

# Accessible & Inclusive Tourism

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VisitBritain



VisitEngland

# Who we are

- National Tourism Agency
- An arms-length body
- Sponsored by Government
- Our mission is to make tourism one of the most successful and productive sectors for the UK economy
- **VisitBritain:** marketing the nations and regions of Britain overseas to drive growth in international leisure and business tourism.
- **VisitEngland:** building world-class products, supported by distribution and marketing.



# Accessible Tourism

What does it mean?

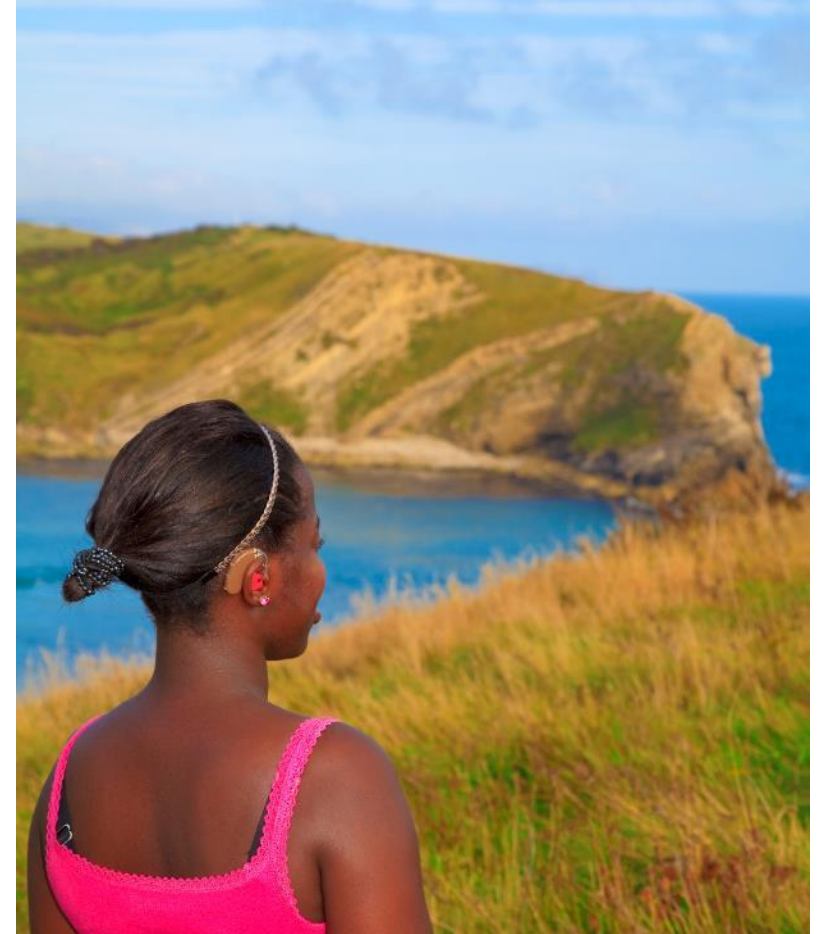
“Tourism experiences that can be enjoyed by people with physical, sensory and cognitive impairments and others with accessibility requirements”



# Accessibility: Our approach (1)

Business support activities in support of the Government ambition

- The business case
- Business support resources
- Assessment
- Partnership working
- Recognise best practice



# Accessibility: Our approach (2)

## Marketing activities in support of the Government ambition

- Information on our websites
- Website accessibility
- Our marketing campaigns
- Imagery
- Internal
- Other activities



# Government ambition

Tourism Sector Deal 2019

“Make the UK the most accessible tourism destination in Europe by 2025”

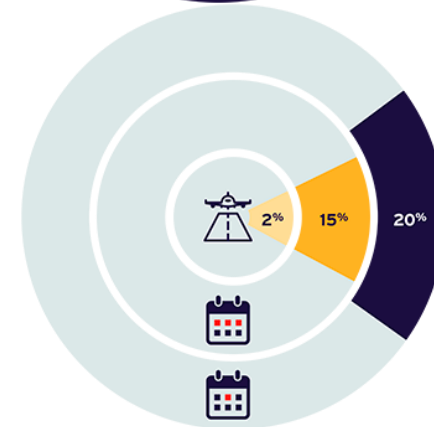
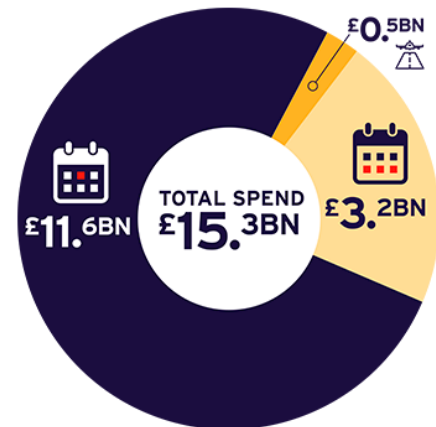


# The business case

Total value of accessible tourism market in Britain is around £17.7 billion (England £15.3bn, Scotland £1.3bn, Wales £1.11bn)

## England trips taken by those with an impairment and their travelling companions

- Total expenditure generated is estimated to be £15.3 billion
  - Inbound visitor spending by this group was £0.5 billion in 2018
  - Domestic overnight visitor spending by this group was £3.2 billion in 2015
  - Day visitor spending by this group was £11.6 billion in 2018.
- 
- 2% of all inbound trips in 2018
  - 15% of domestic overnight trips in 2015
  - 20% of day visits in 2018.



# Business support resources (1)



### Accessibility Guides

The official site to create and publish your guide

My Account | Log Out

View published guides from different types of businesses

Take a look at example guides >

The benefits of having a guide

Help to get you started

Start creating your guide now

**VisitEngland**  
**Awards for Excellence**  
**2020**  
**Gold Winner**  
Accessible and Inclusive Tourism Award

**Business Support Guides**

## Dementia-friendly tourism

A practical guide for businesses



# Business support resources (2)

## Guidance during the COVID-19 pandemic

- Guidance on welcoming disabled customers during COVID-19 and not compromising accessibility
- Top tips on providing a COVID-Secure environment without creating obstacles for disabled people
- Held free Accessibility webinar for businesses:  
<https://www.visitbritain.org/business-advice/business-recovery-webinars>

### Inclusive reopening guidance

<b>Helping visually impaired customers</b> Top tips from Henshaws on helping visually impaired customers navigate your COVID-19 safety measures.	<b>Reopening tourism for disabled travellers</b> Guidance from the UNTWO on how to provide a COVID-Secure environment without creating obstacles for disabled customers.	<b>Guidance from the Business Disability Forum</b> Resources and webinars from the Business Disability Forum to guide your organisation, employees and customers through the COVID-19 pandemic.
<b>Guidance from RNIB</b> Best practice guidelines to help you understand how to help your blind and partially sighted customers.	<b>Guidance on sighted guiding</b> Guidance on how sighted guiding can be done safely and what additional precautions to take.	<b>EMBED reopening guidance</b> Solution-based guidance to help you consider the potential barriers faced by disabled customers.
<b>7 principles to ensure an inclusive recovery</b> A guide for the arts & cultural venues to support disability inclusion, designed to complement Government guidance on COVID-19.	<b>Top tips on supporting disabled people</b> This infographic from AccessAble gives practical guidance on supporting disabled people during COVID-19.	<b>Supporting your disabled customers</b> Euan's Guide top 10 tips to help venues to support disabled customers during COVID-19.

# Assessment

## National Accessible Scheme (England)

- Accommodation businesses
- 3 rating categories: mobility, visual, hearing
- Useful standards booklets
- All the criteria to address accessibility:
  - Door widths
  - Bathroom layout
  - Parking space dimensions
- Official rating by trained assessors



# Partnership working

## England's Inclusive Tourism Action Group

A range of leading accessible tourism stakeholders (private, public and third sector) joining up and working together on the challenge of accessible tourism.



National Trust



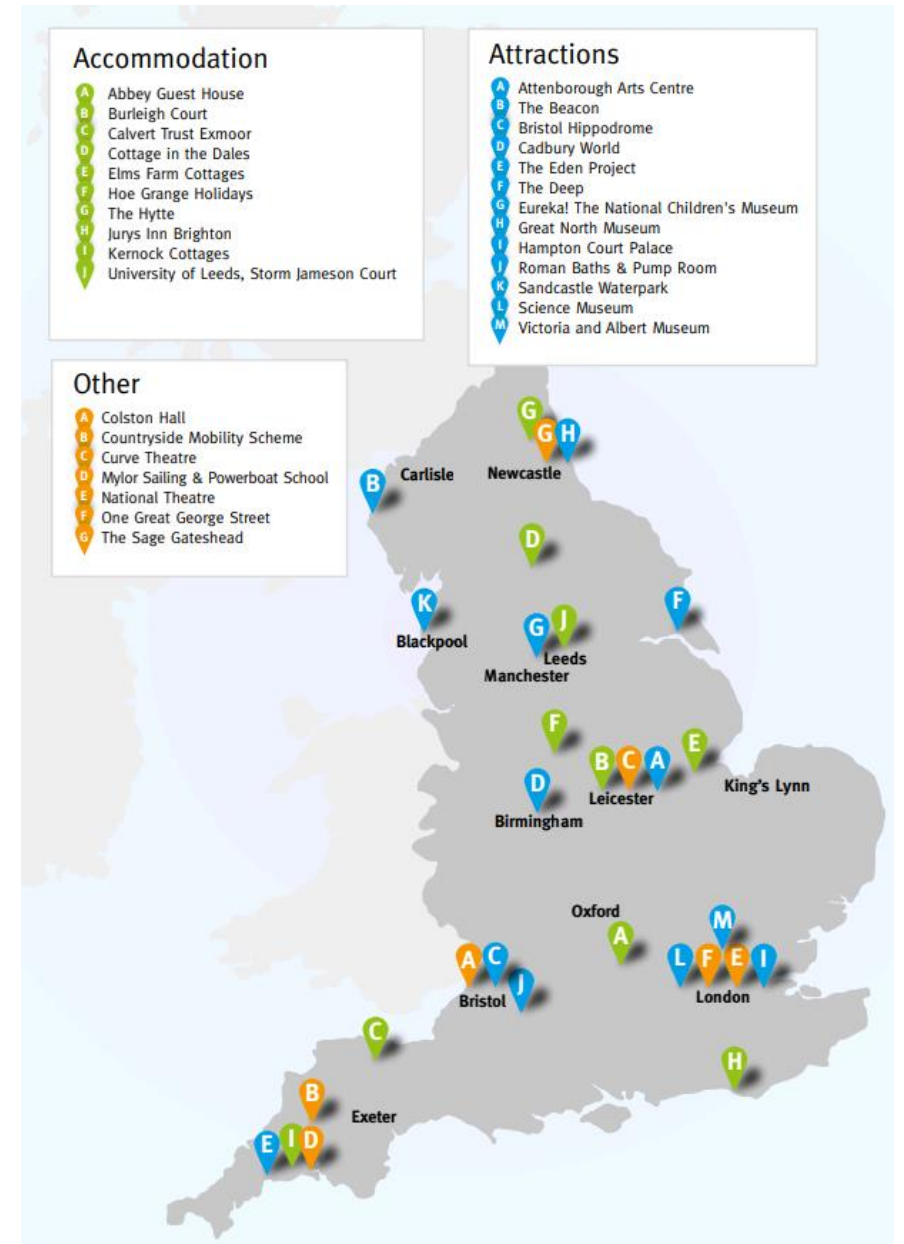
MOTION.



# Recognise best practice

## Accessible and Inclusive Tourism Award

A category in the annual VisitEngland Awards for Excellence that recognises tourism businesses providing truly memorable visitor experiences for everyone, particularly those with accessibility requirements



# Information on our websites

Review our approach to providing tourists with comprehensive accessibility information on our consumer websites

**Access for All**

**NEW INFO**

- Travel to and around England
- Access for All**
- Practical information and advice
- VisitEngland Quality Schemes
- COVID-19 Travel Advice
- Green transport
- Green accreditation schemes
- Working holidays in England

Plan an accessible short break with our guides to finding independently assessed accommodation and award winning inclusive tourism venues and attractions. Gain inspiration from our two Mission: Accessible itineraries (developed in partnership with Channel 4 and Rosie Jones), or use our Accessible England guide to plan your own break to suit your individual accessibility requirements.

**In this section**

- Where to stay
- Travel to and around England
- Access for All**
  - > Accessible England
  - > Easy access in London
  - > National Accessible Scheme
- Practical information and advice
- VisitEngland Quality Schemes
- COVID-19 Travel Advice
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**Destination guides**

**Mission: Accessible In Brighton** [↗](#)

Follow Rosie Jones as she explores Brighton's accessible attractions in this new Channel 4 series.

**Mission: Accessible In the South West** [↗](#)

Accompany Rosie Jones as she tries out a range of accessible activities in Bristol and the West Country.

**Plan your visit**

**Accessible England**

Your guide to exploring England.

**National Accessible Scheme**

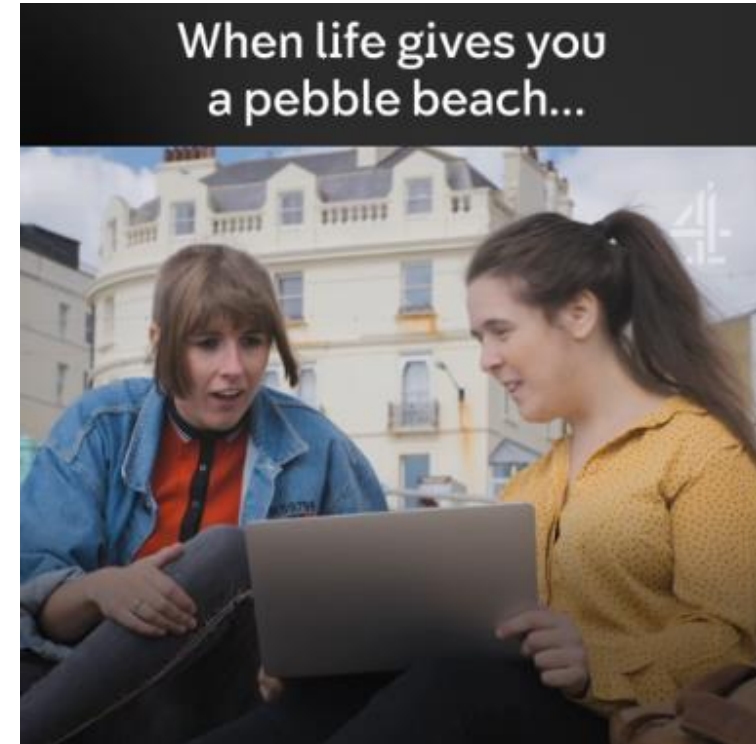
Find accommodation that meets your needs.

# Our marketing campaigns

## Mission: Accessible

A four-part-series where comedian Rosie Jones and comedy pals travel the length and breadth of Great Britain and stress-test a host of fun-filled activities from the perspective of someone with accessibility requirements.

- Part of the Escape the Everyday domestic marketing campaign
- Partnership with Channel 4
- Live across Facebook, Instagram and YouTube
- Episode one trailer viewed 3 million times
- Industry sharing their top three accessible experiences along with #EscapeTheEveryday



# Imagery

Increase visibility of people with accessibility requirements and accessible destinations in our imagery and content

- Image trawl to source new images
- Capturing new images on upcoming photoshoots



# Internal

## A focus on diversity and inclusion

- Disability & Accessibility Network
- Offers guidance, support and education to staff

“Champion the needs of both staff and tourists with the widest range of physical, sensory and cognitive impairments and health conditions throughout VisitBritain/VisitEngland, leading by example to drive required change”





# Other activities

- **PR**
  - Ambassador programme – trips by influencers
  - Influencer Sophie Morgan is exploring accessible England posting Instagram stories of her travels
- **Website accessibility**
  - Ongoing work to improve the accessibility of our websites
  - WCAG 2.1 AA
- **Developing accessible tourism itineraries, bookable by key inbound markets**
  - Post COVID-19 project subject to funding
  - Build on the success and learning from the EU-funded Access for All Project 2014-2016





VisitBritain



VisitEngland

# Accessible & Inclusive Tourism

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