

# Welcoming visitors with disability



## Accessible and Inclusive Business

- ▶ Maximising the opportunities for your business and your visitors



## ► This or that?

Beach



Hike



## ► This or that?

Hotel



Airbnb





## ► This or that?

City tour



Regional drive





## ► This or that?

Paddock to plate



Fine dining



## ► This or that?

Gallery



Look out



## ► Today

1. Accessible and inclusive tourism

2. Understand what is important for visitors with disability?

3. Creating an *exceptional* accessible and inclusive experience

4. Delivering an *exceptional* accessible and inclusive experience





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# Accessible and inclusive tourism?



## ► Accessible and inclusive tourism

**Accessible tourism** is about making tourist attractions, services and facilities fully accessible and available to all people, including those with disabilities, ensuring that everyone can participate equally in tourism experiences.



**Inclusive tourism** focuses on adapting cultural practices and shifting social norms to ensure that everyone is welcomed and able to fully engage in tourism experiences, guaranteeing equal participation opportunities for all.





# 2

**Understanding  
what is important  
for visitors with  
disabilities**



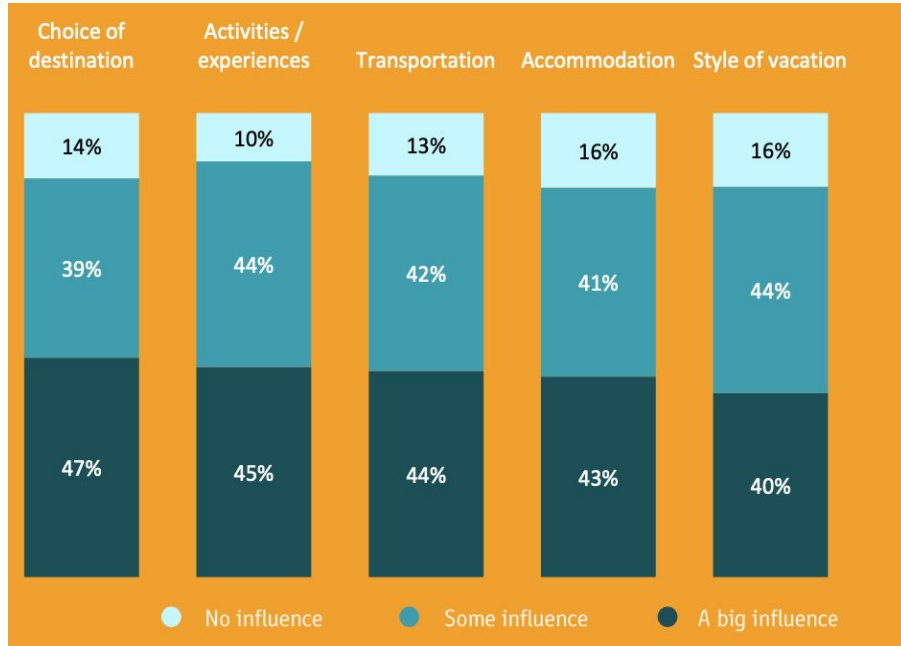


## ► What do visitors with disability need?

**THE SAME AS EVERY VISITOR...  
EXCEPTIONAL CUSTOMER SERVICE & EXPERIENCES**



## ► Accessible and Inclusive Tourism today



Those with accessibility needs are broadly seeking the same things from travel, with a slight increase in adventure and transformative motivations.

We see higher accommodation budgets (more premium and luxury) when accessibility needs have some/a big influence on accommodation.

# ► Accessibility

Amenities

Pathways

Signage



**Accessible Adult  
Changing Facility**





# ► Inclusion

Experience



Communication



Customer Service



## ► What do they need to know?

They will be safe.

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Information online is true.

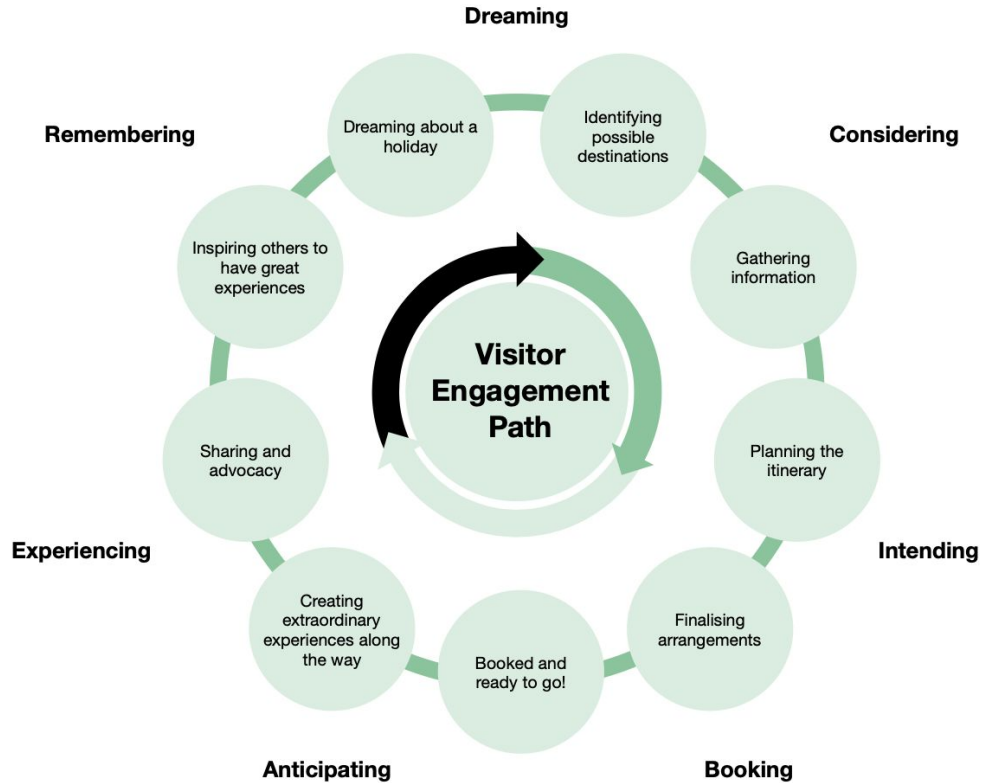


# 3

**Creating an  
*exceptional*  
accessible and  
inclusive  
experience**



# ► Visitor journey touchpoints



## ► Creating an accessible experience

### Know your customer

- Don't be afraid to ask
- Don't forget travel companions
- Map your experience from across the visitor journey (from dreaming and booking to experience and advocacy)
- Test and refine





## ► Creating an accessible experience

### Be clear on your offering

- Be clear on what you offer - honesty is super important
- Ensure your team are clear and confident - no one is an expert but effort goes a long way



## ► Creating an accessible experience

### Ask for and be open to receive feedback

- You don't need to be an expert BUT you do need to be open to feedback
- Disability needs are diverse, learn from your customers to improve



## ► Communicating effectively

### Online

- If your offering is not clear, it doesn't exist
- Must haves:
  - Website (don't hide what you offer)
  - Content that describes your offering
  - Imagery (image descriptions and alt text)
  - Video (closed captions)
  - Ability to enlarge font



## ► Communicating effectively

### Offline

- Customer service training
- Disability awareness training
- Readiness to adapt
- Clear signage
- Content
  - Size 14 or above with copy on the left
  - Photos of items on right
  - No abbreviations/jargon
  - **Bold** only for headings and difficult words





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**Delivering an  
*exceptional*  
accessible and  
inclusive  
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Ask them how they would like to communicate. Ask them to repeat if you do not understand.

## ► **It is okay!**

It is normal to feel hesitant or worried you will say the wrong thing.

Just remember to keep calm and do your best.





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# Questions



## ► Keep in touch

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