

A CHECKLIST FOR

Pillars of Inclusive Tourism

PART 1

INFORMATION

Referring to your website & printed materials

- Information should be found in 2 clicks
- Ensure it is reliable, up to date and accurate to avoid surprises.
- DO NOT neglect ALT text
- Reflect your information honestly. Don't embellish or exaggerate.
- Have contact information of the person to ask questions to
- Be bold and direct with lexicon "Guide for Disabled Visitors"
- Use proper language "accessible" vs. "disabled"
- Information should be in a number of formats: audio, visual, digital and should indicate who is providing the info.

CUSTOMER SERVICE

- Follow up on feedback received.
- Do you have large font signs/menus? Make sure the font is 16-18pt minimum.
- Asking "How can I help you" is where you start. This is where disability confidence starts, where expectations are set and met.
- The end goal is that all staff are trained and this isn't a special role in your business.

FACILITIES

- Low cost options can have a big impact
- Look for opportunities at new build construction & refurbishments = lower cost option
- Don't let accessibility = less visually aesthetic
- Did you know those with Autism find loud noise too much?
Create a quiet space to reset.
- People with dementia can find it difficult to navigate over dark rugs, thinking they are holes in the ground.

EMPLOYMENT

- Employ people with a disability
- Ensure all employees are given your accessibility guide
- Let them act as sounding boards to management for ideas on new trainings based on customer requests/questions
- Increase your applicant pool and bring in additional skills

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PART 2

UNIVERSAL DESIGN

Referring to your website & printed materials

- Information should be found in 2 clicks
- Accessible does not have to equal clinical
- "Nothing about us, without us"
- It is typically easier to start with this in mind, rather than adding in later.
- Intentionality matters.

LEADERSHIP

- Employees should not have to wait to answer questions until management is around.
- It is not one person's responsibility.
- We know you, understand you, and value you
- The end goal is that all staff are trained and this isn't a special role in your business.

TRANSPORT

- 84% Believe better information on accessibility would help destinations attract more visitors with mobility impairments - more than 84% who cited improved infrastructure.
- Beyond accessible parking and drop off.
- Beyond accessible parking and drop off, are there proper curb cuts, audio cross walks, reflective roadway paint.

PUBLIC REALM

- Increase your businesses character and brand loyalty. Though you may not need the accommodation, someone you know does.
- Helps contribute to improving the health and wellbeing of our local communities
- Empath is a necessity.