

A QUICK GUIDE FOR COMMUNICATING YOUR ACCESSIBLE TOURISM OFFERING ONLINE



This guide provides information on how to make your communications and content online more accessible. Following the tips and tools in this guide can help to make your content more accessible to a wider range of people with disabilities and generally more approachable. Clear and well-structured communications is an important first step in breaking down one of the biggest barriers in accessible tourism. It's important to let your guests know what you offer and provide them with as much information as possible so that they feel confident to book with you.

Here are some small but significant changes to ensure that all visitors feel welcomed and included, starting from the moment they engage with you online.

ACCESSIBLE TOURISM

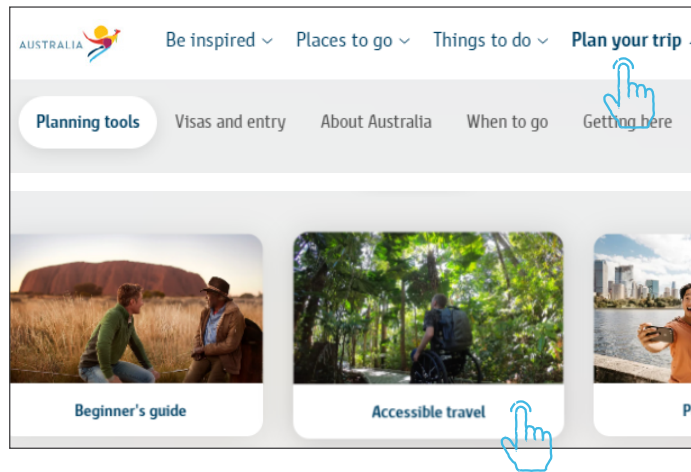
ACCESSIBLE TOURISM REFERS TO MAKING TRAVEL AND TOURISM DESTINATIONS, PRODUCTS, AND SERVICES AVAILABLE TO ALL, REGARDLESS OF THEIR PHYSICAL LIMITATIONS, AGE, OR COGNITIVE ABILITIES. IT'S ABOUT REMOVING PHYSICAL BARRIERS.

Add Navigation

Improve the user experience by adding an 'Accessible Travel' heading in your main navigation, or alternatively under 'Visit' or 'Plan Your Trip' headings. Hyperlinks across the site should be clearly labelled and identified.

Consider Page Structure and Maps

Set out the information of your page to make it easier to navigate through the content such as headings and images and where possible specific to the disability type. People with intellectual disabilities often like to prepare themselves ahead of entering new environments in terms of any sensory experiences. Preparing a Social Story (a way to explain social situations to prepare individuals for social interaction) or Sensory Map provides a comprehensive guide for people with certain disabilities on what they could expect.



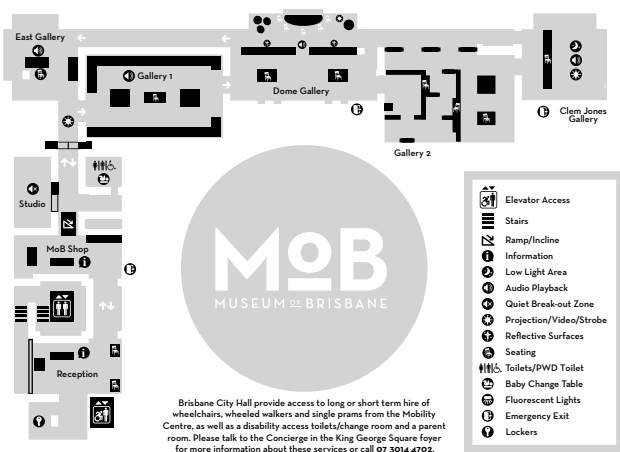
Use Inclusive Language in Your Copy

Using inclusive language throughout your website will improve the user experience for all. You don't have to be accessible and inclusive for all disability types, but it is important to communicate the ways that you are. If you aren't sure, a great way to start is by documenting what you do provide. Filling out this self-assessment checklist is a great place to start.

When writing your website copy the best way to plan this is to think about the accessible and inclusive visitor journey and communicate it like this. This involves from how a visitor first finds your business, books with you through to the experience (getting there, parking, amenities, the environment). Use plain English to ensure the content is understandable for people with cognitive disabilities, as well as those with English as a second language.

INCLUSIVE TOURISM

INCLUSIVE TOURISM GOES A STEP FURTHER BY NOT ONLY MAKING TRAVEL ACCESSIBLE BUT ALSO CREATING AN ENVIRONMENT THAT WELCOMES AND ACCOMMODATES PEOPLE FROM ALL BACKGROUNDS AND ABILITIES. IT'S ABOUT ENSURING THAT TRAVELLERS FEEL COMFORTABLE AND INCLUDED DURING THEIR TRAVELS.



MoB Sensory Map - Museum of Brisbane, QLD



Kangaroo Island, South Australia



Gold Coast Watersports, Queensland

Include Images and Video

To help provide reassurance and verify the copy is true, include a range of images and video to support your offering. The more visual your content the better and do include everything from entrances and pathways through to rooms, experiences, and amenities. 360-degree videos are a great way for all visitors to showcase your physical offering. These videos don't need to be overly edited but do need to provide an accurate representation of what to expect. Additionally, floor plans and maps of your premise to locate entrances and exits, bathrooms and quiet areas are a great inclusion.

Have Alt Text and Video Captions

All images should include concise alternative text. Very simply, alternative text is a description of what is being shown in a picture. If a person relies on assistive technology (such as a screen reader) to navigate the web and social media, it will read the description aloud, so they know what is being displayed.

Audio and videos should always include closed captions or subtitles. Captions are simply a text version of what is being spoken and can be open or closed. Closed means they can be turned on or off, while open captions are embedded in the video itself. Subtitles are specifically a translation from one language to another.

Include Frequently Asked Question

Provide as much information as possible across how your business welcomes and supports people with disability.



Let's Go Surfing, New South Wales



Thredbo, New South Wales

To start with, think about common questions you are asked and document these on a page with your responses.

Share Complementary Businesses

When people travel, they not only interact with one tourism operators, but they will also likely engage with a range of other local and government operators (public transport, accommodation, restaurants etc.) Provide links to your destination and any other accessible and inclusive resources, local knowledge, and businesses around you. This is helpful for both those with and without accessibility needs.

Display Certification and Additional Information

Provide any badges and certification you have undertaken in your footer, including the Australian Tourism Export Council and Australian Tourism Industry Council modules, as this will help with validation of your offering.

Always Share Contact Details

Ensure your contact details (email, phone number) are provided and easy to locate on your website so that visitors can reach to ask further questions. It is important to have a mechanism for people to talk to your team to ask questions or give feedback rather than only having non-human interaction channels.

For more information and resources head to www.tourism.australia.com/accessibletourism