ethics for Tourism* by Ms. Marina Diotallevi, Programme Manager Ethics & Social Dimensions of Tourism.

**About Kéroul:**

Created in 1979, Kéroul is a non-profit organization based in Montréal, Québec, Canada, that promotes the development of a tourism accessible for all.

**About the World Tourism Organization (UNWTO):**

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

**About the *World Summit Destinations for All*:**

The event is supported by the following international organizations: UN World Tourism Organization, the European Network for Accessible Tourism (ENAT), the International Social Tourism Organisation (ISTO), the World Centre of Excellence for Destinations (CED), the ONCE Foundation in Spain, the Tourisme & Handicaps Association in France, Access Tourism New Zealand, the Society for Accessible Travel and Hospitality (USA), and Tourisme Québec.

For further details about the upcoming event, please visit our website:

[www.destinationspour tous2014.com](http://www.destinationspour tous2014.com)

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Useful links :

UNWTO Recommendations on Accessible Tourism

<http://dtxtg4w60xqpw.cloudfront.net/sites/all/files/docpdf/accesibilityenok.pdf>

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