



Accessible Tourism Forum

Wednesday, 21 June 2023



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Tourism Council WA
Chief Executive Officer

What is Accessible Tourism?

Accessible tourism is the ongoing endeavour to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age.

People with access requirements include those with young children in prams, seniors with mobility requirements and people with permanent or temporary disabilities. Their access requirements may include: Physical/mobility; Hearing; Vision; Cognitive.

Tourism Australia



What is Accessible Tourism

/ Destinations, Products & Services

- Destinations - Amenities, Park and Precincts, Destination Marketing
- Products - Accommodation, Attractions, Tours & Transport, Events, Venues & VCs

/ Accessible to all people

- Inclusive of all - regardless of physical limitations, disabilities or age.
- Individual accessibility requirements.



Accessibility Requirements

- / Low Vision
- / Low Hearing
- / Limited Mobility
- / Wheelchairs and Scooters
- / Autism / Cognitive
- / Allergies / Intolerances





Start date: **2022-12-05** / End date: **2022-12-09**

Project overview



800 respondents

Total number of respondents



3 days 3 hours

Delivery time for the study

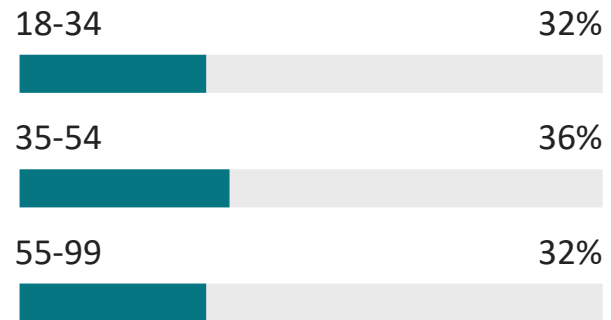


30 questions

Total test questions

RESPONSES BY AGE

There were 3 age groups for this research



RESPONSES BY GENDER

Research done for both females and males



TARGET TYPE

General population



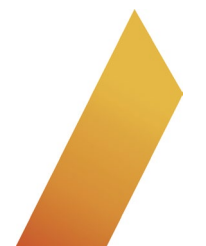
In which of the following areas do you have accessible tourism requirements? (Select all that apply)

Base=800

No filters applied.



Developing Accessible Tourism



Accessible Tourism Program

- / Online Accessible Tourism Program
- / Australian Tourism Industry Council / Travability
- / Module of the Quality Tourism Framework
 - Online Assessment & Benchmarking (Internal)
 - Accessible Tourism Information Guide (Public)
 - Accessible Tourism Accreditation (Public)
 - Accessible Tourism Award (Public)



1. Assessment

The screenshot shows a web browser window with the URL `alitytourismaustralia.com/Assessment/Index/ea1b20be-b3dd-ed11-a98c-002248144916?onsite=False`. The page title is "Busselton Jetty Inc". At the top, there are two tabs: "Assessment" and "+". Below the title, there are two tabs for the report: "Accessibility Report (Internal)" and "Accessibility Report (For Guests)". A green "Next Section" button is located in the top right corner.

The main content area features the "Quality Tourism Accredited Business" logo on the left. To the right, the heading "ATIC Accessibility" is displayed in orange. Below the heading, the text reads: "The ATIC Accessibility program is designed to support the accessible community in making informed travel decisions for their individual needs. It also enables businesses to understand what they can do to become more accessible to reach the accessible market." Further down, it states: "Your assessment is under-going review by a state administrator. If awarded, you will receive certification logos for the relevant accessibility areas you qualified for." A light blue box contains the text: "This section is only visible to program manager until returned/awarded." To the right of this box is a red "Return Assessment" button with the text: "If you want to award the certification, please use the 'change status' button on the grid."

At the bottom of the page, there is a navigation bar with the following items: "Start", "Overview ✓", "General ✓", "Attractions ✓", "Common Areas ✓", and "Events ✓".

Busselton Jetty Inc

Overview

[Previous Section](#) [Save](#) [Section Complete](#) [Next Section](#)

Overview

Does any of the following categories apply to your establishment?

- Tour/Transport
- Accommodation
- Attraction
- Food and Drink
- Adventure
- Event

Does your business cater for any of the following disability types?

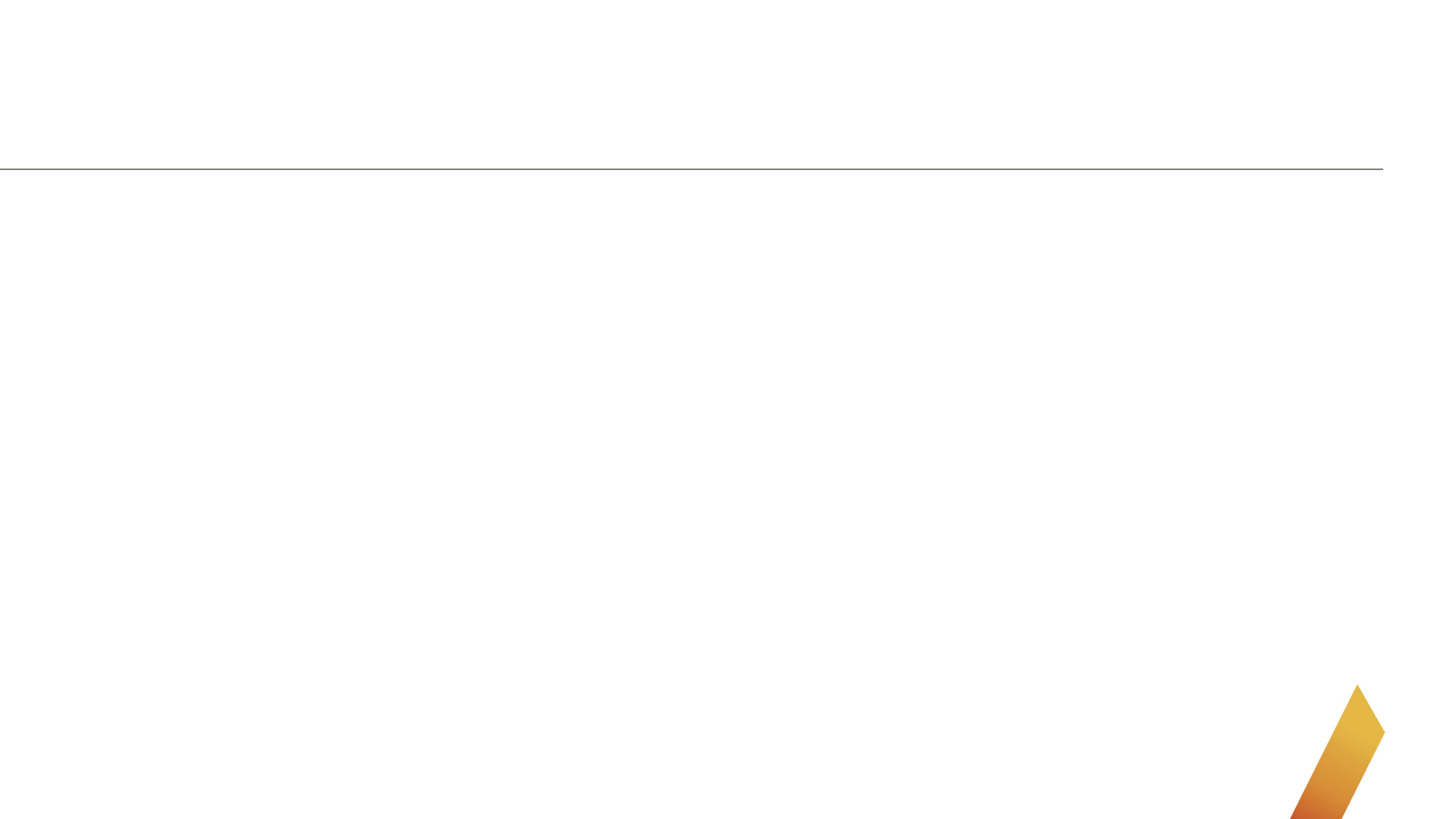
- People who are blind or have low vision [Yes](#)
- People who are deaf or have low hearing [Yes](#)
- People who have limited mobility [Yes](#)
- People who use wheelchairs or mobility scooters [Yes](#)

2. Benchmarking (internal)

OVERVIEW

Overview

Ref	Question	Response	Vision	Low Hearing	Limited Mobility	Mobility - Wheelchairs and Scooters	Cognitive Disabilities or people on the Autism Spectrum
1	Does your business cater for any of the following disability types?						
1.1	People who are blind or have low vision	YES	Essential				
1.2	People who are deaf or have low hearing	YES		Essential			
1.3	People who have limited mobility	YES			Essential		
1.4	People who use wheelchairs or mobility scooters	YES				Essential	
1.5	People with specific dietary requirements and food allergies or intolerances	YES					
1.6	People with cognitive disabilities or people on the Autism Spectrum	YES					Essential
2	Does your business have a listing with the ATDW?	YES					
2.1	Have you completed the ATDW accessibility criteria questions	YES	Desirable	Desirable	Desirable	Desirable	Desirable
3	Does your business have an Accessibility Guide on your web site?	YES	Essential	Essential	Essential	Essential	Essential
4	Does your business offer multiple methods for booking and enquiries?		Essential	Essential	Desirable	Desirable	Essential
4.1	Phone	YES	Essential	Essential	Desirable	Desirable	Essential
4.2	Email	YES	Essential	Essential	Desirable	Desirable	Essential



3. Accessibility Information (public)

41% of respondents stated 'more information for accessible/inclusive travel' as a top 5 priority
- Tourism Research Australia



4. Best Practice and Promotion



Perth Airport 
Western Australian
Tourism Awards

The text 'Perth Airport' is in a dark font, followed by a colorful logo consisting of a blue and red swoosh. Below this, 'Western Australian Tourism Awards' is written in a gold font.



**Australian
Tourism Awards**

Developing Accessible Tourism

