

# 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?

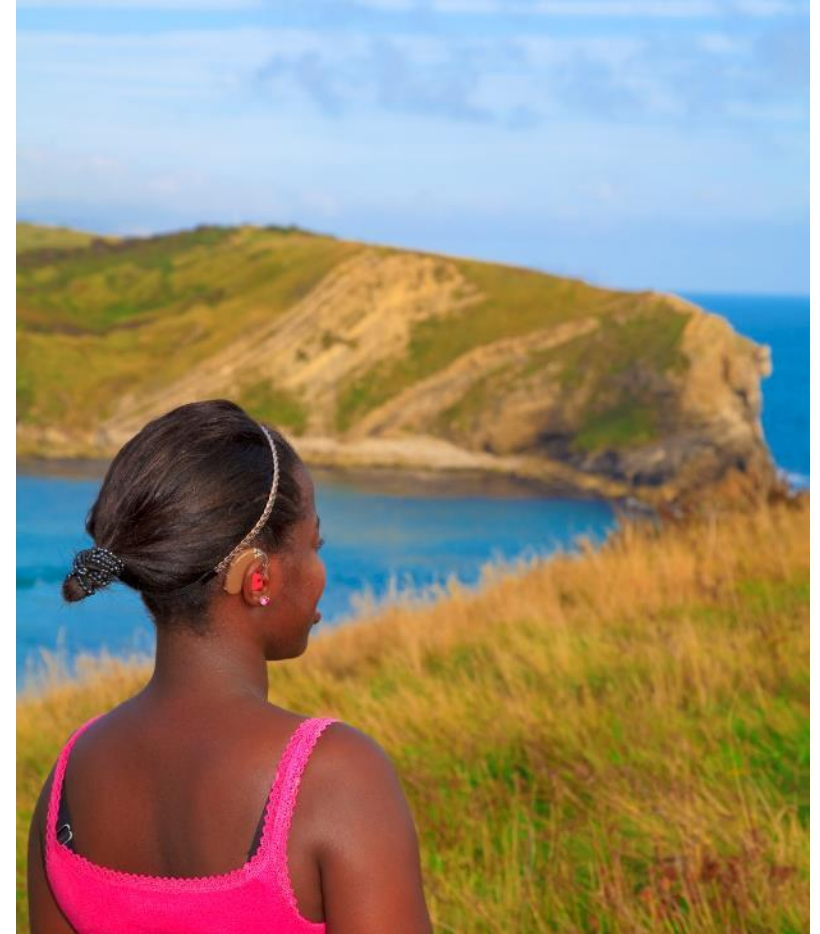
“Tourism experiences that can be enjoyed by people with physical, sensory and cognitive impairments and others with accessibility requirements”



# 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”

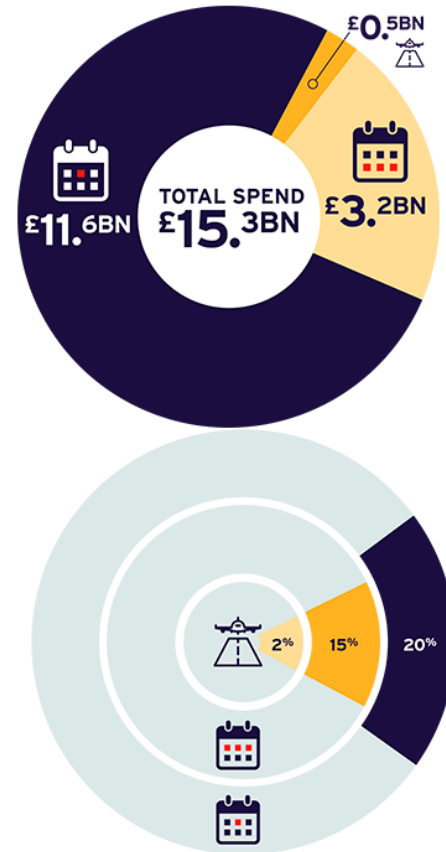


# The business case

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)





# 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

#### Helping visually impaired customers

Top tips from Henshaws on helping visually impaired customers navigate your COVID-19 safety measures.

#### Reopening tourism for disabled travellers

Guidance from the UNTWO on how to provide a COVID-Secure environment without creating obstacles for disabled customers.

#### Guidance from the Business Disability Forum

Resources and webinars from the Business Disability Forum to guide your organisation, employees and customers through the COVID-19 pandemic.

#### Guidance from RNIB

Best practice guidelines to help you understand how to help your blind and partially sighted customers.

#### Guidance on sighted guiding

Guidance on how sighted guiding can be done safely and what additional precautions to take.

#### EMBED reopening guidance

Solution-based guidance to help you consider the potential barriers faced by disabled customers.

#### 7 principles to ensure an inclusive recovery

A guide for the arts & cultural venues to support disability inclusion, designed to complement Government guidance on COVID-19.

#### Top tips on supporting disabled people

This infographic from AccessAble gives practical guidance on supporting disabled people during COVID-19.

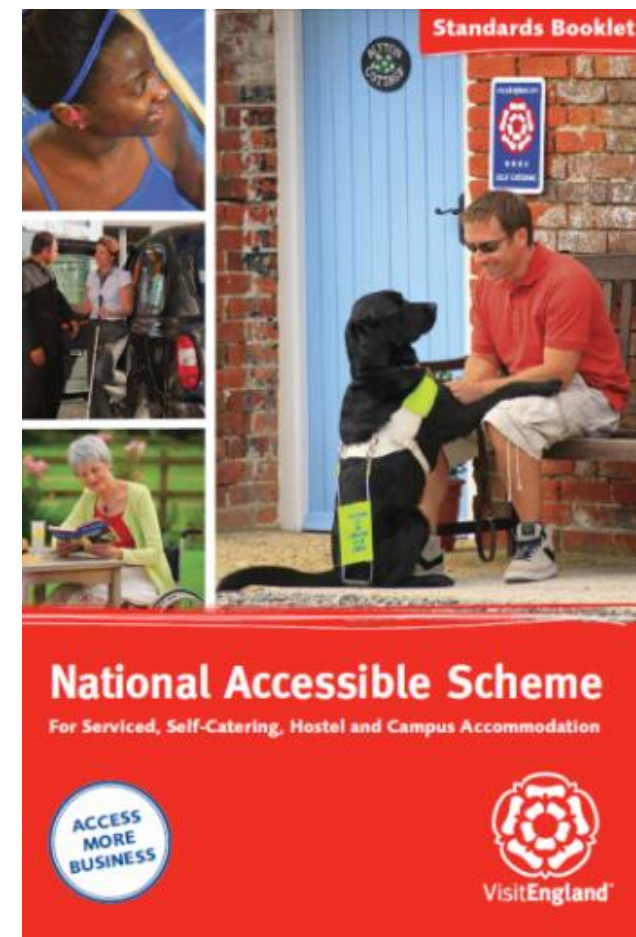
#### Supporting your disabled customers

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

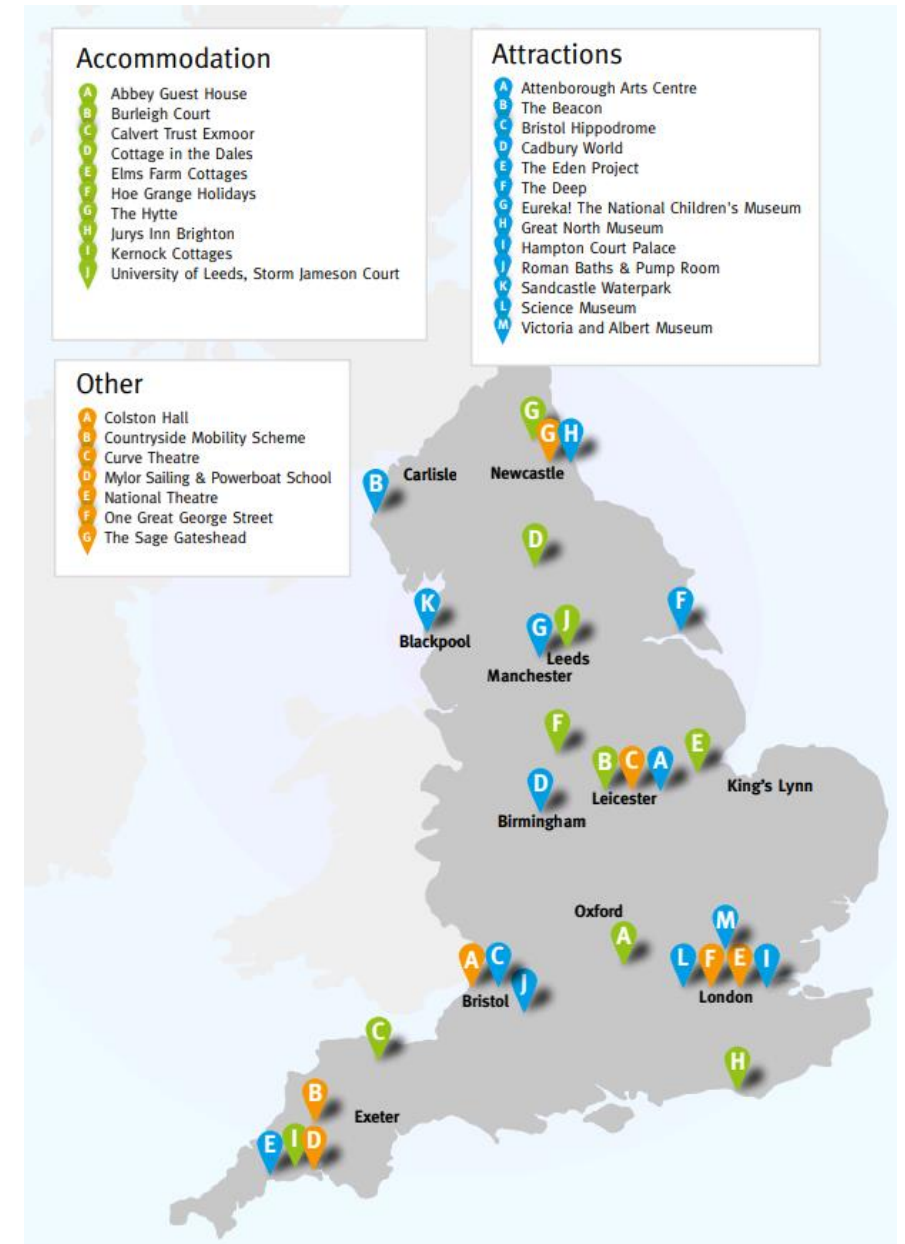
A range of leading accessible tourism stakeholders (private, public and third sector) joining up and working together on the challenge of accessible tourism.



# 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 LINE** [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](#)

[Green transport](#)

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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](#)

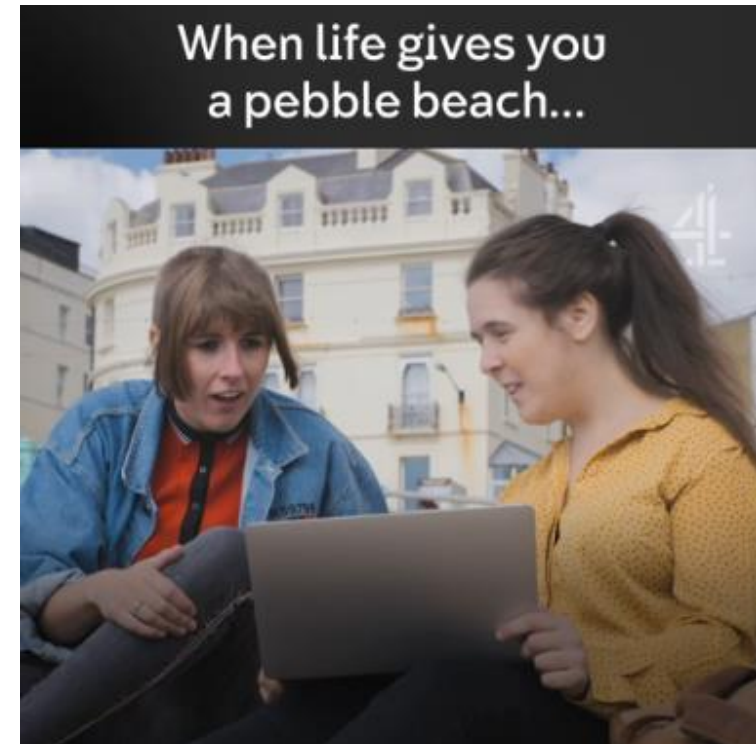
Find accommodation that meets your needs.

# 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™



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