



## PRESS PACK



## THE NATIONAL TOURISME & HANDICAP LABEL

(THE NATIONAL TOURISM & DISABILITY MARK)

*“The Label Tourisme & Handicap boasts a name that is both evocative and very clear. The name expresses both mission and clarity. By displaying the fact that it welcomes one and all, an organisation’s image is enhanced”.*

*(Guide de savoir-faire N° 32 .Adapter l’offre touristique aux handicaps. DGCIS-ATOOUT France )*

**PROPERTY OF THE FRENCH STATE**

**13 YEARS IN EXISTENCE**

**RELIABILITY & QUALITY**

**300 CRITERIA OF ACCESSIBILITY**

**FREE OF CHARGE PROCESS**

**THE LABEL DESTINATION POUR TOUS**

**(THE DESTINATION FOR ALL MARK)**

A new commitment



**22 million people in France**  
**Permanent or short-term disability**  
**Age-related disability**  
**Chronic disabilities**

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# Understanding the needs

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## Understanding and responding to the specific needs of people with disabilities

- **Free access to holidays** like everyone else and alongside everyone else
- **Choosing** your holiday : on your own, with your family or with friends
- **Improve one's mind**
- **Find entertainment**

## Crucial aspect of integration

The creation of the **Label Tourisme & Handicap** was the underlying factor in encouraging social integration for people with disabilities with regard to welcome and accessibility, a source of personal development for both them and their loved ones wanting to live an independent life.

## An innovative, trail-blazing choice

The Label Tourisme & Handicap is a national mark, owned by the French State\* and created in **2001** by the Ministère chargé du Tourisme (Tourism Ministry). It has been further developed by the **Association Tourisme & Handicaps** (cf sheet page 7)

The originality of the concept comes from the fact that, for the first time, it takes into consideration **the 4 different categories of major disability : hearing, mental, motor and visual**, subsequently reflected in the 2005 Equal Opportunities Law.

### **THE MARK AND THE LAW OF 11 FEBRUARY 2005**

**A common aim** : increase the level of accessibility to organisations and/or facilities

**Two different approaches** :

**The law** : an approach thought of as an **obligation**

**The mark** : a **voluntary** approach

**The mark incorporates those main conditions relating to the built environment** which arise from the law of 11 February 2005 for Equal Opportunities, the participation and civil rights of people with disabilities.

It suggests a **best offer** when it comes to **welcome** and to the provision of **services** available.

Based on the evaluations carried out on-site, the process of working towards and being awarded the mark forces tourism professionals to consider their legal obligations with regard to the 2005 law.

\*Registered with INPI on 02/12/2003

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# A pledge: reliability

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## **Avoiding disappointment**

The mark's aim is to provide reliable, consistent and objective information about accessibility to sites and facilities at holiday/leisure destinations for the 4 main categories of disability.

### **HEARING – MENTAL – MOTOR - VISUAL**

By favouring an adapted range of tourist products, assimilated as part of what is generally on offer, there has been a growth in the number of tourism products and services that are genuinely available to everyone and which offer a maximum level of independence for all.

Like every quality mark, the mark ensures the use of services and facilities that have been evaluated according to **detailed national criteria**, themselves the fruit of collaboration between several different agencies: the Ministère chargé du Tourisme (Tourism Ministry), industry professionals, regional organisations and associations that represent the interests of people with disabilities.

## **Rigorous specifications**

These are based on four main themes :

### **Provision of welcome and services**

### **Access to the built environment**

### **Features of accommodation and catering**

### **Specific features according to the establishment's main business**

The criteria that make up the specifications are not aimed at highlighting perfection but rather to identify those facilities where tourists with disabilities can enjoy the highest level of **autonomy** when experiencing the services available.

The specifications and specific evaluation grids are created for different types of organisation, giving details of all the accessibility, welcome and service criteria, some of them essential and obligatory and others advisory or recommended, within the structure of a **qualitative approach**.

As a result of evolving regulatory obligations, these specifications and evaluation grids are updated on a regular basis to cover the addition of new services.

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## 300 accessibility criteria

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There are **300 accessibility criteria** that make up the specifications used in the **services/disabilities comparison process**.

Their purpose is to judge whether the facilities available for visitors with disabilities give them the best level of independence possible, according to each category of disability :

### HEARING – MENTAL – MOTOR - VISUAL

The Label Tourisme & Handicap is awarded based on a minimum of **two categories of disability** for a period of **five years**, which can be renewed following a check that the criteria of welcome and accessibility have been maintained.

The awarding of the Label Tourisme & Handicap can evolve over those five years when other disabilities are taken into account and validated within the structure of criteria defined in the specifications.

The aim is to reach accreditation for each organisation/facility within the four categories of disability.

### The four categories of disability in constant progression

Another advance is the number of accreditations for all four disabilities : hearing, mental, motor, visual. In 2002: 6% of accredited organisations/facilities were awarded the mark for all four disabilities. In 2014, that total is 34%.

#### **ACCREDITED SERVICES**

The variety and type of accredited services are essential factors in the meeting of expectations of the specific target audiences.

**Accommodation** : hotels, holiday villages, bed and breakfasts, youth hostels, out of the ordinary accommodation.

**Food** : restaurants, bars, brasseries, farmhouse inns

**Tourist sites** : monuments, museums, exhibition rooms, châteaux, sites of outstanding interest, gardens

**Leisure sites** : theme parks, theatres, beaches, leisure centres, fishing facilities, hiking trails, water activities (rowing, canoeing, sailing), equestrian centres, wellbeing centres

**This wide range of facilities gives the Label Tourisme & Handicap the necessary status that enables its target audiences to recognise the mark's utility and make use of it.**

## 5291 accredited sites\*

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The statistics concerning the accredited organisations/facilities and their different components are always evolving. On average there are 100 organisations/facilities per month put forward for accreditation or for renewal of accreditation.

### 12 years to reach the 5000+ mark...

When the initiative started, in 2001-2002, there were 102 sites working towards an accreditation that was still in its developmental stage. These were the first pioneers of an amazing progression which currently stands at 5291 accredited sites.

Some cynical individuals note that this is a modest number in relation to France's tourism industry, the world's "number one" holiday destination !

Far from doing the mark a disservice, they are in fact its best ambassadors, encouraging the tourism industry in general to follow suit towards qualification and the pledge to provide a properly adapted welcome.

### Commercial accommodation providers are front runners

Within the category of all accommodation providers, there is a total of 3077 accredited establishments, with self-catering properties at the top of this category (1755 properties).

Bed and breakfasts are also advancing strongly, with 430 properties accredited, and hotels (543) and restaurants (390).

Collective tourism also stands out with 150 accredited facilities: holiday centres and villages.

### Heritage sector and Tourist Offices, symbols of an open welcome policy

Cultural sites : museums, eco-museums, craft centres, châteaux, outstanding sites of interest, have joined forces and boast over 704 T&H accredited establishments.

A study undertaken in 2009\*\* showed that heritage establishments displayed the strongest interaction between the Label Tourisme & Handicap and clientele with disabilities.

Similarly, those Label Tourisme & Handicap accredited information providers, with Tourist Offices at the top of the list (507), feel the impact of their established qualification across the whole of their clientele.

With 521 accredited sites, **outdoor, leisure and wellbeing activities** are open to all – aiming to satisfy the need for self-discovery or often for people to push personal boundaries.

\*Site des Marques Nationale du Tourisme au 8 septembre 2014

\*\*Guide de savoir-faire N° 32 .Adapter l'offre touristique aux handicaps. DGCIS-ATOOUT France

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# The dynamics of a network

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## **120 referents and correspondents in every mainland and overseas department**

Since its creation in 2001, a network has been set up of referents and correspondents that are active in regional and departmental tourism organisations -- Comités Départementaux du Tourisme, Agences de développement Touristique, Maisons Départementales du Tourisme - and Associations representing the interests of people with disabilities.

## **A widespread network**

The network currently has 120 Tourisme & Handicap accredited referents in the mainland and overseas departments.

Close to the ground and to players in the industry, their role is to canvass and register the various organisations/facilities, to heighten awareness of the initiative with service providers and owners of tourism facilities, to help them through the process of making their site accessible or to evaluate the provision already made.

## **Emergence of new initiatives**

We have already touched on the evolution of the Tourisme & Handicap accreditation specifications. (cf. sheet "A pledge : reliability") and the development of new criteria that have arisen from that.

The referents and correspondents play a major role in the emergence of new products and services.

They canvass the characteristic products within their own geographical areas and develop partnerships with all of the organisations concerned : service providers, associations representing the interests of people with disabilities, experts, projects dealing with the accreditation of new activities that will be presented for national validation.

For example : Rhône-Alpes and water-based activities, the Auvergne and wellbeing, the regions of Centre, Lorraine, Poitou-Charentes for non-classic accommodation, Provence-Alpes-Côte d'Azur and Auvergne for equestrian tourism, Aquitaine for angling pontoons.....

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# The process of accreditation

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With over 5000 accredited sites, it is largely thanks to service providers and managers of organisations/facilities, who have voluntarily undertaken the Tourisme & Handicap accreditation process. It is they who are offering a long-term approach to a high-standard of welcome, not only for clients with a disability but also for all of their clientele (families, older clients...).

## A voluntary approach by professionals

Their first step is to contact those regional organisations set up to advise on and award the Label Tourisme & Handicap created by the DIRECCTE (Directions Régionales des Entreprises, de la Concurrence, de la Consommation, du Travail et de l'Emploi) [www.direccte.gouv.fr](http://www.direccte.gouv.fr)

## The stages of accreditation

### Application

Any professional person interested in working towards accreditation should complete the self-evaluation questionnaire enabling them to evaluate the level of the facility's accessibility for the various categories of disability (hearing, mental, motor, visual) .

### Analysis of facilities

Accreditation implies that the facilities have been checked by assessors representing tourism professionals and disability associations.

Evaluation of an organisation/facility is undertaken by a **team of two assessors** consisting of someone from the tourism industry and someone from a disability association.

Their evaluation is produced using a detailed grid based on national specifications.

### A first appreciation

Following these considerations, **the regional Commission** will recommend Tourisme & Handicap accreditation for a minimum of two disabilities, taking into account **the regulations made up of a common sense and compassionate approach**.

### Only the National Commission can award the Label Tourisme & Handicap.

It studies those files recommended by the regional Commission and awards the T&H mark by ensuring that all the specifications are validated.

### Commitment: signing the charter

A charter of commitment which guarantees the welcome and maintenance of permanent access to the site is signed by the **service provider** and **the Association Tourisme & Handicaps**.

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# The Association Tourisme & Handicaps \*

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## Its mission

### Three fundamental principles

**Put in place and manage** mechanisms, such as the Label Tourisme & Handicap and the Label Destination pour Tous, which facilitate the promotion of the policy for accessibility to holidays and leisure activities..

**Maintain** the national unity of the Label Tourisme & Handicap and work on the development of criteria.

**Heighten the awareness of** tourism professionals to the accessibility challenges around holidays and leisure activities for disabled clientele using a range of resources: surveys, studies, training, expert input, exhibitions, discussions, publications.

Created in 2001, **the Association Tourisme & Handicaps (Law 1901)** was a **turning point** in the development of awareness concerning access to leisure activities and holidays for people with disabilities.

It is a **shared platform** linking **tourism service providers** with **representatives of disabled tourists**.

The association is made up of representatives from various tourism professions, disability organisations, individual campaigners from industry, seasonal accommodation providers... all of whom share the same aims as the association :

**Improve on the welcome offered**  
**Enhance the range of tourism products**  
**Facilitate common considerations**  
**Establish social responsibility**

**The Association Tourisme & Handicaps is supported in its actions by :**

**Le Ministère de l'Economie, de l'Industrie et du Numérique** (the Ministry of the Economy, Industry and Digital Technology).

**Le Ministère de la Culture et de la Communication** (the Ministry of Culture and Communication).

**Le Secrétariat d'Etat auprès de la Ministre des Affaires Sociales, de la Santé et des Droits des Femmes chargé des personnes Handicapées et de la Lutte contre l'exclusion** (the junior minister's office of the Ministry of Social Affairs, Health and Women's Rights responsible for people with disabilities and the fight against social exclusion.)

**L'Agence Nationale pour les Chèques Vacances** (the national agency for Chèques Vacances).

*\*The Association Tourisme & Handicaps is a member of the Conseil National du Tourisme (National Tourism Council) and member of the OBIAÇU : Observatoire interministériel de l'Accessibilité et de la Conception Universelle (interministerial watchdog for Accessibility and Universal Design)*

# The Association Tourisme & Handicaps

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## Its actions

### Four areas of intervention

#### 1/ Development of the national Label Tourisme & Handicap

##### Leadership and coordination of networks

Constant monitoring is required to maintain the interest, motivation, observance and participation of every link in the same chain : local working parties, correspondents, members, tourism professionals...

In addition to the Boards of Directors and annual general meetings decreed by the association in order to inform members of the various actions undertaken, annual seminars are also organised for members of local working parties and correspondents, providing a **platform for essential discussions** in working towards the successful achievement of targets for **developing the Label Tourisme & Handicap** and to respond **to the expectations of disabled clientele**.

##### Leadership of the National Commission for awarding the Label Tourisme & Handicap.

Four entities make up the national awards committee for the Tourisme & Handicap brand :

- Disability organisations.
- Tourism and culture authorities.
- Local tourism promotion bodies under the authority of geographical areas.
- The body which has been nominated to administer the mark.

The National Commission issues unanimous decisions on projects that have been presented to them by local members. These decisions are made from a tourism viewpoint, taking into account the interests of people with disabilities.

#### 2/ Training

Within the framework of the new BTS Tourisme 2012 qualification, themes linked to accessibility and to the welcome of people with disabilities at tourist sites/attractions have been included. Awareness campaigns have been introduced to training courses within the hotel and restaurant industry.

##### Training of assessors, proof of acquired proficiency

With the aim of ensuring consistency in the accreditation process, the **training programme**, based on the national specifications, is **undertaken by every assessor**

**Assess** the organisations/facilities

**Transmit** information to tourism professionals to assist them in the process

**1287 people have been trained as assessors. 712 are currently active.**

##### **Content of the Training Course**

*Tourism and leisure sectors*

*Different categories of disability*

*Organisation of visits and links with the regional Commission*

*Accessibility and the mark*

*Regulatory obligations*

*Assessment and accessibility of a site*

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# The Association Tourisme & Handicaps

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## Its actions (continued)

### A new commitment

#### 3/ The Label Destination pour Tous

This mark, launched in 2013 by both the Ministère en charge des personnes handicapées (Ministry for Disabilities) and the Ministère en charge du tourisme (Ministry for Tourism), is awarded for a period of three years.

#### Working towards universal tourism products

The aim of the **Label Destination pour Tous** is to **endorse those geographical areas which offer a coherent and universal range of tourism products** for people with disabilities, including not only accessibility to sites and tourist activities but also accessibility to other elements of everyday life and improvements to travelling around the area in question.

#### A true regional project

The region presenting its application undertakes to develop **three essential aspects** :

**Tourism services** : accommodation, catering, cultural activities and facilities, sporting/leisure activities and facilities, outdoor activities...

**Everyday services** : neighbourhood shops, health and care services, public services.

**Travel/transport** : means of travel to, as well as within, the region, accessibility to transport services and facilities, accessibility of highways...

The region commits to offering a **varied and high-standard of tourism products**, fully accessible to people with disabilities or limited mobility and for the families of people with hearing, mental, motor and visual disabilities.

In order to obtain the **Label Destination pour Tous**, the region must work on at least two categories of disability.

It is committed to widening its range of tourism products to other disability categories and to offer new tourism services or facilities.

The Label Destination pour Tous provides **an effective collaboration** at local level of various **public and private campaigners** focused on one **regional tourism project open to all**.

#### **Bordeaux, first award-winning city**

*The first call for proposals was launched in 2013.*

*4 proposals received on 31 December 2013 : Binic, Bordeaux, Pays du Voironnais and CDT Aude for the Canal du Midi.*

*The **city of Bordeaux** was awarded the **Label Destination Pour Tous**, in June 2014, for two categories of disability, mental and motor.*

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# The Association Tourisme & Handicaps

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## Its actions (continued)

### Communicating expertise

#### 4/ Information and marketing : the challenges

##### One challenge for tourism facilities

The phase of creating and developing the Label Tourisme & Handicap has focused everyone's energy on reacting to the needs of people with disabilities in relation to accessing holidays and leisure activities.

This was a deliberate, but not always an easy decision by tourism professionals and campaigners to rally together on a voluntary basis, and over a period of several years, to improve the welcome offered to people with disabilities and to respond to their needs in terms of exploring new horizons and experiencing better levels of comfort.

Now lots of them want to increase the amount of accredited products to

- **Open up individual products**
- **Create a network effect**
- **Improve the transparency of tourism facilities**

##### One "Click" to the whole range of products

The creation of a **national reference tool : the Marques Nationales Tourisme & Handicap (Tourism & Handicap National Brands) website** in June 2013, which gives a "real time" presentation of all the T&H accredited sites, offering a shop window that is used regularly by tourism professionals and enables clients to make their choice directly online.

[www.entreprises.gouv.fr/marques-nationales-tourisme](http://www.entreprises.gouv.fr/marques-nationales-tourisme)

##### A challenge for people making enquiries

The internet is the first source of information, **facilitating contact** with the tourism professional. The Marques Nationales Tourisme & Handicap website is a **single entry point** that lists all the accredited sites and responds to the need for a **direct contact** with the tourism professional. It reassures clients, by indicating the categories of disability for which each establishment is accredited and providing confirmation that the facilities available match the description.

This **universal tourism provision** is a **facilitating tool** in holiday organisation, a means of communicating on the range of activities and an important factor in **promoting the accreditation mark** amongst those professionals working towards accreditation.

##### A challenge for the region

A region which can rely on the image of a recognised standard of welcome will benefit from a positive image relating to the welcome of all types of clientele.

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## The international perspective

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France is the only European country to certify the accessibility of a tourist establishment with a mark.

The Association Tourisme & Handicaps receives appeals from other countries to share expertise and its established strategies for setting up the mark, its development and impact.

The association belongs to **OITS**, the international organisation for Social Tourism, facilitating meetings on a European, and even worldwide, level and encouraging discussions between bodies that are working on the theme of tourism and disability.

Also a member of **ENAT**, the European network of Accessible Tourism, it is widening its area of activity, in particular via the PANTOU website, which enables accredited organisations to communicate further afield about their products.

### Franco-Quebec cooperation

A partner of the Quebec Association **KEROUL**, with its shared aims and actions focused on making tourism and culture accessible to people with disabilities.

The Association Tourisme & Handicaps was active in the organisation of the **first world Destinations pour Tous summit held in Montréal, Québec, from 19 to 22 October 2014**

During the summit, the Association Tourisme & Handicaps proved its expertise by leading two conferences : Setting up the Label Destination pour Tous in France and Training, an essential factor in accessibility within the holiday market.

## A challenge for the tourism industry

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### Longer holidays with friends and family, choosing commercial accommodation

A 2009 study entitled “Adapting tourism products for disabilities”, undertaken by ATOUT France, aimed at tourism professionals wanting to enhance and grow their products, highlighted the elements that reveal the **economic opportunities** and the expectations of clients with disabilities.

90% of the respondents\* said that they go on holiday once a year, more than 80 km from their home.

50% of them have taken **two week or longer holidays**.

The average weekly budget per person was 300€ and 600€ between 57 % of them and over 600€ for 30% of them.

72% want to be able to enjoy the same travel conditions as able-bodied tourists and above all to have access to reliable information.

The rate of bookings for **commercial accommodation** is at 64% versus 22% staying with friends and family, which is the direct opposite of the trend in French holidays - 53% favour non-commercial accommodation, a statistic which comes from a 2002 study published by the Direction du Tourisme and which remains pretty much constant since then, as reflected by a 2011 Omnibus Tourisme de GfK-GOT study which revealed that for holidays last between two and three weeks, eight out of 10 French people favour non-commercial holidays.

*\*a representative sample of 430 people, independent or not – average age 44 years*

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## Technical sheet N° 1

# PUBLICATIONS AND MEDIATION TOOLS

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## Contacts utiles Label Tourisme et Handicap

A brochure produced for **tourism professionals**, activity managers and project workers.

It explains the different stages in the accreditation process and provides contact details for local referents responsible for the awareness programmes, assistance for tourism professionals wanting to start the accreditation process.

## Label Tourisme & Handicap : un symbole qui garantit à tous, accueil, accessibilité et confort.

(Label Tourisme & Handicap: a symbol which offers a guaranteed level of welcome, accessibility and comfort to all)

Leaflet aimed at the **general public**. It also helps by responding to the expectations of tourism professionals organising holidays and of project directors. It is a useful source of reference for identifying the current range of products.

It presents :

Essential criteria responding to the specific needs of disabled clientele.

List of organisations able to undertake the accreditation process.

The duties of the Association Tourisme & Handicaps.

The official regional and departmental websites displaying accredited T&H sites in their region.

Private sites/members of the Association Tourisme & Handicaps : Clévacances, Gîtes de France.

## Les pictogrammes à l'usage des offices de tourisme, lieux d'information touristiques et Association.

(Icons and symbols used by tourist offices, tourism information facilities and the Association)

This document (distributed in CD format) is produced to facilitate, on-site, the awareness and understanding of those activities offered for people with mental, hearing and visual disabilities as well as for foreign visitors.

**Etude de Marché** : Adapter l'offre Touristique aux handicaps. Atout France Novembre 2009

(**Industry study**: Adapting tourism products for people with disabilities. Atout France November 2009)

This document is available from the Association Tourisme & Handicaps on request.

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## Technical Sheet N° 2

### TRADE SHOWS AND EVENTS 2015 : ATH PRESENCE

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#### General Public Tourism Shows

**Tourissima Lille – 23 – 25 January – Lille Grand Palais**

**Mahana Lyon – 27 February to 1<sup>st</sup> March – Lyon Halle Tony Garnier**

**Mahana Toulouse – 6- 8 March – Toulouse Parc des Expositions**

**Salon Mondial du Tourisme – 19 - 22 March – Paris Porte de Versailles**

#### General Public Disability Shows

**Autonomic Toulouse - 26 and 27 March – Toulouse Parc des Expositions**

**Handica Lyon - 3 - 5 June – Lyon Eurexpo**

**Autonomic Rennes – 1 and 2 October – Parc des Expositions**

**Autonomic Lille – 3 and 4 December – Lille Grand Palais**

#### Trade Shows

**LoisirExpo-CE (Elus CE)– 15-17 September – CNIT La Défense - Paris**

**Atlantica (Camping) – 6 – 8 October – La Rochelle Parc des Expositions**

**SETT (Camping) – 3 – 5 November – Montpellier Parc des Expositions**

**Salon des Maires - 17 - 19 November - Paris Porte de Versailles**

<b>National Tourisme &amp; Handicap days - 28 and 29 March 2015</b>
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