



Kéroul, recipient of the World
Tourism Organization's
Ulysses Prize



PRESS RELEASE
For Immediate Release

Kéroul gets a Spotlight at the UN Conference on the Rights of Persons with Disabilities

Montréal, July 25th, 2013. – Kéroul had the honor of participating in the 6th session of the Conference of States Parties to the Convention on the Rights of Persons with Disabilities, which was held at the United Nations Headquarters in New York, from July 17-19, 2013.

This Conference, aimed at improving life and employment conditions for people with disabilities, is a lead-up to the high-level meeting of the General Assembly on disability and development, which will be held on September 23rd, 2013. Pending the expiry of the UN's Millennium Development Goals (MDGs) in 2015, the international community must establish some common objectives for beyond 2015.

A complementary feature of the Conference was the "Making Development Real for All" Forum, organized by the UN's Department of Economic and Social Affairs (DESA). Invited by DESA to take part in the Forum, Kéroul was represented by the Chairman of its Board, Isabelle Ducharme, who addressed the three-fold economic value of developing tourism accessibility: 1) as an investment that benefits a destination's local population; 2) an investment that will attract an important market segment of tourists; 3) an international vector that could make consistent tourism and transport accessibility standards a worldwide reality.

In addition, its presence at the 6th session of the Conference of States Parties to the Convention on the Rights of Persons with Disabilities allowed Kéroul the opportunity to present and promote its own event dedicated to the issue of universal accessibility. The upcoming **World Summit Destinations for All**, slated for October 19-22, 2014 in Montreal, was positioned as a valid contribution to the commitments made by the 133 States that ratified the Convention on the Rights of Persons with Disabilities. In addition to the Kéroul delegation, other key participants at the 6th Session included André Boisclair, Québec Delegate General in New York, Yves Gentil, representing Tourism Québec in New York, and Alain Carbonneau from JPdL International.

The 6th Session ended on a high note, with participants motivated to ensure that the rights of people with disabilities and their full participation, economically and socially, be included among the United Nations' objectives beyond 2015.

..2

A key accessibility consultant for Tourism Québec, Kéroul is a non-profit organization which, through information and lobbying, promotes and develops accessible tourism and culture both to its clientele and to players in the tourism sector. JPdL International, as Kéroul's official partner is working alongside Kéroul to launch, manage, and coordinate the upcoming **World Summit Destinations for All**.

Contact: Lyne Ménard
Assistant Director, Kéroul
514 252-3104
lménard@keroul.qc.ca

