

Accessible Tourism



**Quality
Tourism**
Accredited
Business

YOUR GUIDE TO THE ACCESSIBILITY SELF-ASSESSMENT MODULE

Brought to you by:



**QUEENSLAND
TOURISM INDUSTRY
COUNCIL**

The Voice of Tourism

ATIC AUSTRALIAN TOURISM
INDUSTRY COUNCIL ■



WORKING TOWARDS A MORE INCLUSIVE INDUSTRY

Inclusive tourism is an important issue for our industry. When seeking accommodation and experiences, the ability of one member of a travel party can ultimately decide what the entire party does and where they stay.

Disabilities are not limited to wheelchair use and mobility issues. Impairments to vision or hearing, cognitive function, autism and food intolerances are often invisible but will also impact a consumer's travel choices and booking behaviour.

Appealing to this market and being an inclusive business involves understanding and implementing provisions to cater to varied needs, as well as communicating accessible features effectively to ensure your accessible product can be found.

Through the Accessibility self-assessment module, the Australian Tourism Industry Council (ATIC) aims to improve the range and reach of accessible tourism product in the Australian market.

We hope for a future where people of all abilities can actively engage in tourism activities with as much freedom and enjoyment as any other traveller. Living with a disability does not limit a person's sense of adventure, after all.

WHAT IS THE ACCESSIBILITY SELF-ASSESSMENT MODULE?

The Accessibility self-assessment module joins the suite of best practice programs under the national Quality Tourism Framework.

Developed by the ATIC in consultation with TravAbility, the Accessibility self-assessment module aims to help businesses evaluate how inclusive their experience offering is for people with a disability.

The module will be available via the Quality Tourism Framework online dashboard and aims to increase visibility of accessible experiences and encourage tourism businesses to make adjustments that will accommodate more visitors of all abilities.



WHO ARE ATIC?



ATIC is owned by the leading tourism industry bodies in each state and territory, including QTIC. ATIC oversees management of the programs under the Quality Tourism Framework (QTF) from a national perspective.

WHO ARE TRAVABILITY?



Since 2007, TravAbility has been a dedicated advocacy body for accessible tourism, offering expert consultative services with an aim to educate and create equality in accessibility in the hospitality and tourism sectors.

QUEENSLAND'S ACCESSIBLE TOURISM MARKET

TOURISM RESEARCH AUSTRALIA 2017



1.3 MILLION

Australians with a disability took at least one domestic day or overnight trip...



That includes... **289,000**
...Queenslanders.



Australians with a disability spent around...

\$781 MILLION

...in **Queensland**.

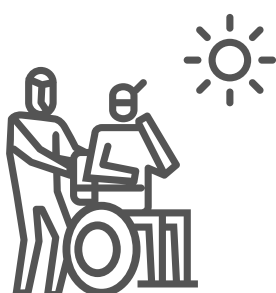
That's approx. 4% of total domestic spend in Queensland.



With the average travel party size for those with a disability at around...

2.5 PERSONS

...travel parties of Australians with a disability (*including carers*) spent around...



\$1.9 BILLION

...in Queensland, of which 84% was overnight spend.



This makes up approx. 10% of total domestic spend in Queensland.

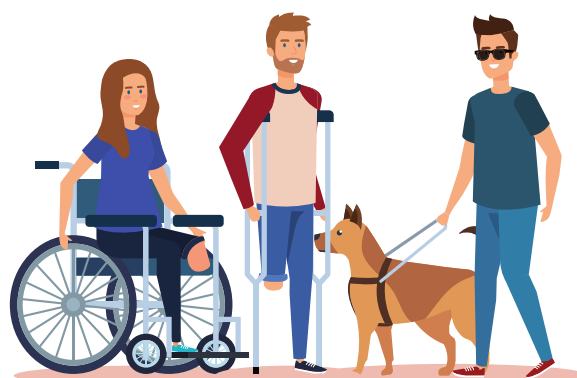
ACCESSIBLE MARKET POTENTIAL

TOURISM RESEARCH AUSTRALIA 2017

There are a number of Australians with a disability (and also carers) who are not travelling, but would likely travel with certain industry improvements to accommodations, transport and current technologies.

The estimated potential of this market is...

\$735 MILLION



When a travel party is factored in, this estimate comes to...

\$1.8 BILLION



WHAT DO ACCESSIBLE TRAVELLERS NEED?

Making provisions for people with a disability is not limited to making physical adjustments to infrastructure and facilities, although these are certainly part of the journey. Before your guests arrive, Accessible travellers need to know exactly what's on offer and how you can accommodate them.

Accessible travellers need information relating to their specific needs that is easy to find and absorb, well structured and relatable. Use photos and clear descriptors of facilities to help inform decision-making. Communicate openly about what you can and cannot do to provide for guests with a disability.

WHAT DOES THE ACCESSIBILITY MODULE ASSESS?

The Accessibility self-assessment module explores provisions across a range of disability categories available, including:



Limited mobility



Wheelchairs and scooters



Low Vision



Low hearing



Cognitive impairment/autism



Allergies and intolerances

THE PROCESS:

The application will take you through a self-assessment process to identify the accessible features available to your guests.

On completion you will receive two reports:

1. An internal report designed to help you identify improvements that will make your experience more accessible.
2. An Accessibility Guide tailored for your business, highlighting the provisions you have in place. This report can be shared with potential guests to help them make informed choices about their travel.

Once all required criteria in a category have been met, you can opt to receive an Accessibility badge to display in your marketing.



AM I ELIGIBLE TO APPLY?



Businesses with formal accreditation through the **Star Ratings** or **Quality Tourism Accreditation** (QTAB) programs can register and commence the Accessibility self-assessment at any time via the online portal.

To receive the Accessibility badges, businesses that are **not yet formally accredited** through a program under the Quality Tourism Framework will need to become formally accredited through either of the above standards, which involves completion of the QTAB business standard.

The QTAB business standard involves provision of information in the following areas:

- Compliance with both business and industry-specific regulations
- Adherence to industry sector standards and codes of practice
- Risk management procedures and training
- Business and marketing planning
- Human resources management policy and procedures
- Customer service policy and procedures
- Environmental management policies and procedures



HOW CAN BEING MORE ACCESSIBLE BENEFIT MY BUSINESS?

Making your product more accessible is an opportunity to find creative and engaging solutions that captivate your guests in new ways and enrich experiences by appealing to all the senses. Adjusting provisions can be as simple as guaranteeing reliable Wi-Fi for travel parties and providing accessible options for interpretive content, or as involved as sourcing specialised equipment or installing accessible infrastructure.

By clearly communicating the accessible services, facilities and features of your experience in your marketing and on your digital platforms, you will give your business a competitive edge in the dreaming and planning phases of the travel process. Not only that, you will reduce stress for carers and travel parties by facilitating informed choice and ensuring they know what to expect when they arrive.

Furthermore, engaging your staff in the delivery of accessible experiences can also foster open-mindedness, inclusivity, and facilitate a positive and caring environment free of judgement and sensitive to others needs.

Any improvements to your business will not only benefit people with varied abilities, but clientele and staff without disabilities as well.



HOW MUCH DOES IT COST?

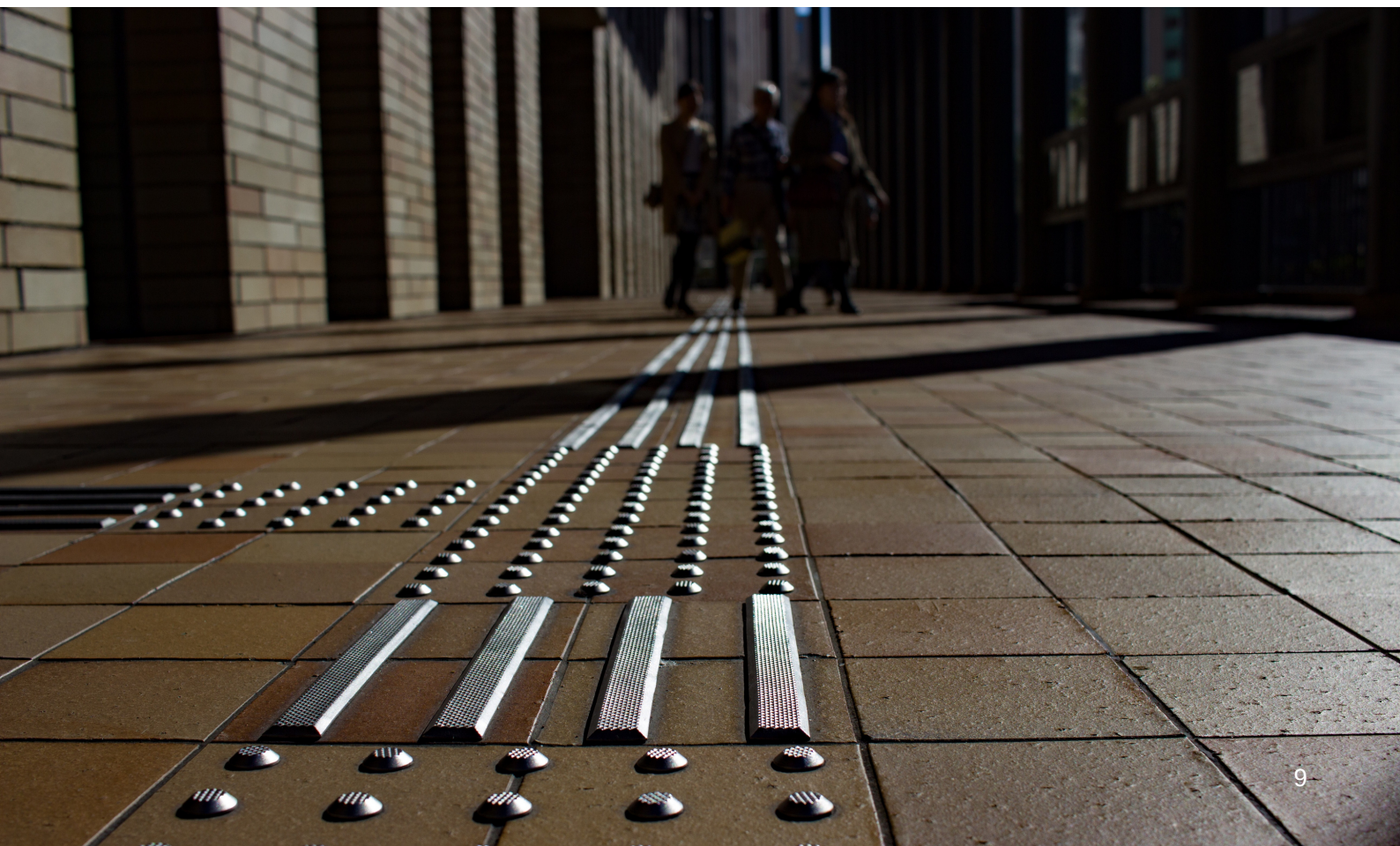
The Accessibility self-assessment module is **valued at \$100pa for businesses that hold formal accreditation** through a QTF program (Star Ratings and Quality Tourism Accredited Businesses). QTIC is offering the **first year free** to existing Star Ratings and Quality Tourism Accredited Businesses (QTAB).

For businesses **not already formally accredited** under the Quality Tourism Framework programs, annual fees are based on the number of full-time equivalent persons working within the organisation, whether employed as staff or through a contract arrangement, including owner operators. This calculation takes in the seasonal peaks and troughs of your annual operations. Volunteers and other unpaid workers are not included in your calculation. The \$100 annual fee for the Accessibility self-assessment module will be charged on top of your annual accreditation fee.

Contact our Accreditation Program Manager for a quote:

Email: accreditation@qtic.com.au

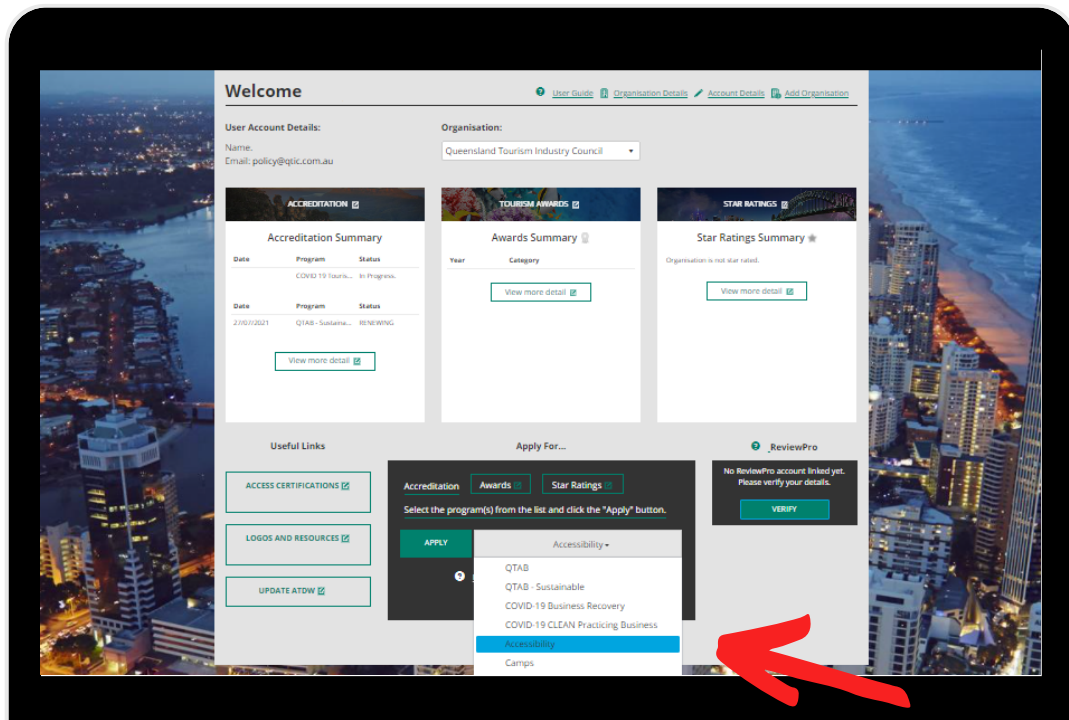
Phone: **07 3238 1969**



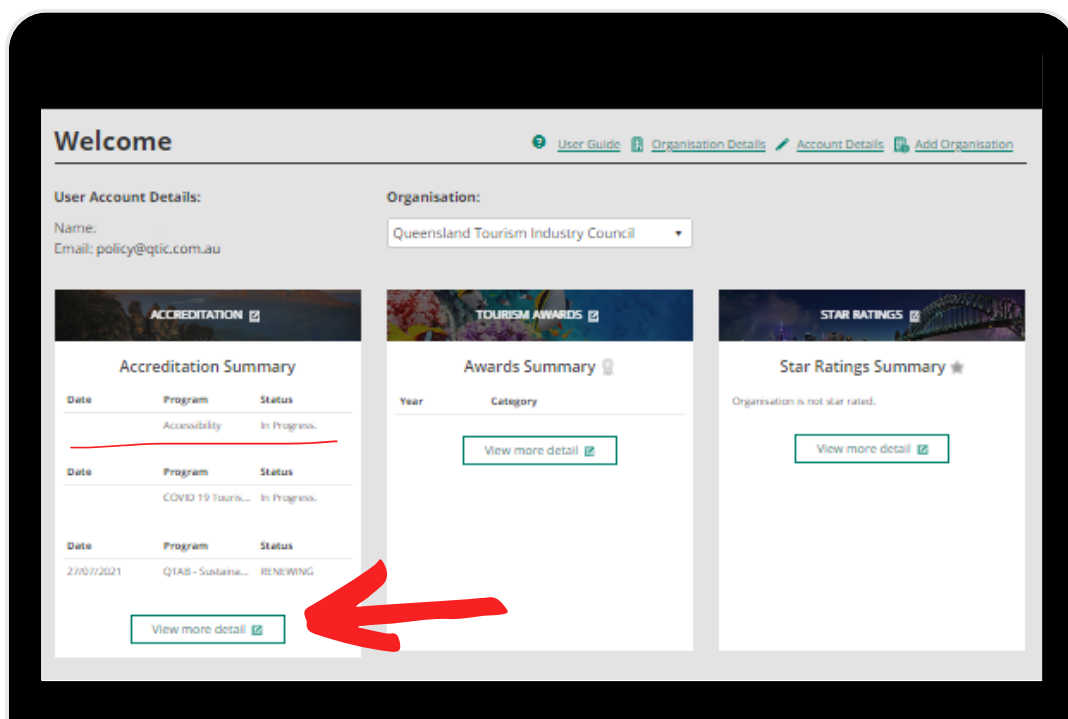
HOW DO I REGISTER?

To register for the Accessibility self-assessment module, you will need to have an account in the **Quality Tourism Australia portal**. [You can create one here.](#)

For those with an existing account, register using the 'APPLY FOR' feature".

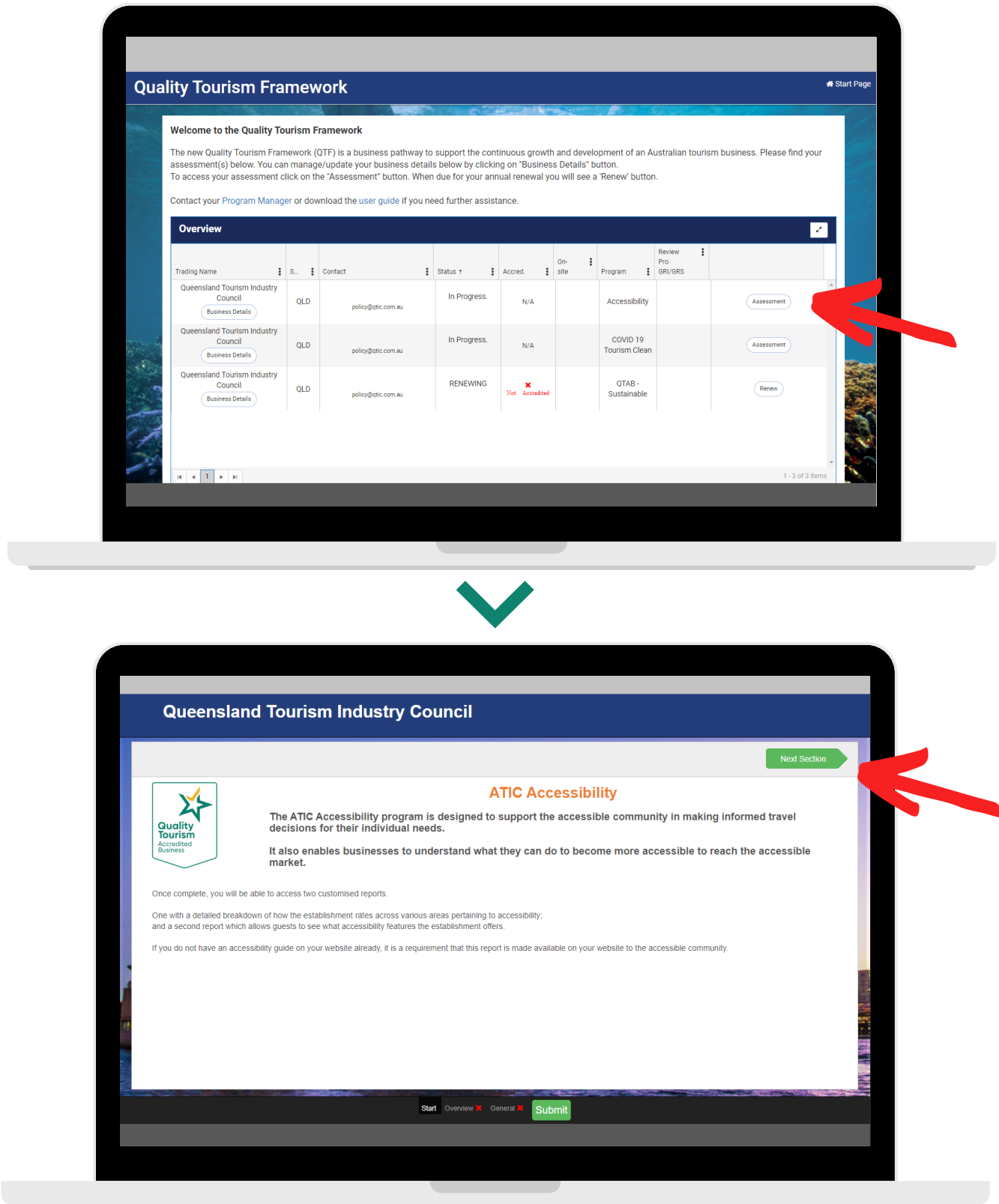


The Accessibility self-assessment module will then appear in your Accreditation box.



GETTING STARTED

Proceed to your program listing and open your assessment to get started on your application by clicking "ASSESSMENT".



You can now commence the module. The application will then ask you a series of questions about your business and how you cater to disability types.

WHAT ARE THE BENEFITS?

VISIBILITY

When you have met all essential criteria within a category and your self-assessment has been reviewed by our assessor, you will receive license to display the Accessibility badge in your marketing, making your experience easier to identify as an accessible product.

Accessible Tourism



ACCESS TO THE FULL RANGE OF ACCREDITATION BENEFITS

Achieving QTAB or a Star Rating in conjunction with your Accessibility stamp will entitle you all of the benefits available through formal accreditation, including:

- FREE listings on the national Trust the Tick and/or Star Ratings consumer websites
- Your own FREE reputation management dashboard with ReviewPro
- Industry-wide recognition through programs and industry bodies, like the **Queensland Tourism Awards, Tourism & Events Queensland's Best of Queensland Experiences Program**, and the **Australian Tourism Data Warehouse**.

BROADEN YOUR MARKET

Improving the accessibility of your services and making these features known in your marketing will open your business to a broader and more inclusive market, growing your revenue potential.



SETTING A PRECEDENT

By actively making accessible adjustments to your business and sharing your efforts widely in your booking information you're helping to normalise dialogue around accessibility, fostering open-mindedness and contributing to positive change.



Contact your Program Manager for further information:

07 3236 1445

accreditation@qtic.com.au

Statistics in this document were drawn from:

Accessible Tourism in Victoria and Queensland, Austrade, January 2018

National Visitor Survey, Tourism Research Australia, year ending March 2017

