

## Accessible Tourism

Accessible Tourism is a growing market, it is not just for people with a disability, it is for everyone.

Tasmania has the oldest population in Australia and is ageing faster than any other state and territory. Furthermore, Tasmania has a higher prevalence of people with disabilities than any other state or territory in Australia, combined that is a significant domestic and local tourism market.



People with disability wish to participate in society and travel, just like anyone else. Tasmania can and should be in a position to provide some great experiences for all people and abilities.

It is about customers not just people with a disability, accessibility can contribute to a business being competitive and help differentiate from competitors.

### How can a business be more inclusive?

- Incorporate accessibility into your business plan, this can be achieved through co-design and collaboration with like-minded organisations.
- Facilitate accessibility awareness training to your staff, education around disability is important and greatly assists in developing awareness and shaping a positive attitude towards people with a disability. Accessibility awareness training can also help reduce awkward moments and potential negative feedback.

For businesses who wish to provide a greater quality of experience and provide the wow factor, a business needs to put the customer first and think about the necessary access requirements.

### Below are some simple and easy to implement tips for businesses to become more accessible.

*\*The below does not focus on compliance issues, just some simple suggestions that a business can utilise to be more accessible.*

#### General Tips

- Provide clear, detailed information up front, this can be with images and a description of the image. This enables people to make an informed decision as to whether the facility is suitable for their particular needs.
- Offer multiple options for booking: web, email, phone.
- Accept the Companion Card, more information can be found [HERE](#).
- Provide assistance with booking arrangements: for example, providing clear itineraries with instructions on what to do at destination points.

#### **For the Mobility Impaired**

- Provide different types of seating (seating with arm rests in waiting areas).
- Have floor coverings that are firm and slip resistant
- Have wheelchair access to activities such as boating, flying foxes, tour rides.
- Have doors that are easy to open or automatic.
- Have step free entrances.
- Have handrails where there are steps.
- Have an accessible bathroom.

#### **For the Hearing Impaired**

- Have TV with captioning on.
- If providing verbal commentary, provide a printed or digital equivalent for people to understand.

#### **Vision**

- Provide information in large print (menus, booklets, etc.).
- Provide information in an audio format.
- Use easy to read fonts with signage.

- Have an area for assistance dogs for toileting.

**Sensory**

- Provide a quiet area within the venue.
- Consider reducing music volume.

*This list is by no means definitive but more of a guide and simple ideas that can be easily implemented or for business to think about.*

**Resources and Contacts****ParaQuad Tasmania**

**W:** <http://www.paraquadtas.org.au>

**Ph:** (03) 6272 8816

**Disability Voices Tasmania**

**W:** <https://www.facebook.com/DisabilityVoicesTas>

**Ph:** (03) 6215 6800

**European Network for Accessible Tourism**

**W:** <https://www.accessibletourism.org/>

**Inclusive & Accessible Travel Guidelines April 2021**

**W:** <https://www.accessibletourism.org/>