



**iTUR4all CONGRESS**  
ACCESSIBLE CRUISE DESTINATIONS

# International Congress on Accessible Cruise Destinations

Valencia,

2 - 3 december 2019

#Cruises4all

@TUR4all



[www.congreso.tur4all.com](http://www.congreso.tur4all.com)

## Organizers



## Partners



# Monday, 2 December – Pre-congress

- 10:00–13:00 h**    **Scheduled guided tours of the city of Valencia**
- 16:00 h**            **Guided tour of the Port of Valencia (prior registration required)**
- 20:00 h**            **Cóctel-cena de bienvenida en Edificio del Reloj**  
(Muelle del Grao, s/n. 46024 Valencia)

Discussion

**Moderator: Fernando Valmaseda**, CEO of the RV Edipress Group

**Francisco Sardón Peláez**, President of PREDIF

**Luis Vañó Gisbert**, President of CERMI for the Region of Valencia

**Laura Soler Azorín**, Member of the Regional Parliament of Valencia

**Francesc Sánchez Sánchez**, Director General of the Port Authority of Valencia

# Tuesday, 3 December – Congress

## 8:30 h Delegate registration and presentation of the welcome pack at the Santos Hotel

(Balneario Resort Las Arenas, Eugenia Viñes, 22-24, 46011 Valencia)

## 9:30 h Official opening of the Congress

Official welcome from dignitaries:

**Presented and conducted by Fernando Valmaseda**, CEO of the RV Edipress Group

**Francisco Sardón Peláez**, President of PREDIF

**Aíram Díaz Pastor**, President of MedCruise

**Aurelio Martínez Estévez**, President of the Spanish Ports Authority

**Emiliano García Domene**, Delegate Counsellor of Tourism and Internationalisation at Valencia City Hall

**Herick Manuel Campos Arteseros**, CEO of Valencia Region Tourist Board

**María Pérez Herrero**, Regional Secretary of Public Works, Transportation and Mobility.

**Isabel María Oliver Sagreras**, Spanish Secretary of State for Tourism

## 10:30 h Inaugural panel session: stakeholders of the accessibility value chain of cruise tourism

**Moderator: Juan Daniel Núñez Sánchez**, Editor of Smart Travel News

**Virginia López Valiente**, CEO of Cruises News Media Group

**Marco Pizzio**, Head of the Department of Social and Accessible Tourism at AISM and Board Member of ENAT

**Inés Ayala Sender**, President of the International Social Tourism Organisation (OITS-ISTO)

**Ana Lope Carvajal**, Head of the Department of Infrastructures, Spanish Ports Authority

**Joan-Carles Cambrils i Camarena**, Deputy Director of the Valencia Tourism Foundation

## 11:30 h Coffee break

## 12:00 h Experiences and requests of travellers with accessibility needs

**Moderator: Fernando Valmaseda**, CEO of the RV Edipress Group

**John Sage**, Founder and President of Accessible Travel Solutions

**Sylvia Longmire**, CEO of Spin the Globe

**Juan José Medina Macho**, Partner of PUNTODIS

**Javier García Pérez**, Managing Director of the Spanish Confederation of Organisations for the Elderly (CEOMA)

**Tatiana Alemán Selva**, Technical Director of Universal Accessibility, Tourism and Culture, PREDIF

## 13:30 h Cruise companies and the experience for passengers with accessibility needs

**Moderator: Virginia López Valiente**, CEO of the Cruises News Media Group

**Carmen Morosan**, Global Shore Excursions Manager, Inter-cruises Shoreside and Port Services

**Raquel Gallego Martín**, Charter Specialist at Pullmantur Cruises

**Rafael Fernández-Álava**, Director of Communication and Marketing at Costa Cruises

**Agustín Quesada Melgares de Alguilar**, Director General of Mundomar Cruises

**Representative of Princess Cruises and Cunard Line**

## 14:30 h Lunch at the congress venue

## 15:30 h Accessibility best practices at cruise tourism destinations

**Moderator: Enrique Martínez Marín**, President of SEGITTUR

**Sara Duarte**, Director General of Accessible Portugal

**Josep Maria Gómez Gómez**, Head of Sustainable and Accessible Tourism at Barcelona Tourist Board

**Ulrike Bohnet**, Director of the German National Tourist Office for Spain and Portugal

**Iván González Trigo**, Director of Customer Service and Tourist Information at Madrid Destino

- 16:30 h**      **Coffee break**
- 17:00 h**      **The role of travel agencies and tour operators in accessible cruise tourism**
- Moderator: Gerda van 't Land**, Director of Buitengewoon Reizen  
**Mirjam Versteegh**, CEO of Disabled Accessible Travel  
**Veroniek Maat**, CEO of Accessible Travel Netherlands  
**Malik Alkarea**, Director of the Cruise Division of the Ávoris Group (B The Travel Brand).  
**Joan Gatnau i Florensa**, CEO of Barcelona for all needs  
**Vittorio Lepre**, CEO of “Cosy for you” Tour Operator
- 18:00 h**      **Challenges and opportunities for accessible tourism in cruise experiences**
- Moderator: Juan Antonio Ledesma Heras**, Journalist and Board Member of PREDIF  
**Carmen Morosan**, Global Shore Excursions Manager, Inter-cruises Shoreside and Port Services  
**Rafael Fernández-Álava**, Director of Communication and Marketing at Costa Cruises  
**Josep Maria Gómez Gómez**, Head of Sustainable and Accessible Tourism, Barcelona Tourist Board  
**Mar Chao López**, Director of Business Generation and Trade at Valenciaport  
**John Sage**, Founder and President of Accessible Travel Solutions
- 19:00 h**      **Presentation of the conclusions of the Congress**
- Presented by **Fernando Valmaseda**, CEO of the RV Edipress Group
- 19:15 h**      **Cierre oficial del congreso**
- Presented by **Fernando Valmaseda**, CEO of the RV Edipress Group  
**Francisco Sardón Peláez**, President of PREDIF  
**Isabel Palafox Gamir**, Deputy Director of Valencia Region Tourist Board
- 20:00 h**      **Closing cocktails and gala dinner with dignitaries at the Santos Hotel (Las Arenas Spa & Resort)**



## Be part of the TUR4all platform

The TUR4all platform provides the public with latest accurate information about accessible destinations, experiences and tourist resources.

It has a presence in Spain and Portugal and will shortly include additional countries

### **TUR4all users will find:**



- A platform available in both a Web and App format.
- Detailed information verified by experts about the accessibility of hotels, restaurants, museums, natural spaces and adapted transport, among others, so that everyone can find resources that are best suited to their needs.
- The ability to assess, score and add comments about the accessibility of establishments.
- Contents available in 11 languages: Spanish, Catalan, Valencian, Galician, Basque, Portuguese, English, French, German, Italian and Chinese.