



PRESS RELEASE

The Worldwide Accessibility Manager for Walt Disney Parks and Resorts will participate in the ***World Summit Destinations for All*** 2014.

Montreal, June 18th, 2014. The Worldwide Accessibility Manager for Walt Disney Parks and Resorts, Jay Cardinali, will share his experience with the participants at the ***World Summit Destinations for All***, a major event to be held in Montreal October 19-22, 2014.

Mr. Cardinali will give an overview of disability access and accessible services at the Walt Disney Theme Parks and discuss the guiding principles that are used in the implementation process. He will also share stories about some of Disney's guest service successes.

The *Services for Guests with Disabilities* team supports the Walt Disney Parks and Resorts segment by being a leader in the world of services for people with disabilities and providing subject matter expertise relating to accessibility standards, Guest and Cast resources, disability service policies and procedures, assistive technology, disability community insights, and Sign Language services.

«It is important also to highlight how technology is being used to support Disney's philosophy to allow all guests to Experience the Magic» said Mr. Cardinali.

The aim of the Summit is to review the achievements that have been made in the world's leading accessible destinations, to share and discuss best practices and methods and to chart a course for the development of **One World for Everyone**.

This Summit welcomes practitioners and researchers from around the world to exchange experiences and discuss the vital issues concerning the inclusion of people with disabilities and specific access requirements in tourism and travel.

Supported especially by the United Nations World Tourism Organization (UNWTO) and the European Network for Accessible Tourism (ENAT), this event occurs at a turning point in the development of tourism for all, after the publication of the *“UNWTO Recommendations on Accessible Tourism”* and the ICAO *“Manual on Access to Air Transport by Persons with Disabilities”*.

The other confirmed speakers are:

- ❑ Ms. Daniela Bas, Director of the Division for Social Policy and Development (DSPD) of the United Nations Department of Economic and Social Affairs (UNDESA), will inaugurate the Summit;
- ❑ Ms. Marina Diotallevi, Programme Manager Ethics & Social Dimensions of Tourism at



the UNWTO, will also participate to this introduction session presenting The Global Code of Ethics for Tourism and UNWTO recommendations for inclusive tourism.

- Mr. Ivor Ambrose, Manager, European Network for Accessible Tourism (ENAT);
- Ms. Ann Frye, an international specialist in the mobility needs of older people and people with disabilities, is responsible for the transportation theme of the World Summit. Ms. Frye co-chairs the US Transportation Research Board sub-committee on International Activities in Accessible Transportation;
- Mr. Scott Rains, Independent Travel and Disability Consultant;
- Mr. Martin Heng, Accessible Travel Manager, Lonely Planet;
- Mr. Magnus Berglund from Scandic Hotels;
- Mr. Marcus Weisen, International expert, European Centre for Cultural Accessibility.

The accessibility is a matter of rights, demographic and business. Be ready to welcome the future: a World for Everyone!

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.

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For more information about the World Summit Destinations for All and its supporting organizations, visit: www.destinationspourtous2014.com

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