

A large, stylized purple flower graphic is positioned on the left side of the slide. It features a central circular element with a three-petaled flower inside, surrounded by several curved, petal-like shapes that radiate outwards. The entire graphic is rendered in a lighter shade of purple against the darker purple background.

*Visit
Scotland* | *Alba*TM

ACCESSING THE INCLUSIVE TOURISM MARKET

Marina Di Duca, Inclusive Tourism Manager

Accessing the Inclusive Tourism Market

Responsible Tourism Development

Responsible Tourism requires the tourism industry, government, public sector, communities and visitors to collectively respond and manage their economic, social and environmental impacts, maximising the positive impacts and minimising the negative ones, making all forms of tourism sustainable.

Responsible Tourism considers not only the needs of the visitor and the industry, but also the host communities and the environment.

Creating better places for people to live and visit.





Support
Scotland's
transition to a
**low carbon
economy**



Ensure Tourism
contributes to
**thriving
communities**



Ensure tourism in
Scotland is
inclusive



Support the
protection, and
considerate
enjoyment of
**Scotland's
Natural &
Cultural Heritage**



Value of the Accessibility Market

- **UK Domestic overnight visits: 2.55 million**
(18.5% of the total number of visits)
- **Total expenditure from overnight trips: £611million**
(19.1% of all domestic visitor spending)

83% of disabled customers tell others about their experience & 49% share on social media (source: Euan's Guide Survey)



Value of the Seniors Market

In Scotland, the 55+ :

- 36% of domestic trips & spend are from the over 55's (4.3 million trips and £1 billion)
- 30% of international visitors are over 55 (1.2 million)
- Spend 20% more than average consumer on leisure and hospitality
- In the last 12 years, 21% increase in domestic trips & spend up by 45%

“86% of seniors will make a return visit compared with 18-34 year olds”
(Source: Barclay's Ageing Population Report)



Facts about the accessible market

- £274 billion annual spending
- 1 in 4 people in the UK are disabled
- 70-80% of disabilities are non-visible
- 8% wheelchair users
- 1 in 3 people over 60 have hearing loss

“75% of disabled people have deserted a business because of poor disability awareness or understanding”



Three reasons to engage



Growth Potential

The market is set to increase as the UK's population ages



Loyal, repeat customers

Inclusive businesses report higher occupancy rates.



Spend more than other groups

Senior travellers spend significantly more on holiday than other groups

Prioritisation

- Check your website are you highlighting your access facilities and services.
- Create an ‘access for all’ page or section which summaries what you have on offer.
- Make sure your accessible bedrooms are available to book on your website.

People First

- Give your staff confidence to provide the best welcome to everyone.
- It’s also important to training your back-office staff in digital accessibility and language.

77% agree: staff training increases venues’ accessibility”

Source: Euan’s Guide Access Survey:

Product Information

Ensure you have an accessibility guide describing in detail your access facilities and services.

95% of customers check for information about your venue online before visiting.

Source: Euan’s Guide Access Survey:

Promotion

Be discovered - detailed information about your accessible facilities and services are important - create an accessibility page or post your accessibility guide, onto the homepage of your website.

Show diversity within the images on your website and in your marketing generally.

Focus on your customer service



Euan's Guide Access Survey:

77% agree: staff training increases venues' accessibility"

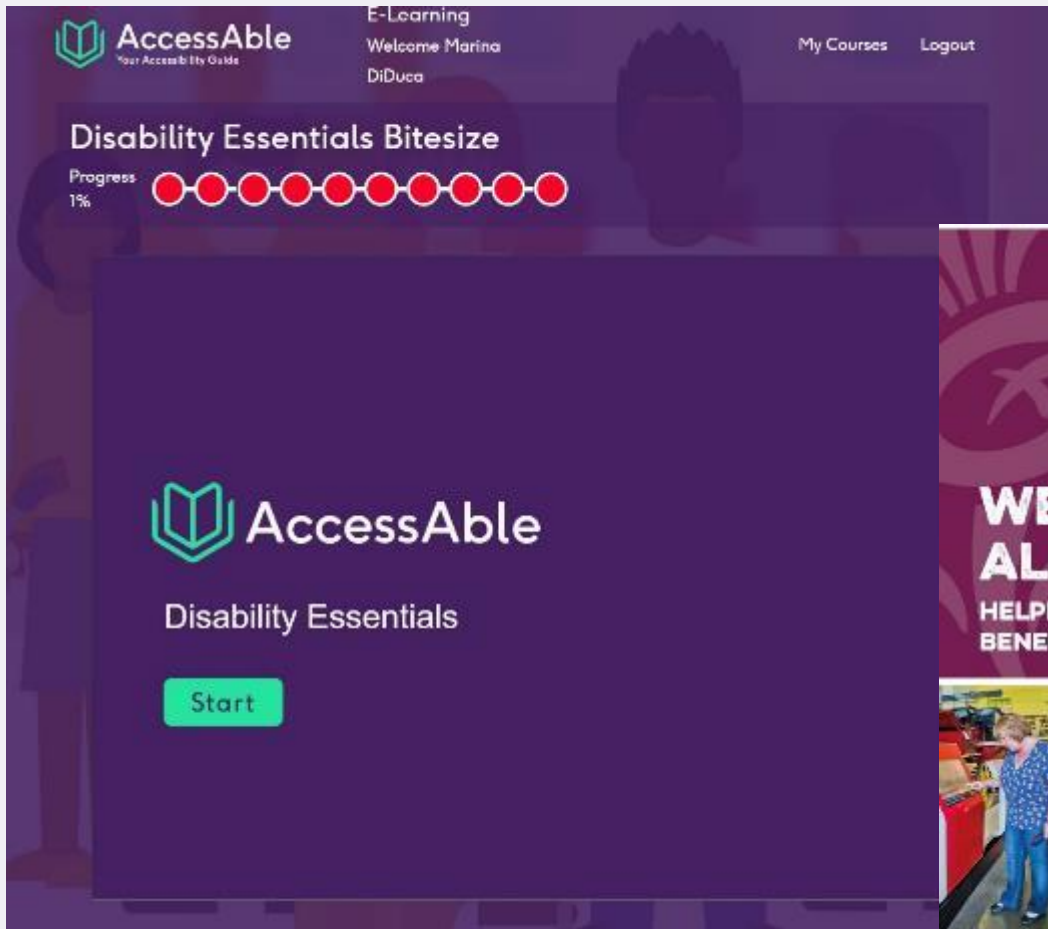


Purple Disability and Customer Service e-tutorials -



Welcoming All Customers – classroom style and new online training course provided by AccessAble

Online course



The screenshot shows the 'AccessAble' online course interface. At the top left is the 'AccessAble' logo with the tagline 'Your Accessibility Guide'. To the right, it says 'E-Learning', 'Welcome Marina', and 'DiDuca'. Further right are 'My Courses' and 'Logout' links. Below this is a progress bar for 'Disability Essentials Bitesize' showing 1% completion with 10 red circles. A large purple box in the foreground contains the 'AccessAble' logo, the text 'Disability Essentials', and a green 'Start' button.

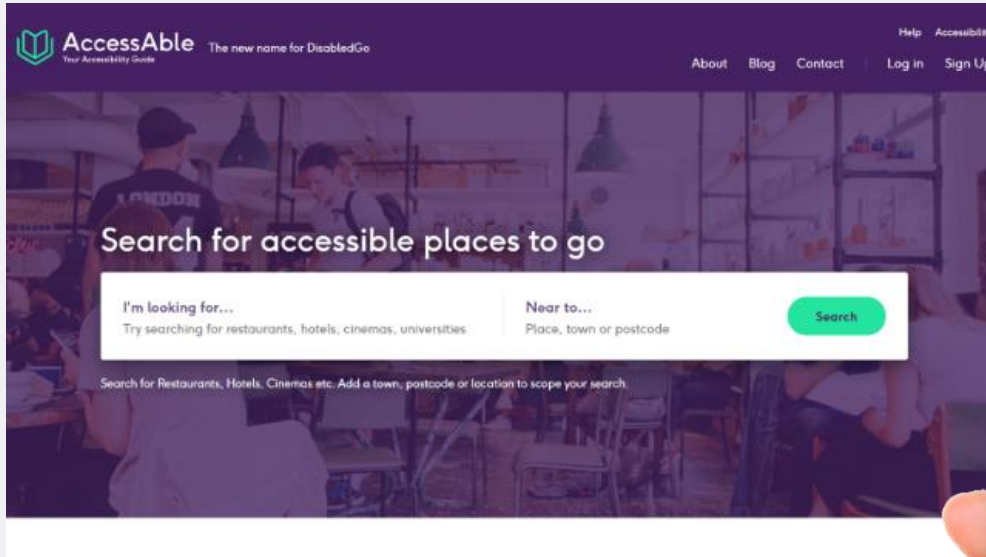
Classroom training



The flyer features the 'Welcome to Excellence' logo and the 'Visit Scotland | Alba' logo. The main text reads 'WELCOMING ALL CUSTOMERS' and 'HELPING YOU TO UNLOCK THE BUSINESS BENEFITS OF AN INCLUSIVE WELCOME.' Below the text are two photographs: one of a woman with a dog in a shop, and another of a woman in a blue apron serving a customer. At the bottom, a text box states: 'A one-day course for your staff packed with practical tips to ensure you provide a warm Scottish welcome for all customers.'

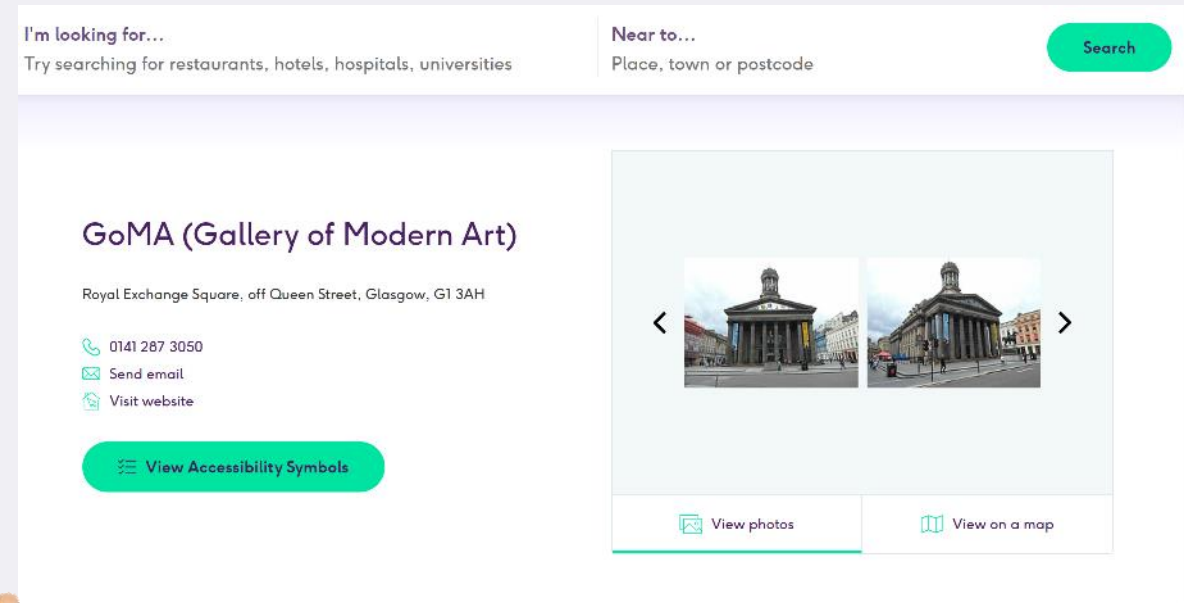
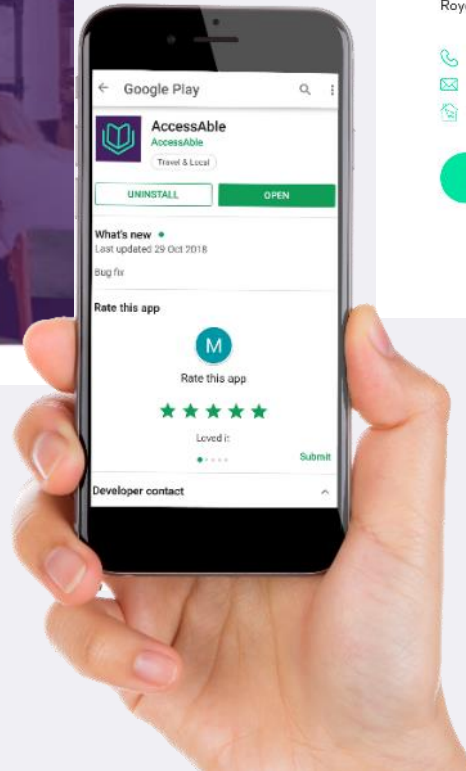
“72% are more likely to visit new places if they feel welcomed by staff or venues **appears to care about accessibility**”

Provide Access Information



www.accessable.co.uk

5 million users annually



54% of disabled customers avoid going to new places if they can't find accessibility information

Source: Euan's Guide Survey

I'm looking for...
Try searching for restaurants, hotels, hospitals, universities

Near to...
Place, town or postcode

Search

YOTEL Glasgow

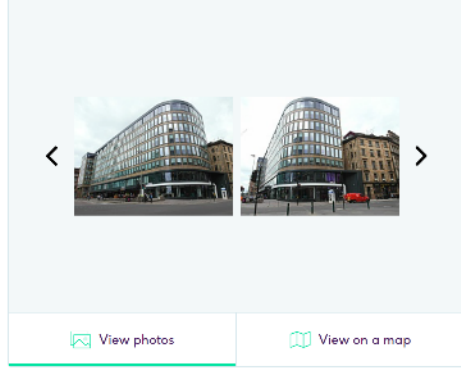
Westergate, 260 Argyle Street, Glasgow . G2 8QW

0141 428 4490

Send email

Visit website

View Accessibility Symbols



View photos

View on a map



Accessibility Symbols

- | | |
|--|---|
| Level Access and Automatic Doors (or No Doors) | Ramped/Sloped Access, and/or Manual Doors |
| Mobility Impaired Walker | Off-Site Parking |
| Blue Badge/Accessible Parking Bays | Accessible Toilet |
| Ambulant Toilet | Step Free Standard Toilet |
| Baby Changing Facility | Accessible Accommodation |
| Seat(s) Available | Assistive Listening |
| Large Print | Braille |

For more information about what these symbols mean, view our [Accessibility Symbols Guide](#).
[Close this popup window.](#)

- floor entrance)
- Outside Access (Lower Ground Floor Accessible Entrance) >
- Reception >
- Level Change (Ground to Lower Ground Floor) >
- Inside Access >
- Lift >
- Other Floors >
- Fitness Suite (Level 1) >
- Level Change (Level 1) >
- Room >

Room

[Collapse all](#) [Expand all](#)

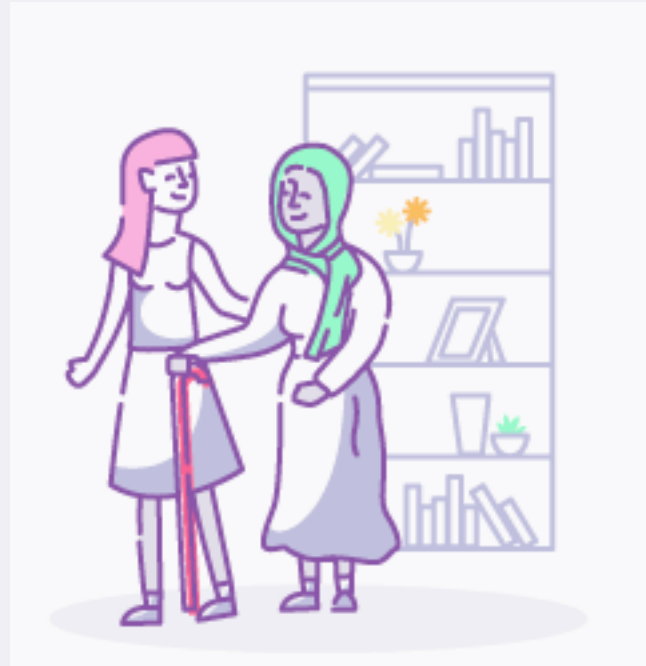
General Information	View ▾
Accessible Rooms	View ▾
Location and Access	View ▾
Accessible Room	View ▾
Accessible Ensuite	View ▾
Bath and Shower	View ▾
Wheel In Shower	View ▾
Signage, colour contrast and lighting in accessible rooms	View ▾

Something changed?

Why is accessibility information important?



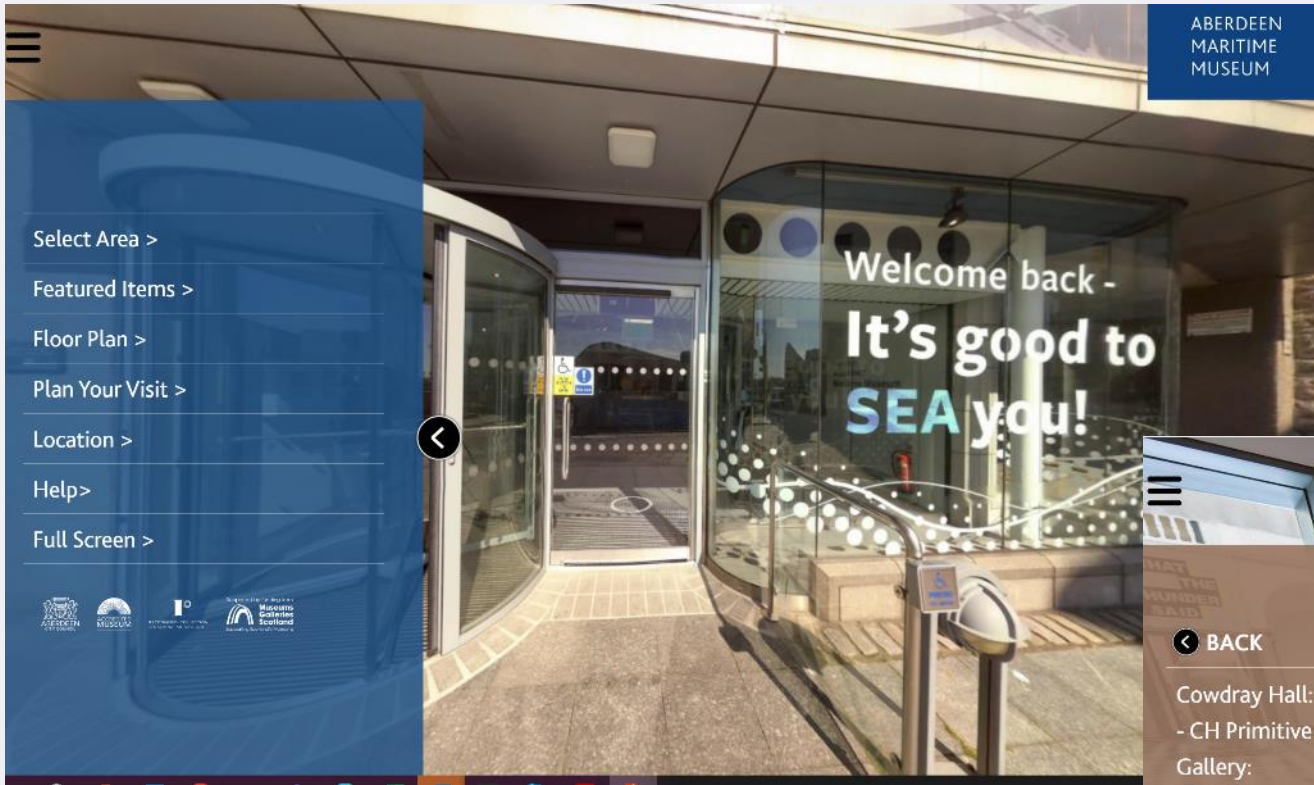
95% try to find accessibility information before visiting a venue



81% expect to find access information on the venue's website



98% are more likely to visit if Access information is available

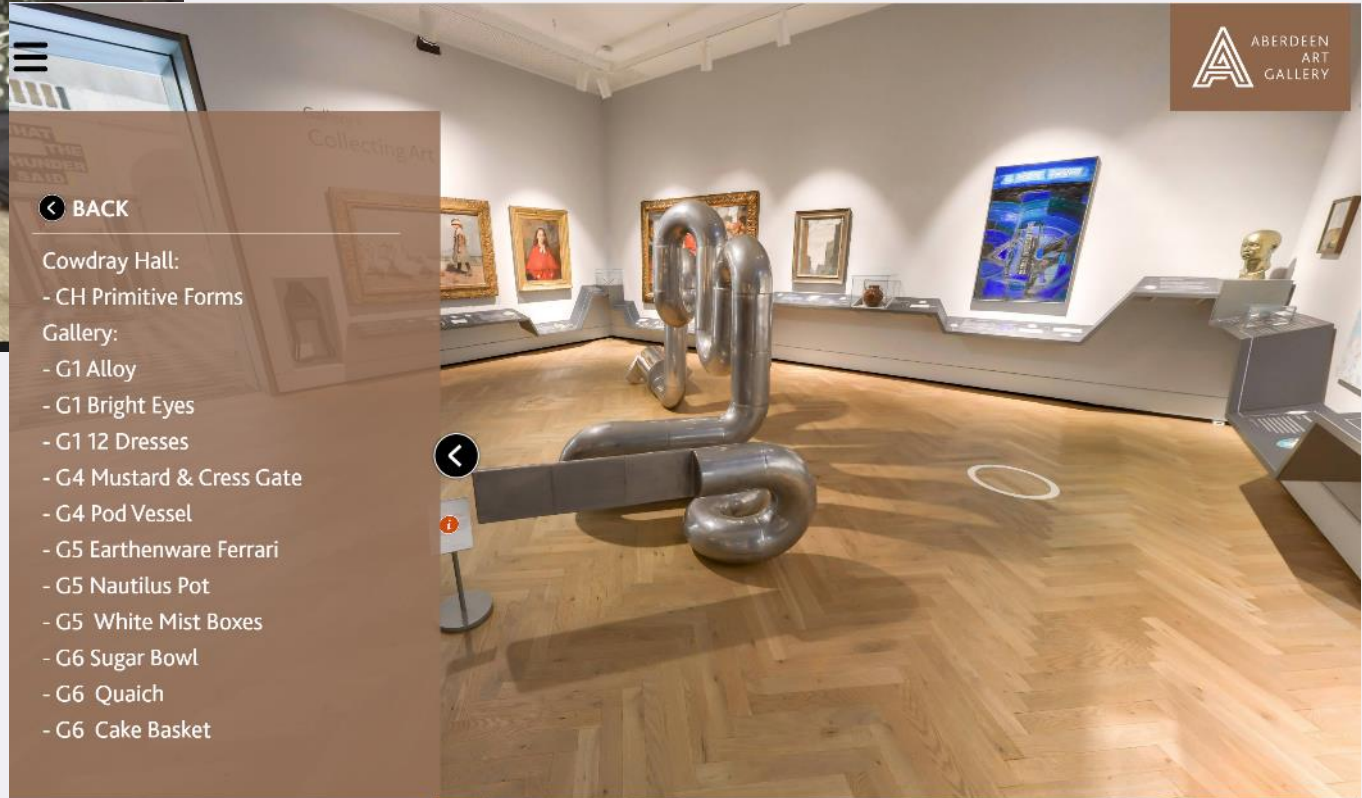


ABERDEEN
MARITIME
MUSEUM

- Select Area >
- Featured Items >
- Floor Plan >
- Plan Your Visit >
- Location >
- Help>
- Full Screen >



www.virtualinclusion.com



ABERDEEN
ART
GALLERY


BACK

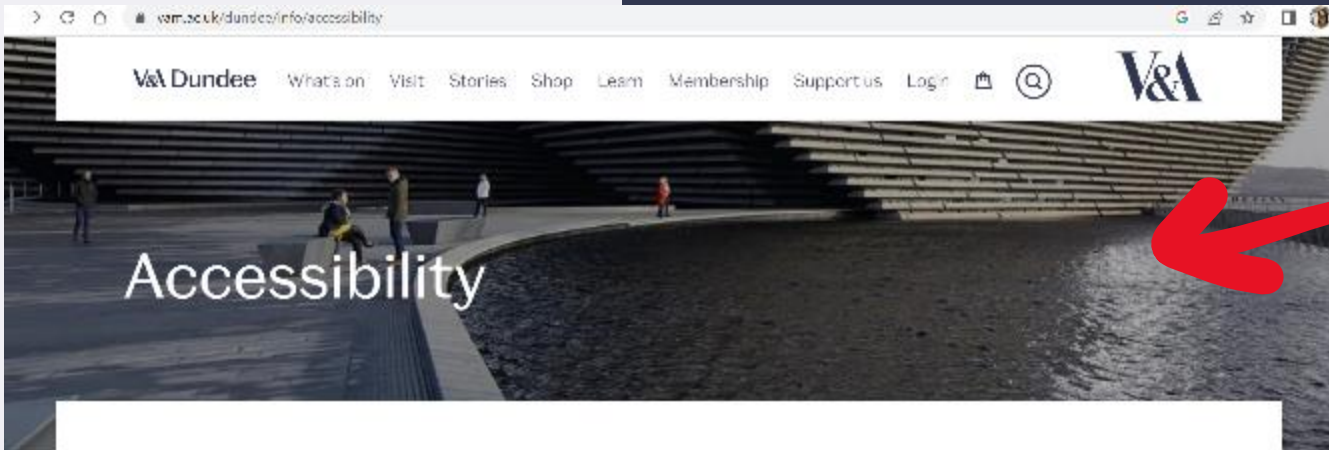
- Cowdray Hall:
- CH Primitive Forms
- Gallery:
- G1 Alloy
- G1 Bright Eyes
- G1 12 Dresses
- G4 Mustard & Cress Gate
- G4 Pod Vessel
- G5 Earthenware Ferrari
- G5 Nautilus Pot
- G5 White Mist Boxes
- G6 Sugar Bowl
- G6 Quaich
- G6 Cake Basket



- Area >
- Access Guide >
- Help >
- Floor Plan >
- Welcome >
- Location >
- Full Screen >



Back to the top 



You'll find a range of access provisions available at V&A Dundee. See below for further information on things to make your visit as enjoyable as possible.

Assistance dogs

You are welcome to bring guide dogs, hearing dogs and other recognised assistance dogs into the museum.

Accessibility Page – link on homepage

High-level summary of facilities with a link to virtual tour with accessibility guide

MENU

V&A Dundee



MAP

Toggle menu

Outside >

Inside >

Access Guide >

Help >

Plan Visit >

COVID-19 update >

Location >

Full Screen >

Home >



Your stay includes

✓ Free WiFi ✓ Non-smoking rooms ✓ On-site restaurant ✓ Fitness center ✓ Pet-friendly rooms

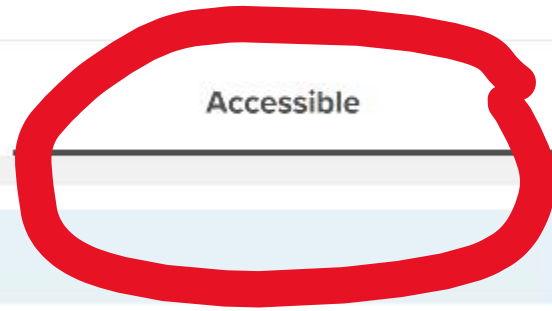
Bookable rooms

All


Guest Rooms

Suites

Accessible



 This hotel offers Confirmed Connecting Rooms, subject to availability.

 We're showing tonight's availability. Select your dates for updated results.



QUEEN ACCESSIBLE ROOM

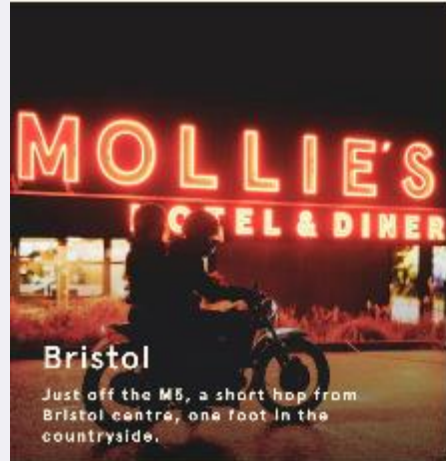


TWIN ACCESSIBLE ROOM



KING ACCESSIBLE ROOM

Choose a location



Bristol
Just off the M5, a short hop from Bristol centre, one foot in the countryside.



Oxfordshire
Out in the sticks, on the A420 at Buckland, only 30 minutes from the centre of Oxford.




Manchester
Our first city centre Mollie's - opening late 2023 in the former Granada TV studios

Eat, drink, explore

Choose your room

Mon, 22 May - Tue, 23 May - 2 Guests [Change](#)

Double room From **£85 per night**



Mollie's Doubles feature comfy king-size beds, luxurious cotton bedding, light oak and slate finishes, climate control, super-fast Wi-Fi...

[More details >](#)

Non-Refundable ⓘ [Book room](#)
£85.00 for 1 night

Flexible ⓘ [Book room](#)
£95.00 for 1 night

BOOKING SUMMARY


Oxfordshire

Check in **Mon, 22 May** → Check out **Tue, 23 May**

Booking cost **£0.00**

Total to pay **£0.00**

Accessible room From **£85 per night**



Mollie's accessible rooms can be connected to another room for a guest or more. Our accessible rooms feature comfy king-size bed.

[More details >](#)

Non-Refundable ⓘ [Book room](#)
£85.00 for 1 night

Flexible ⓘ [Book room](#)
£95.00 for 1 night



Carrie-Ann Lightly is Head of Marketing at AccessAble and is one of the UK's leading accessible travel bloggers.

Carrie-Ann was also named as one of the top 100 most influential disabled people in the UK, on the Shaw Trust #DisabilityPowerList100 for the last five years.

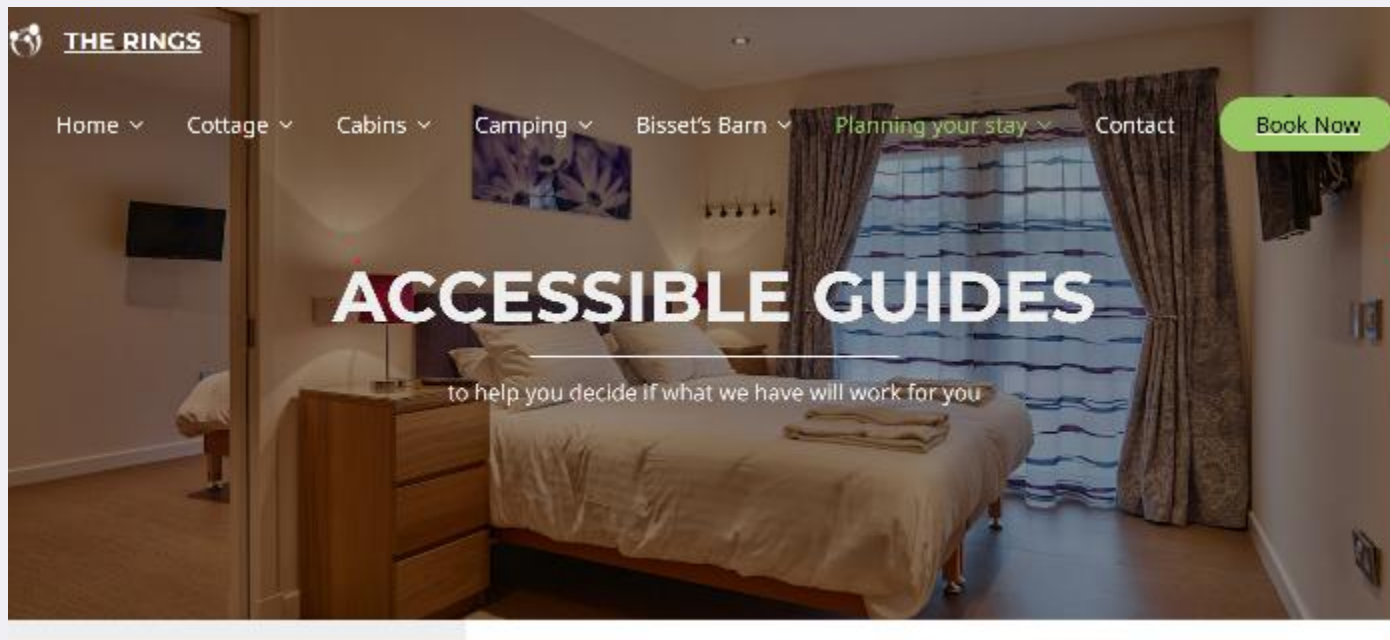


Pause for discussion

Opportunity for
questions and
discussion
(10 mins)

Promote, show and tell

Add your accessibility guide link to the homepage of your own site and to your listing on visitscotland.com



Add your venue to euansguide.com (the review site for disability people, family and friends) for free, its quick and easy



ACCESSIBLE TOURISM HIGHLIGHTS IN SCOTLAND

[Home](#) > [Supporting your business](#) > [Responsible tourism](#) > [Our visitors, culture and communities](#) > [Inclusion](#) > [Accessible tourism highlights in Scotland](#)

VisitScotland is launching a new accessible tourism project which involves actively engaging with a selection of tourism venues who have accessible facilities and/or services.

Regions covered so far:
Aberdeen & Aberdeenshire
Edinburgh & Lothians
Fife, Dundee & Angus
South of Scotland

2. What are businesses asked to do

Accommodation providers

You must meet these criteria before we can consider your business for this project:

1

Level access

Your main entrance (or an alternative entrance) has level access, without steps or raised thresholds. Level access includes access by ramp (permanent or temporary), lift, or three steps or fewer.

2

Accessible rooms

You have at least one bedroom classified or promoted as wheelchair accessible or adapted for wheelchair users.

Attractions and restaurants

You must be able to answer yes to two of the following three statements to be considered for this project:

1

Level access

Your main entrance (or an alternative entrance) has level access, without steps or raised thresholds. Level access includes access by ramp (permanent or temporary), lift, or three steps or fewer.

2

Accessible toilet

You have a public toilet that is adapted/designated for use by disabled people.

Or you actively list your venue as "wheelchair accessible", "adapted for wheelchair users", or "having disabled access".

3

Accessible facilities

You have services or facilities for visitors with hearing or sight impairment.

Or your venue is dementia or autism friendly. For example, you may offer a quiet space or have a scheduled quiet hour or your front-line staff are given dementia or autism awareness training.

VisitScotland Business Events Travel Trade Toolkit Corporate Language: EN

VISITSCOTLAND Places to go Things to do Accommodation Inspiration Travel & Planning **SEARCH**

[Home](#) | [Places to go](#) | [Glasgow](#) | [9 Amazing attractions and things to see and in Glasgow City Centre](#) | 14 Ideas for an accessible day out in Glasgow


14 IDEAS FOR AN ACCESSIBLE DAY OUT IN GLASGOW

Plan an accessible day out in Glasgow with these suggestions by AccessAble. Find out what's available for disabled visitors or residents from wheelchair accessible hotels and restaurants to inclusive museums and attractions.

[AccessAble](#) works to give you detailed information on places to visit. Their website is used by over 5 million people each year.

1 GLASGOW FILM THEATRE

GLASGOW CITY CENTRE



Glasgow Film Theatre (GFT)

Glasgow Film Theatre has been leading the way in specialised cinema for 40 years. Pick from a variety of styles from art house cinema to late-night cult screenings and classics to

5 KELVINGROVE ART GALLERY AND MUSEUM

GLASGOW WEST END



Exterior of the Kelvingrove Museum and Art Gallery
© VisitScotland / Kenny Lam

Kelvingrove Art Gallery and Museum is a Victorian masterpiece brimming with a vast and eclectic collection of over 8,000 exhibits from dinosaur skeletons and a World War II Spitfire, to mesmerising paintings by the Dutch Old Masters and French Impressionists.

Key accessible facilities include accessible parking bays and a designated drop-off point, accessible toilets, and step-free standard toilets. An assistive listening system is available, as is a Braille guidebook.

[Find out more about Kelvingrove Art Gallery and Museum](#)

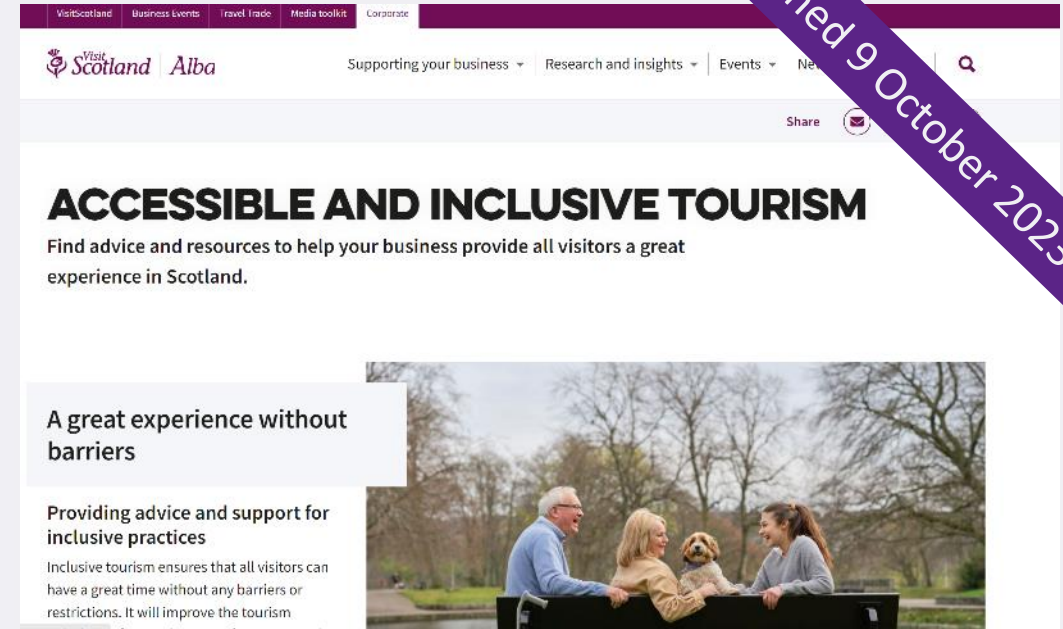
[Read the Access Guide for Kelvingrove Art Gallery and Museum](#)

Key facilities

- Parking
- On Public Transport Route
- Hearing Loop
- Accessible Parking Or Drop-off Point
- Level Access
- Accessible toilets

Inclusive Tourism Toolkit

- Guidance documents and tips to inspire and inform businesses on how to make tourism accessible to everyone, with links to other support services and organisations e.g. Deaf Action, RNIB etc.,
- Topics covered:
 - Customer Service
 - Information Provision
 - Inclusion Environments – coming soon
 - Inclusive Events – coming soon
 - Social Tourism Schemes



Sharing your access guide

Once you have created an accessibility guide, it is important that customers can find it easily.

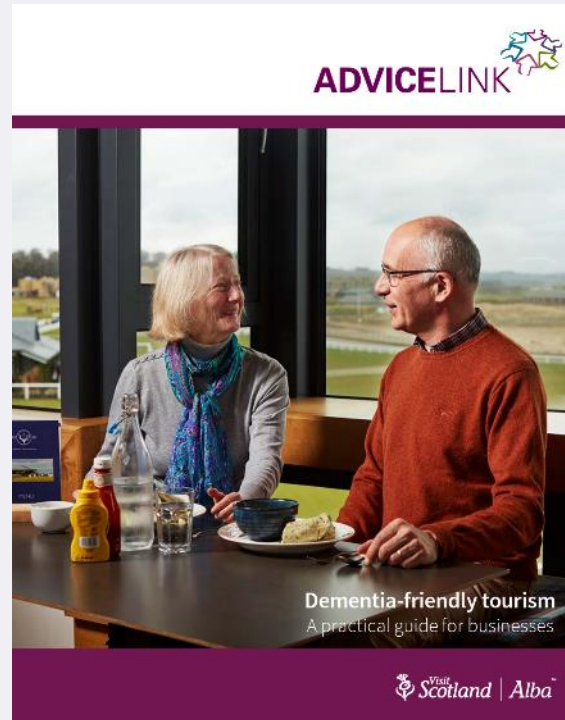
Tips for promoting your access guide

- ✓ **Make your guide easy to find**
Make sure your access guide is easy to find by adding a link on the homepage of your website.
- ✓ **Update your web listing**
Add your access guide to your VisitScotland web listing.
[Learn how you can add your guide using the extranet user guide.](#)
- ✓ **Use social media**
Promoting your access guide on your own social media is a great way of letting customers know that information is available. This could be on Facebook, Instagram, Twitter, or TikTok.

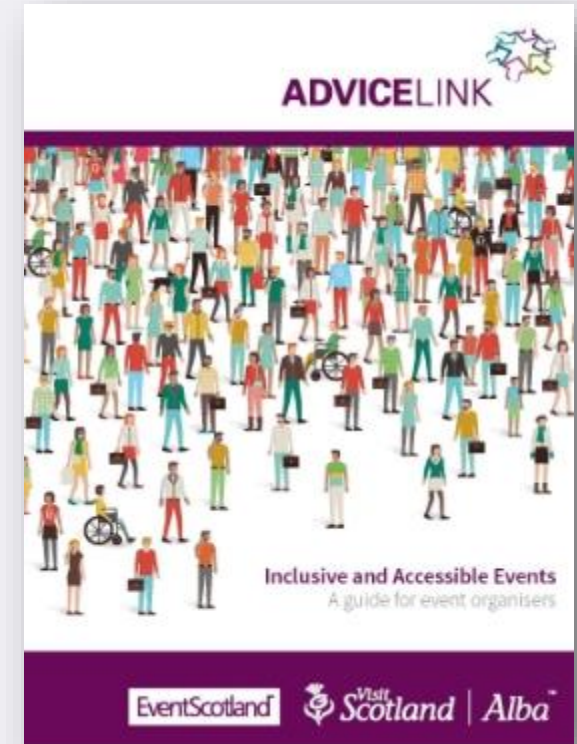
Digital guides available on visitscotland.org/inclusive-tourism



Understanding the market



A practical guide to Dementia-friendly tourism



Creating Inclusive Events

What are others doing?

The Soirbheas Community Group



Based in Glen Urquhart and Strathglass the group reinvests revenue from renewable energy schemes into a range of projects to benefit their communities. This includes a major focus on inclusion and accessibility, to make the area a better place to live in and visit.

Inclusive projects

The OpenNESS Inclusive Communities project brings together local partners to create dementia-friendly communities. These include:

- The Patient Participation Group
The Glenurquhart Centre
The Drumnadrochit Chamber of Commerce

The community group also piloted a respite holidays project with the Clansman Hotel. This provided breaks for carers. There are also plans in development to make Drumnadrochit a dementia-friendly destination.

Learning and development

They deliver learning and development workshops to improve confidence on how to communicate. The group also supports people with additional requirements or physical needs. Including hearing and sight loss, and autism awareness. They deliver training and awareness sessions through accessible means and offer supporting resources.

Access for all

Soirbheas Community Group are also developing better streetscapes. This includes buildings, to improve pavements, cycle ways and access for all. The Community Council have begun scoping cycle ways. The Loch Ness Hub toilets and buildings have been renovated for the benefit of those visiting the area.

What are others doing?

Royal Yacht Britannia, Edinburgh



Royal Yacht Britannia is accredited as a VisitScotland five-star visitor attraction in Edinburgh.

They offer:

- Complimentary self-led audio guided tour in over 30 languages (Check out which languages are on offer)
- Children's version of the audio tour
- Visually impaired audio guide, braille script, ASL and BSL tablets

Priding themselves on their dedication to inclusive tourism, their marketing director Casey Rust shares why inclusivity is at the heart of their offering.

“All our visitors should have the same, consistent experience. We are on a journey and are always learning and adding to the visitor experience. For example, when we redeveloped our website our primary focus was to build it based on the user experience and every effort was made to make it as inclusive as possible.

We recognise the need to provide comprehensive pre-arrival information so that all of our guests know exactly what to expect in advance.

We also provide the option to download our access statement which details in full information on accessibility at Britannia, from arriving at Ocean Terminal to the facilities on board.”

What are others doing?

Homelands self-catering holiday lodges



Set in woodlands in the village of Lundin Links, Fife the purpose-built accommodation was designed from the outset to be accessible, including:

- Zero threshold extra wide entrance and internal ground floor doors
- Full wet rooms
- Ceiling tracking hoists in downstairs bedrooms and wet rooms
- Closomat toilets in selected lodges
- Designated disabled parking bays at the front door
- Portable equipment: portable hoists, stand aids, shower chairs / trollies, and rise recline armchairs

They have a Net Promotor Score of 98%, this is a globally recognised measure of customer experience and brand loyalty. The score can help increase revenues, forecast future business growth and assess the overall health of a brand.

Demand outpaces supply in the market for accessible accommodation. Homelands is operating at around 95% occupancy for all year-round opening and their only closures are due to maintenance. This performance enables them to reinvest in the business and have recently build further 5 self-catering properties.

Access Information is key

Create an 'access for all' page or section which summaries what you have on offer.

Ensure you have an accessibility guide describing in detail your access facilities & services.

95% of customers check for information about your venue online before visiting.

Show and tell

Share your accessibility guide, post it onto the homepage of your website.

Show diversity within the images on your website and in your marketing generally.

List your business on Euan's Guide and encourage your customers to leave a review.

Warm welcome is everything

Give your staff confidence to provide the best welcome to everyone.

Making sure workers and managers in your venue are trained and confident in inclusive tourism this will make a huge difference to your customer service.

Measure your success

Take time out to experience the welcome you offer customers.

Ask customers what they think of your venue or service and what if anything could be improved.

Pause for discussion

Opportunity for
questions and
discussion
(10 mins)

**Get in touch If you want to
develop your inclusive tourism offering**

Main contact:

marina.diduca@visitscotland.com

More information at:

visitscotland.org/inclusive-tourism