

welcome

Embracing accessible tourism as a business strategy.
Why it's good for business and where to start



TOURISM NOOSA

Curated presentation summary



*By The Accessible Group
November 2023*

Business Case

For embracing

Accessible

Tourism



Nearly half of Australians are your future guests!



*PERMANENT
DISABILITY*

19%
of Australians
have a disability



*TEMPORARY
DISABILITY*

3% with
temporary
disability



RETIREES

25% of our
population
Control 52% of
nation's wealth



It starts with accommodation

NDIS RESPITE

Up to 28 days, maximum 14 nights for each booking.

NDIS MTA (MEDIUM TERM ACCOMMODATION)

\$146.75 a night capped at 90 days.

NDIS SELF FUNDED

Self-funded holidays with supports funded (Support Worker, transport & activities).

TAC (TRANSPORT ACCIDENT COMMISSION)

Flexibility on nightly rate and duration

INSURANCE COMPANIES

During natural disasters.



Stats Summary

FEB -JUNE

Off Season preferred. Less crowds and heat sensitivity

30%

Of our bookings are for non accessible rooms as well

AVG NIGHT STAY 4.3

Tourism industry avg 1.9 nights

GROUP TRAVEL DECISIONS

Booking decisions based on the person with disability - often hardest to find

\$1,694

Avg accommodation booking

80%

Guests prefer self contained options

TOP FOURCHECK-IN MONTHS (DESCENDING ORDER)

April / September / July / March

What is disability?

Understanding

your Audience



Physical Disability

- **Can happen in stages**
- **May use a wheelchair part-time**
- **Hidden physical disabilities**
- **May not consider themselves “disabled”**

Please consider

- **A clear pathway of travel (A step is a mountain)**
- **Circulation space (swing your arms)**
- **Flooring that is slip resistant (firm flooring)**
- **Grab rails**
- **Variety of seating heights, glide under tables**



Vision/ Deaf & Neurodiverse Disability

- **Cognitive disability is more likely to have carer**
- **Multiple communication methods**
- **Vision disability mirrors most physical needs**

Please consider

- **A clear pathway of travel (trip hazards)**
- **Circulation space (swing your arms)**
- **Lighting (well lit)**
- **Contrasting colours (depth perception)**
- **Combination of communication methods (QR codes and large menus)**
- **Wayfinding (large and clear signage ideally using symbols)**
- **Promote your quiet times**
- **Heightened senses for visual disability (smell and touch)**
- **Deafguard (visual alarm)**



Invisible Disability

- **Mental health challenges**
- **Debilitating pain**
- **Fatigue**
- **Dietary**

Please consider

- **Empathy and understanding**
- **Dietary menu flexibility**
- **Patience**



Tips on communicating effectively with a guest with a disability

- Always address the guest with a disability.
- Never assume they can't speak for themselves.
- Come around from reception and engage.
- Be comfortable using everyday language.
- Never assume they automatically need help.
- Stick to the facts when you receive an enquiry.
- Person first; not their Disability. Always remember the person “HAS a disability”, not “a disabled person. Language reinforces that the disability doesn't make the person.

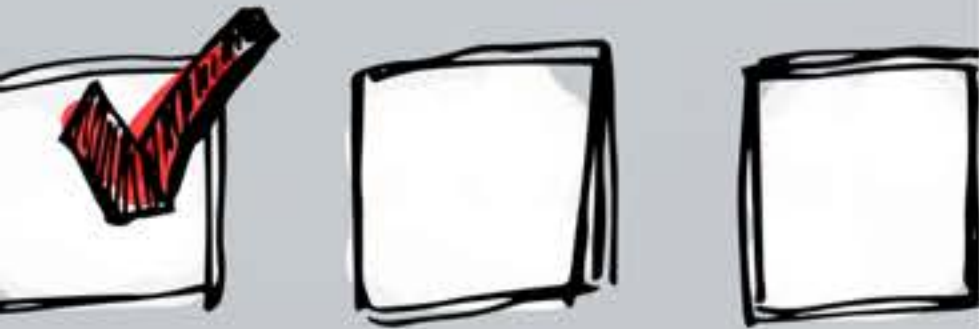




Marketing Checklist

- **Most popular social communication is Facebook**
- **40% vs 90% mobile device**
- **Factual and clear**
- **Use imagery**
- **Communication (verbal, written and visual)**
- **People with disabilities in situ**
- **Keep language simple**
- **Web Content Accessibility Guidelines (WCAG)**

Touchpoint Checklist



Before arrival

- How do they find information on your accessible features?
- Does your website have an accessibility menu?
- Do you have Visual cues?
- Be clear on what you do and don't offer.

Arrival:

- Accessible parking?
- Step-free access?
- Doors easy to open?
- Large clear signage (symbols are best)
- Firm flat pathways
- How are they greeted/ welcomed?
- Variety of seating and well-lit (spotlighting)

Doing:

- Selection of menu views (QR and large menus)
- Glide under dining.
- Accessible bathroom?
- Are items within reach?
- Do staff create an inclusive welcome?
- Are the staff being patient, offering assistance?
- Don't be afraid to ask

"Little by little, a little becomes a lot."

DO IT IN STAGES - START SOMEWHERE



ASSISTED WALKING

Walking Frame or Cane Users. Some accessible amenities would be handy.



INDEPENDENT WHEELCHAIR

Wheelchair users who can self-transfer to bed, shower and toilet.



ASSISTED WHEELCHAIR

Guest unable to lift themselves. Requires assistance of a support person or equipment.



Accommodation Checklist

- **Step-free access?**
- **Doorways wider than 80 cm?**
- **Hallways wider than 90 cm**
- **Step-free shower**
- **Grab rails in the shower?**
- **Shower chair.**

Venue checklist

- **Portable EFTPOS payment**
- **Step-free (blindfold test)**
- **Entry wider than 90 cm**
- **Seating**
- **Bathroom**
- **Position goods no higher than chest height**
- **Train staff to offer to help**



More accessibility support for business

CURRENT GRANT:

Accessible Tourism Elevate Fund - Qld Govt

\$5000 grant - no matched funding is required

- Improve communication & information sharing
- Audio or visual guides
- Digital and website accessibility
- Content & marketing material
- Staff training/education
- Adaptive equipment, technology, infrastructure

Fully funded packages are available from:

- Spinal Life Australia and Cérge - Access Accelerator
- VacayIt and ATEC – 3 audio guides, website accessibility content, host training

PACKAGE DETAILS

www.visitnoosa.com.au/members/accessible-tourism

APPLY FOR FUND

www.dtis.qld.gov.au/tourism/funds/accessible-tourism-elevate-fund

OTHER SUPPORT SERVICES/INFORMATION

CERGE

<https://cerge.app/>

A digital and online platform, based in Peregian Beach, bringing together customers with disability and businesses that want to provide a welcoming and empathetic experience.

SUNSHINE BUTTERFLIES

www.sunshinebutterflies.com.au/

Noosa-based, not-for-profit charity, providing daily recreational, educational and life skills programs for people of all ages and abilities

ACCESSIBILITY RESOURCES:

TOURISM NOOSA ONLINE TOOLKIT

www.visitnoosa.com.au/members/accessible-tourism

Latest news, grants, support for your business.

ACCESSIBLE ACCOMMODATION & EXPERIENCES:

VISIT NOOSA WEBSITE

www.visitnoosa.com.au/stay/accessible

Thank you

