

Accessible tourism has huge potential for more growth

Accessible travel is perhaps the travel industry's greatest untapped opportunity. There are millions of people worldwide looking for accessible travel options. The demand will continue to grow due to demographic aging.



Perception issues

- Our perceptions of accessible travel may be outdated. “Accessible tourism is no longer about building ramps and accessible bathrooms. It’s about building products and services for a larger and rapidly growing market. This is no longer a niche, but rather, a segment that is approaching 25% of total tourism spend.”



Perception issues

- Indeed, people traveling with a disability are more likely to take longer trips. And if you provide a great product or a service, accessible tourists will be extremely loyal and sing your praises on review sites and through word of mouth

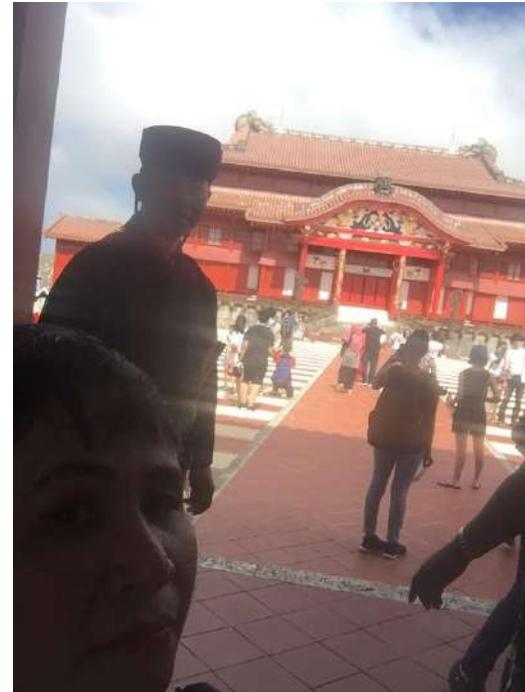


Perception issues

- While some travelers may have disabilities, their passion for travel is undiminished. Many focus groups have been conducted with traveling seniors. The one thing in common with them all is that they don't want to stop travelling. They recognize, however, that the way that they travel may need to incrementally change as they age.



Perception issues



Perception issues

- Impairment varies
- Types of impairment vary. For example, in the UK long term illness accounts for 50% of disability travelers; 26% are deaf or have partial hearing loss; 23% have mobility impairment; 7% are blind or partially sighted; 6% are mobility impaired; 5% have learning difficulties.



Perception issues

- Seniors often have disabilities, but they retain a sense of travel adventure, with attitudes often younger than their age. “You realize you can’t do things as confidently as you used to, but you don’t want to stop travelling”. Focus group respondent aged over 65.



- People with disabilities are generally tech savvy, with over 58% using mobile devices to support their travel needs.



- Many tourists have intellectual disabilities. It may take longer to learn things. They may have difficulty reading and writing. They may struggle to adapt to new or unfamiliar surroundings. They almost always travel with a companion.



- **Cruising**

- Cruising is becoming more popular for people with disabilities. In the past five years, 10% of adults with disabilities in the US have taken a cruise, amounting to almost four million travelers taking seven million trips, generating US\$11 billion in spending on fares and US\$1.5 billion on excursions. We have no exact data in the Asia-Pacific yet, however it said 10%
- Cruise line, Holland America has the award winning [Access to Excellence](#) as part of its cruise program. Most cruise lines now have accessible programs in place.



Practical tips

- Three aspects

All businesses need to address to provide access for all:

1. Information and Marketing – providing detailed information on the accessibility of your facilities and services, making this information easy to find.



1. Introduction

The Accessible Information Standard says that people who have a disability or sensory loss should get information in a way they can access and understand.

It also says that they should get support with communication if they need it.

The Accessible Information Standard tells organisations how they must do this.

The law says that all organisations that give NHS care or adult social care have to do what the Standard says. This is part of the Health and Social Care Act 2012.

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2. About the Standard

The Accessible Information Standard says that any organisation that gives NHS care or adult social care has to:

- 1 Ask people if they have any communication needs or need to be given information in a certain way.
- 2 Make sure everyone's needs are recorded in the same way and that they are easy to understand.
- 3 Make it easy to see when a person has information or communication needs and how those needs can be met. This is so anyone who looks at their file can find this out.

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3. What else does the Accessible Information Standard say?

The Accessible Information Standard also says that patients, service users, carers and parents with a disability or sensory loss should:

- 4 Share the information with other providers of NHS care and adult social care. This should only happen if they are allowed to see it.
- 5 Make sure that people get information in a way they can access and understand. They should also get support with communication if they need it.

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- Be able to contact organisations and be contacted by organisations in accessible ways. Examples of this are by e-mail or text message.
- Get information in a way that they can read and understand, examples of this are braille, easy read and large print.
- Get communication support from a professional if they need it. An example of this is a British Sign Language interpreter.
- Get communication support from health and care staff if they need it. An example of this would be if a person needed to lip-read or use a hearing aid.

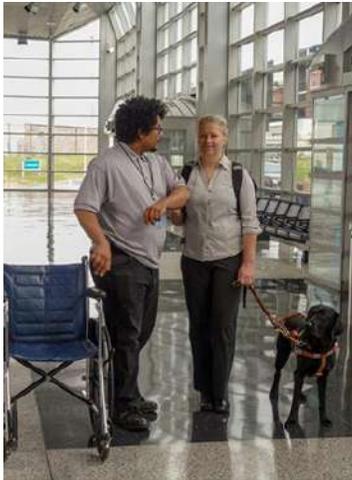
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Information and Marketing

- **What can you expect to find here?** particular hotels, restaurant, café, bar or pub, including some of its accessible features.
- Downloadable readable information or big font information.
- wheelchair users
- guests with limited mobility, or who are hard of hearing or deaf, or partially sighted or blind,
- people with cognitive disabilities
- people with allergies and food intolerances



2. Customer Service and Training – being disability aware with the right attitude and confidence to serve all customers



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3. Physical Facilities – making reasonable adjustments to buildings and facilities so that they are ways for everyone to enter and move around.



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Good Practice : Thailand Tourism For All Promotion in Thailand in October 2018



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Thailand Tourism for All 4-8 October 2019

Friendly Design for All Foundation in collaboration with the Asia Pacific Development Center on Disability (APCD), the Special Area Development Agency for Sustainable Tourism (Public Organization)-DASTA ,the Tourism Authority of Thailand, Pattaya City, Chon Buri Province and Thailand Tourism for All Network welcomed the special group of tourists from the special administrative regions of Hong Kong which is the first group to travel to Thailand under the Thailand Tourism for All Project to participate in the Friendly Design Trip activity to officially disseminate travel routes for all people in Thailand on 3 routes, namely Pattaya City, Chonburi Province, Old City Phra Nakhon Sri Ayutthaya province and the Bangkok.

This first "Thailand Tourism for All Project" promotion at Pattaya, Thailand (Pattaya- Bangkok – Ayutthaya) during 4-8 October 2019, invited delegates with special comprises elderly, persons with disability, wheelchair users, and followers, totally 11 people from Hong Kong. This promotion is to announce Thailand's readiness to support Friendly Inclusive accessible tourism and hospitality business for all at another level. It is a preparation for stepping into the aging society and the equal rights of persons with disability or those with special needs promotion.

By the said tourist route, it consists of tourist attractions that have been renovated to be friendly to all (Friendly Design) such as ramps, parking

and toilets for wheelchair users and families with Small children, etc. and trained staff to serve tourists of all ages and physical conditions (visible and invisible).

It is important to educate the society about the meaning of "Friendly Inclusive Accessible Tourism for All" that young and old, visitors and employees, parents with small children, people with a permanent or temporary disability and those carrying heavy luggage all need good access. All types of needs it is then possible to make the necessary provisions to cater for everyone. Tourism and transport providers must look at their ways of doing things and adjust their offers and products to take the various needs into account.

According to the policy of the Minister of Tourism and Sports. Thailand Friendly Inclusive Accessible Tourism for All must be convenient, safe, fair, thorough with equity, then Friendly Design for All Foundation in collaboration with the Asia Pacific Development Center on Disability (APCD), the Special Area Development Agency for Sustainable Tourism (Public Organization)-DASTA ,the Tourism Authority of Thailand, the Nong Nooch Tropical Garden Pattaya ,the Tiffany's Show Pattaya , the Centra by Centara Maris Resort, Jomtien , theTakiantia community and the Sanctuary of Truth in Pattaya, theWat Trai Mit Witthaya Ram and icons Siam Bangkok, Wat Yai Chai Mongkhon And Thai - Japanese villages in Ayutthaya jointly created this campaign "The Thailand Tourism for All & Friendly Design Trip project" aims to promote and disseminate travel routes for all of Thailand to be known throughout the world, focusing on groups of travelers with purchasing power from countries around the world for continuous traveling, relaxing And spending more in Thailand. It is for good image and pushing the country to the " city for all people " approaching to sustainability (Sustainable Development) without leaving No One behind.

Good Practice : Thailand Tourism For All Promotion in Thailand in October 2018



Recommendation For sustainability

- 1. Appropriate reasonably accessible transport system : Travelers with freedom choice accessible travel for everyone.
- 2. The more accessibilities (the travelers can travel independently), the higher frequency of long-term travelers and numbers of high-income travelers.





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