



SOMMET MONDIAL MONTRÉAL 19-22 OCTOBRE 2014

WORLD SUMMIT MONTRÉAL OCTOBER 19-22, 2014

PRESS RELEASE

For immediate release

Destinations for All
Work gets underway at the World Summit in Montréal

Montréal, October 19, 2014. Numerous local and international dignitaries, as well as experts and delegates from 30 different nations, gathered today at Montréal's Palais des congrès for the kick-off of the first-ever *Destinations for All* World Summit.

After an elated word of welcome on behalf of Kéroul—the Summit's driving force—by André Leclerc, President and CEO, and Isabelle Ducharme, Chair of the Board, Montréal mayor Denis Coderre took the floor to welcome Summit participants to the city and to reiterate the commitments the municipal government has made with respect to accessibility by virtue of the *Montréal Charter of Rights and Responsibilities* and the associated policy.

As Co-Chair of the event, Ivor Ambrose (Managing Director of ENAT, the European Network for Accessible Tourism) reminded everyone of the purpose of the Summit, that is, to share the best practices of the world's most accessible cities, regions and destinations in the hope of inspiring a plan for the development of inclusive and accessible tourism for all on a global scale, particularly by establishing common standards.

The other event Co-Chair, André Vallerand, Special Advisor to the Secretary General of the World Tourism Organization (UNWTO) and President of the World Centre of Excellence for Destinations (CED), took things a step further and asked that all attendees offer concrete and viable proposals.

Representing the UNWTO Secretary General, Carlos Vogeler described the historic period we live in today as the "era of mobility," in which tourism is a key driver of economic growth. He pointed out that the tourist industry is facing challenges in terms of mobility, largely owing to the aging population.

Marina Diotallevi, Manager of the UNWTO's Ethics and Social Dimensions of Tourism program, discussed the values of respect and social inclusion underlying the *Global Code of Ethics for Tourism* adopted by the United Nations General Assembly, by which its members are ethically bound. Among other things, the Code is meant to foster the equitable practice of tourism by all segments of society. Diotallevi's organization also publishes practical guides on improving accessibility, written in partnership with specialized international organizations.

For her part, Québec's Minister of Tourism Dominique Vien hailed *The Accessible Road*, a resource giving visibility to the province's accessible tourist and cultural establishments and services, as well as the emphasis on accessibility in Québec's 2012–2020 tourism policy. Vien also urged participants to offer relevant solutions that could inform the work of elected officials.

Meanwhile, Ross Calladine of the UK's VisitEngland discussed accessibility through an economic lens, showing—with figures to back it up—that measures to improve accessibility can benefit not only persons with disabilities, but also the organizations and businesses that provide goods and services to them. "*There is no such thing as handicapped money!*" In fact, these individuals make loyal customers, are good at sharing information within their networks and travel with escorts; this market holds a great deal of potential.

As a direct reflection of the statements made during the opening ceremony, the Summit will culminate in the adoption of a declaration containing a series of specific recommendations for businesses in the tourism, travel and transportation sectors, as well as for local, national and international authorities. These recommendations will stem from the discussions of more than 300 participants, fostered through some 130 talks on matters of importance to societies in search of a "World for All."

The Summit's major partners are Québec's Ministère du Tourisme, Ministère des Transports, Ministère des Relations internationales et de la Francophonie, Ministère délégué à la Réadaptation, à la Protection de la jeunesse et à la Santé publique and Ministère de la Culture et des Communications, the Secrétariat à l'action communautaire autonome et aux initiatives sociales, the Secrétariat à la région métropolitaine, the Office des personnes handicapées du Québec, the Fonds de recherche du Québec, Canadian Heritage and the Ville de Montréal.

For further details on the ***Destinations for All*** World Summit, go to:
<http://www.destinationsforall2014.com/en/>

Follow Summit activities on Facebook and Twitter (DPT2014) with hashtag #D4ALL2014.

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