



INCLUSIVE TOURISM

Unlock the potential

Responsible Tourism

*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**



Why is inclusive tourism important ?

What is the size of the market?

Why should I engage with this market?

How do I engage with the market?

Value of the Accessible Market to Scotland

Disabled people, family and friends

Domestic overnight visitors:

- 2.9 million overnight trips to Scotland
- These visitors spent £730 million

Domestic day visitors:

- 18.5 million day visits to Scotland
- These visitors spent £850 million

International overnight visitors to Scotland

- 123,000 overnight trips in Scotland
- Collectively, they spent £106 million



Accessible Tourism

Market Insights

- More likely to stay longer and spend more than the average international visitor to Scotland.”
- On average 9.8 nights in Scotland, compared to the average of 6.8 nights for all inbound visitors.
- Average spend per international overnight trip in Scotland was £862. This compares to the average of £638 for all inbound visits.
- 83% of disabled customers tell others about their experience & 49% share on social media (source: Euan’s Guide Survey)



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Did you know?

Accessible Market

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

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



Reasons to engage with this market



Growth potential

This market will grow over the next decade – inclusive businesses and destinations will benefit most



Loyal, repeat customers

More likely to make a return visit, more loyal compared with 18-34 years



Higher Spend

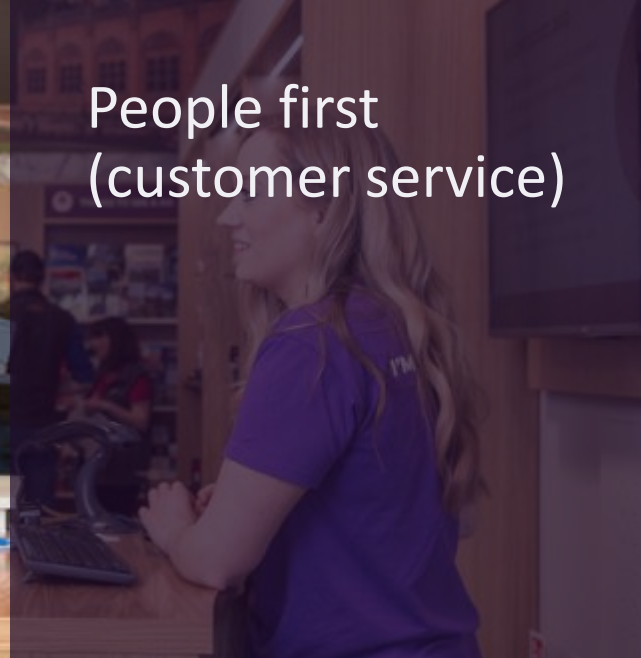
Disabled and senior travellers spend more on holiday than other groups -35% higher spend by senior travellers on leisure and hospitality than other age group



Product information



People first
(customer service)



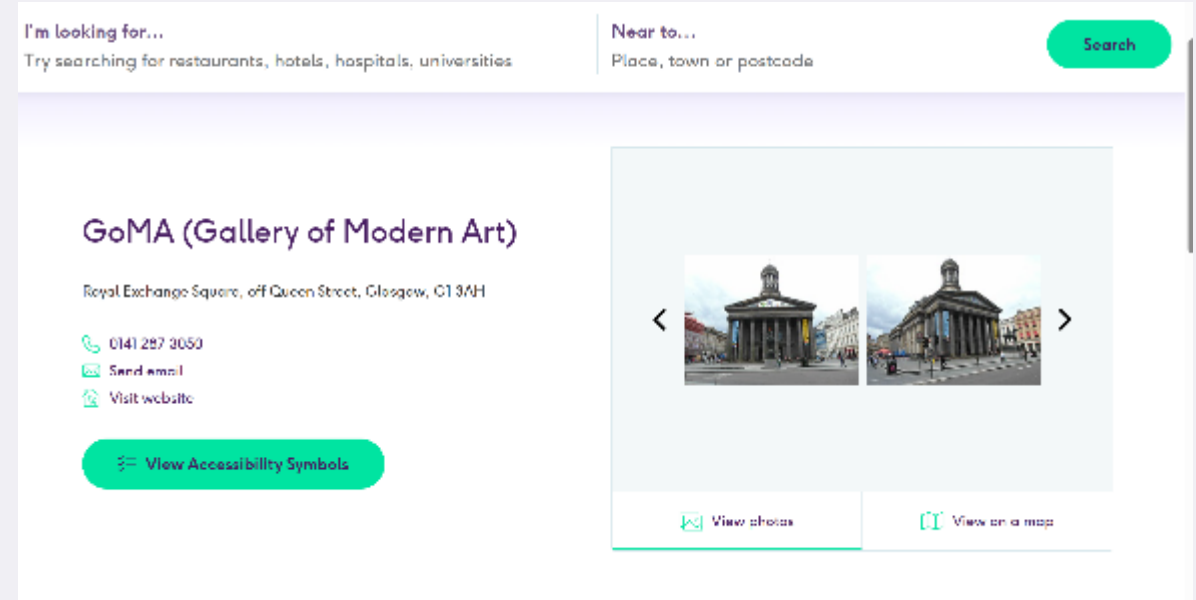
Promotion



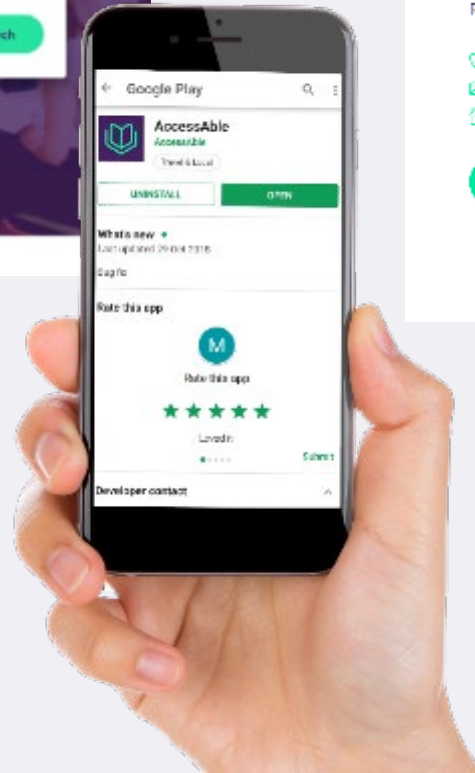
Prioritisation



Provide Accessibility Information



6 million users annually




www.accessable.co.uk



Welcome to the Your Accessibility Guide portal

<https://visitscotland.youraccessibilityguide.co.uk/>

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 **AccessAble** The new name for DisabledGo [Help](#) [Accessibility](#)

[About](#) [Blog](#) [Contact](#) [Log In](#) [Sign Up](#)

I'm looking for... Near to... [Search](#)

Try searching for restaurants, hotels, hospitals, universities Place, town or postcode

YOTEL Glasgow

Westergate, 200 Argyle Street, Glasgow, G2 9QW

[0141 428 4490](tel:01414284490)













[Send email](#)

[Visit website](#)

[View Accessibility Symbols](#)



Accessibility Symbols

| | |
|--|--|
|  Level Access and Automatic Doors (or No Doors) |  Ramped/Stepped 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.](#)

Room

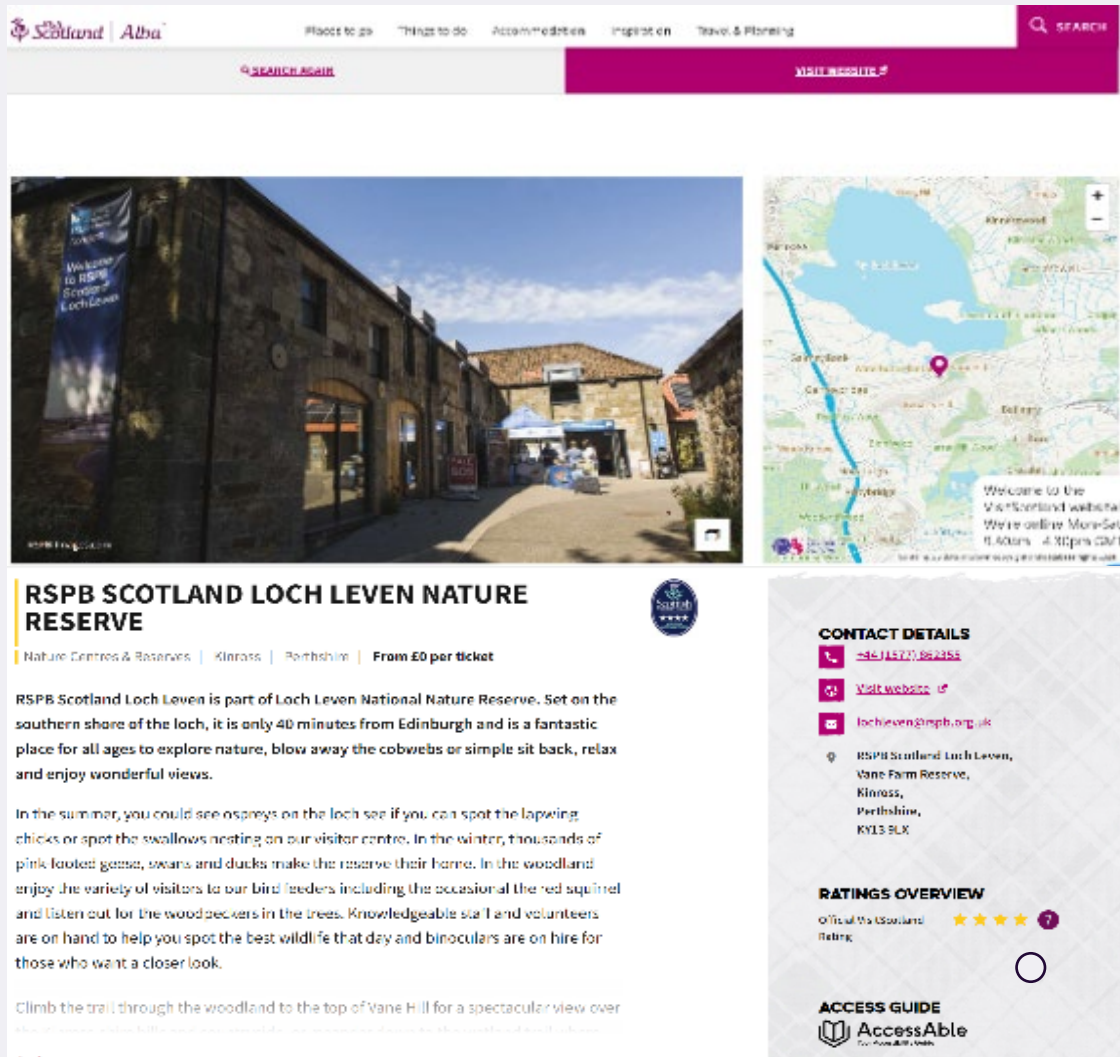
[Collapse all](#) [Expand all](#)

- Room 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

- 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?](#)

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The screenshot shows the VisitScotland website interface. At the top, there is a navigation bar with 'Places to go', 'Things to do', 'Accommodation', 'Inspiration', and 'Travel & Planning'. A search bar is on the right. Below the navigation, there are two main images: a photograph of the RSPB Loch Leven Nature Reserve building and a map of the Loch Leven area. The main content area features the title 'RSPB SCOTLAND LOCH LEVEN NATURE RESERVE' and a description of the reserve. To the right, there is a 'CONTACT DETAILS' section with phone number, website link, and email address. Below that is a 'RATINGS OVERVIEW' section showing a 4-star rating. At the bottom, there is an 'ACCESS GUIDE' section with the 'AccessAble' logo.

RSPB SCOTLAND LOCH LEVEN NATURE RESERVE

Nature Centres & Reserves | Kinross | Perthshire | From £0 per ticket

RSPB Scotland Loch Leven is part of Loch Leven National Nature Reserve. Set on the southern shore of the loch, it is only 40 minutes from Edinburgh and is a fantastic place for all ages to explore nature, blow away the cobwebs or simply sit back, relax and enjoy wonderful views.

In the summer, you could see ospreys on the loch see if you can spot the lapwing chicks or spot the swallows nesting on our visitor centre. In the winter, thousands of pink footed geese, swans and ducks make the reserve their home. In the woodland enjoy the variety of visitors to our bird feeders including the occasional red squirrel and listen out for the woodpeckers in the trees. Knowledgeable staff and volunteers are on hand to help you spot the best wildlife that day and binoculars are on hire for those who want a closer look.

Climb the trail through the woodland to the top of Vane Hill for a spectacular view over the loch.

CONTACT DETAILS

+44 1577 862355

Visit website

lochleven@rspb.org.uk

RSPB Scotland Loch Leven,
Vane Farm Reserve,
Kinross,
Perthshire,
KY13 8LX

RATINGS OVERVIEW

Official VisitScotland Rating: ★★★★★

ACCESS GUIDE

AccessAble

Link to Accessibility Guide – searchable using our filters in the search function on visitscotland.com

Facilities

Accessibility

- Access guide
- Accessible Parking Or Drop-off Point
- Accessible toilets
- American Sign Language
- British Sign Language
- Hearing Loop
- Large print, braille or audio
- Level Access



95% try to find accessibility information before visiting a venue

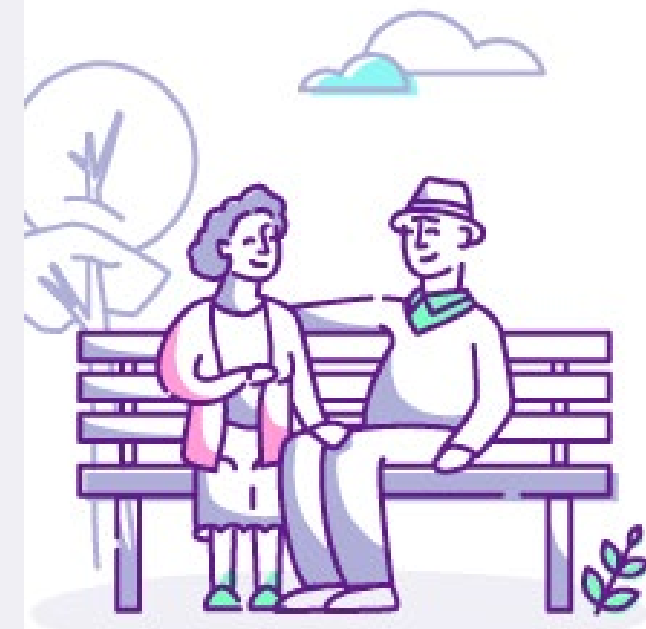


54% avoid going to new places if they can't find accessibility information

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



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



Focus on your customer service



Euan's Guide Access Survey:
77% agree: staff training increases venues' accessibility”



Purple Disability and Customer Service e-tutorials -



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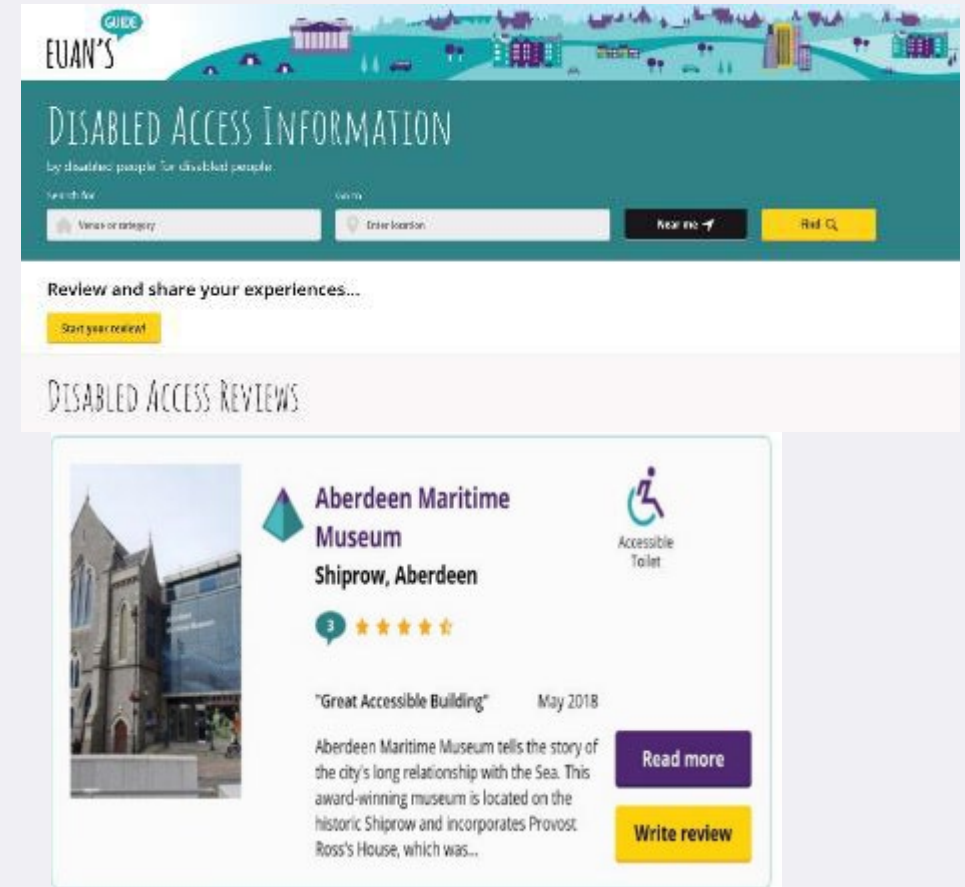
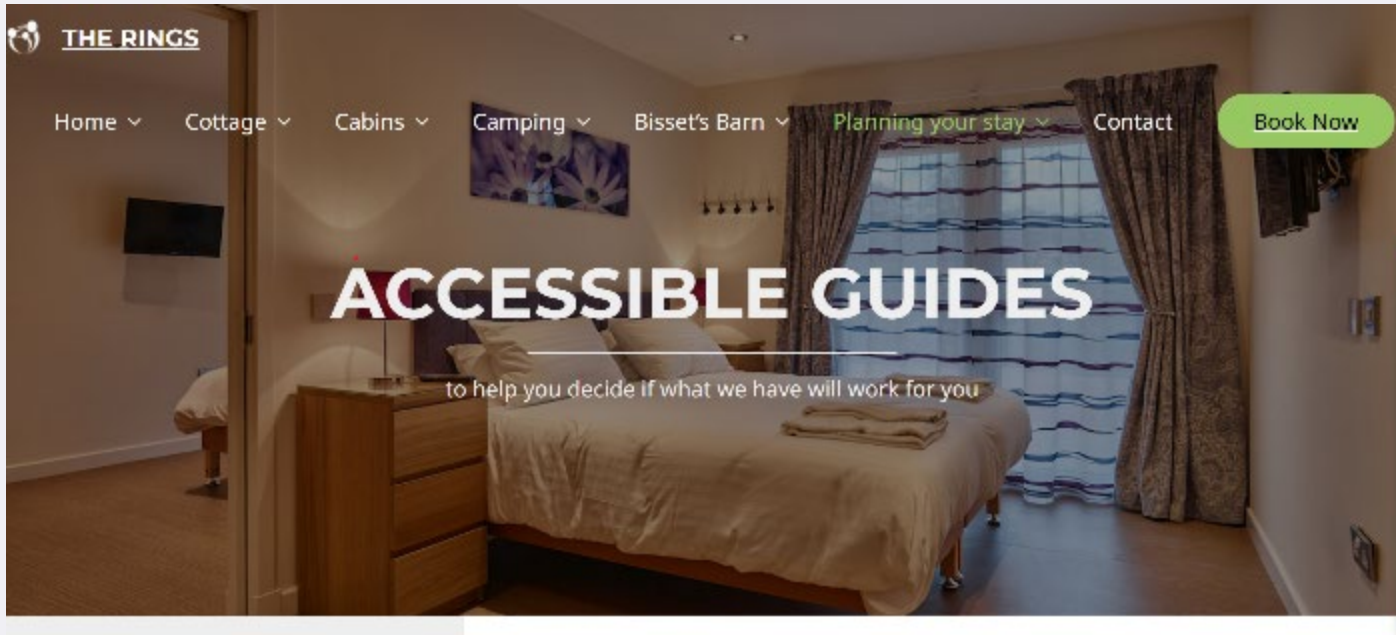
The image shows two overlapping digital assets. The top asset is a screenshot of the 'AccessAble' website. The header includes the 'AccessAble Your Accessibility Guide' logo, 'E-Learning', 'Welcome Marina DiDuca', 'My Courses', and 'Logout'. The main content area features 'Disability Essentials Bitesize' with a progress indicator showing 1% completion. A large green 'Start' button is visible. The bottom asset is a promotional banner for a course. It 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 this is a photo of a woman with a dog in a shop and a woman in an apron serving a customer. The bottom text describes it as '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”

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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

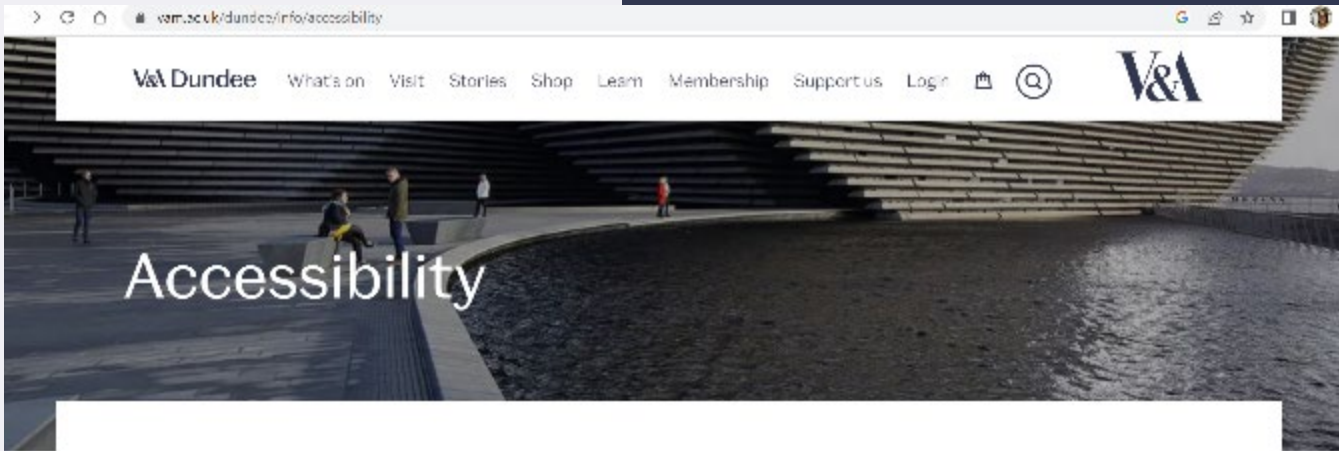
Best Practice

Activity

The following slides show examples of businesses who have adopted specific marketing and information tools.

These tools help them to engage directly with visitors who need more specific information or reassurance of the availability of features and services offered.

[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 >

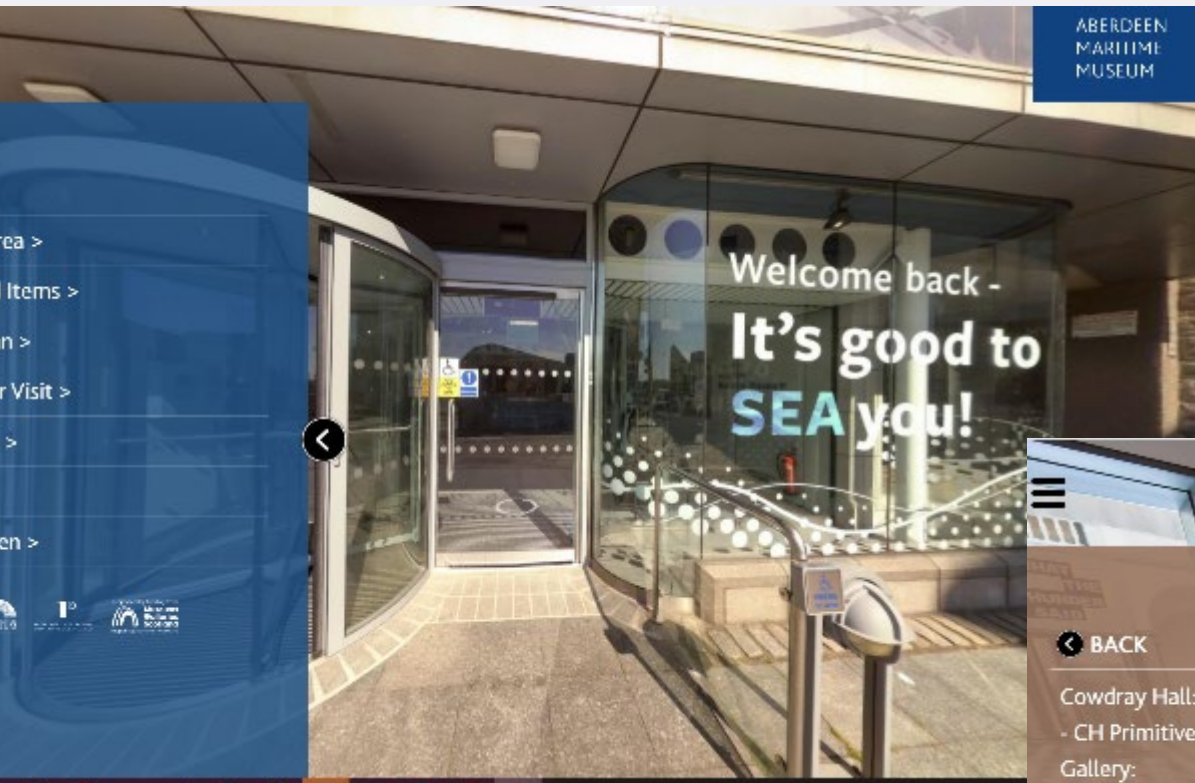
Location >

Full Screen >

Home >



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www.virtualinclusion.com



Inclusive Tourism – unlock the potential



www.virtualinclusion.com



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

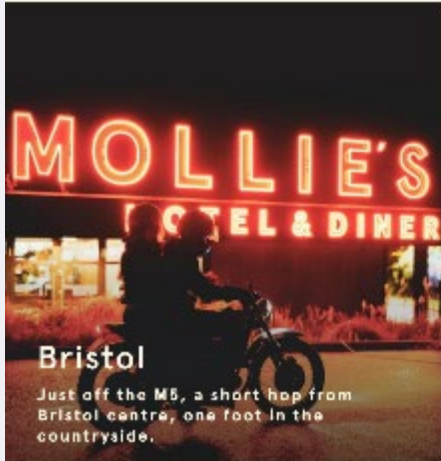


TWIN ACCESSIBLE ROOM



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 ⓘ

£85.00 per night

Book room

Flexible ⓘ

£95.00 per night

Book room

BOOKING SUMMARY

Oxfordshire

Check in
Mon, 22 May



Check out
Tue, 23 May

Booking cost

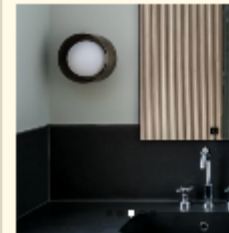
£0.00

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 beds...

[More details >](#)

Non-Refundable ⓘ

£85.00 per night

Book room

Flexible ⓘ

£95.00 per night

Book room

Prioritise this market

Quick wins

- Check your website are you highlighting your access facilities and services
- Create an ‘access for all’ page which summaries what you have on offer
- Ensure you have an accessibility guide describing in detail your access facilities and services.
- Make your accessible bedrooms are available to book on your website





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.

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.

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Home | About Us | Contact Us | Search

VISITSCOTLAND

Places to go | Things to do | Accommodation | Inspiration | Travel Planning


Home | Places to go | Glasgow | Glasgow Attractions and things to see 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 Accessible. Find out what's available for disabled visitors or residents from wheelchair accessible hotels and restaurants to inclusive museums and attractions.


[Accessible](#) 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 has been leading the way in specialist 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 / Pamp, Ltd

Key facilities

- ✓ Parking
- ✓ Accessible Transport
- ✓ Wheeling Loop
- ✓ Accessible Parking Drop-off Point
- ✓ Level Access
- ✓ Accessible toilets

Kelvingrove Art Gallery and Museum is a Victorian masterpiece brimming with a vast and eclectic collection of over 5,000 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](#)

Inclusive Tourism Toolkit

- Refreshed toolkit - Winter 2023
- Guidance documents and tips to inspire and inform businesses on how to make tourism accessible to everyone, with links to other support services
- Topics covered:
 - Customer Service
 - Information Provision
 - Inclusion Environments
 - Inclusive Events
 - Social Tourism Schemes

The screenshot shows the Scotland | Alba website. The main heading is "ACCESSIBLE AND INCLUSIVE TOURISM". Below it, a sub-heading reads "Find advice and resources to help your business provide all visitors a great experience in Scotland." There are three main content blocks visible:

- A great experience without barriers**: A text box stating "Providing advice and support for inclusive practices" and "Inclusive tourism ensures that all visitors can have a great time without any barriers or restrictions. It will improve the tourism".
- Sharing your access guide**: A text box stating "Once you have created an accessible guide, it is important that customers can find it easily."
- Tips for promoting your access guide**: A list of three tips:
 - ✓ **Make your guide easy to find**: Take your access guide to your main entry and sign it on the homepage of your website.
 - ✓ **Update your web listing**: Add your access guide to the Scotland web listing.
 - ✓ **Use social media**: Promoting your access guide on social media can help in getting customer attention. Use the hashtag #InclusiveScotland on Facebook and on Twitter #UKTSA.

At the bottom of the page, there is a section for "Dementia-friendly tourism" with the sub-heading "An essential guide for businesses".

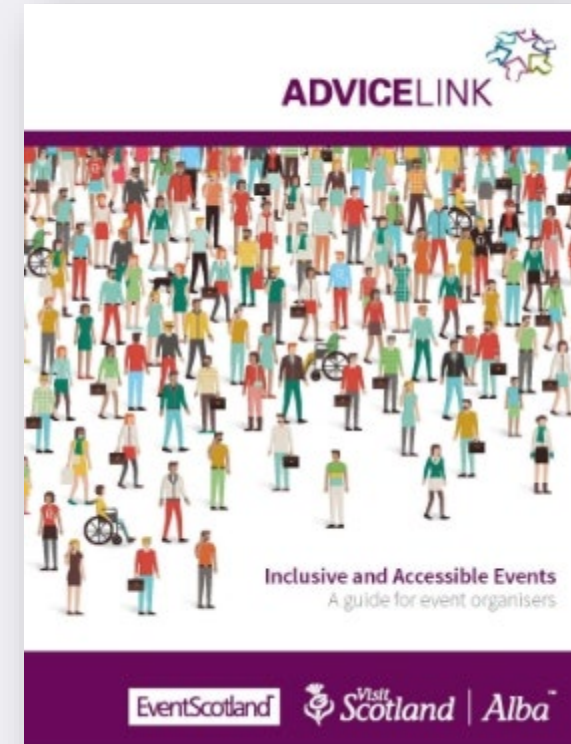
Advice Guides



Understanding the market



A practical guide to Dementia-friendly tourism



Creating Inclusive Events

What's next – Top tips

Prioritisation

How easy is it for a potential customer to find out if you have accessible bedrooms and is it bookable online?

Do you offer accessibility facilities e.g. induction loops, audio tours, or is quiet space available, or facilities for assistance dogs.

Access information is key

Relevant and detailed information about your venue or service is vital for customers to make decisions about visiting somewhere for the first time.

The availability of an Access Guide is essential

Show and tell

Share your accessibility guide, post it onto the homepage of your website and promote it on your social media.

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

Warm welcome is everything

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

Making your staff are trained and confident in inclusive tourism this will make a huge difference to your customer service.

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Remember

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.





*Visit
Scotland* | *Alba*[™]

For more information - www.visitscotland.org/inclusive-tourism