



Inclusive and Accessible Tourism Business

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Not only is developing inclusive and accessible practice into your organisation the right thing to do, but the access tourism market is expanding at an exponential rate. As we move forward as a regenerative visitor industry access and inclusion is misrepresented and often misunderstood.

The following outlines the access tourism market comprising of people with access requirements, namely people with disabilities and seniors. On a broader level, access and inclusion benefits family members and multi-generational groups, friends and travelling companions/support providers, as well as people with temporary injuries and parents travelling with children in strollers.

The access tourism market represents 25% of global tourism, it is larger than China & Europe combined and is growing three times faster than any other tourism market.

Aotearoa New Zealand's largest inbound market is Australia. In Australia, 90% of people with disabilities take a holiday each year, this contribution to their national tourist revenue represents a bigger market than China and is predicted to increase to 25% in coming years. This growth follows international trends due to demographic shifts namely ageing.

Contrary to popular belief, the majority of travellers with disabilities are active travellers. The Queenstown region is a perfect inclusive destination due to the concentration and proximity of activities, hospitality and accommodation.

Create an environment that images a society you want your business to reflect and believe in these values. It will resonate with everyone who associates with you.

General

Inclusive tourism is the experience and service provided. Inclusive tourism isn't difficult, most experiences are already inclusive, especially adventure tourism experiences. With minimal monetary investment, simple solutions, staff training and product awareness 90% of business can be inclusive.

Accessible tourism is the physical accessibility. Creating an accessible environment starts with sharing what your current access is using "Access Guides", having an understanding of Universal Design and implementing Universal Design building strategy for all future infrastructure investment. When in the pre development stage of any infrastructure consult with adaptive advisors with disabilities, and continue throughout the development. Inclusivity is on going, you are on a journey. Access doesn't happen overnight, it evolves with your business.

The fact is that people's abilities are totally unique and on a spectrum, so to make any experience inclusive it is about finding the potential of your product in relation to your client. When done correctly it is the client that chooses your experience, not the other way around, as they are very aware of their physical capabilities.



Know before you go! The term “Accessible” has been abused for decades, now a miss represented label to the point of a cliché. Your client requires details to confidently book an experience, not only for adventure activities this applies to all experiences, including establishments, eateries and accommodation providers. Especially “Accessible” marketed establishments, as your client requires knowledge of the accessibility, not just a label. To create a welcoming experience invest in an “Access Guide” revealing your product, service and infrastructure.

“You wouldn’t provide minimum standard service, why would you with access or inclusive practices”

It is important to realise Aotearoa New Zealand is well below international standard. Our building code for public buildings, Accessibility Standard NZS4121, falls well below United Nations standards, to the point of inaccessibility. The New Zealand Disability Strategy goes against the United Nations Disability Inclusion Strategy.

Achieving access and inclusion requires

- ⑥ Your ability to see the access market as it is and evolve your business to suit
- ⑥ Create a disability strategy for your business product, service and infrastructure
- ⑥ Break down your current product, look for solutions not barriers
- ⑥ Invest in your inclusive product, educate yourself and your staff
- ⑥ Implement “Access Guides” and make them available on your website
- ⑥ Adhere to best practice and universal design approach when investing in any infrastructure.

When it comes to developing your inclusive service and infrastructure it is important to invest wisely. Assumptions have no place in adventure as it leads to mistakes, this is the same with access and inclusion. Do your due diligence and seek advice from adaptive advisors.



Destination Queenstown works with the Makingtrax Foundation. Jezza is the original adaptive advisor, his expertise is access and inclusion. Not only has Jezza lived experience of disability, he has a lifetime of experience in the tourism sector and over a decade of experience as an adaptive advisor and access consultant. The Makingtrax Foundation is a registered charity here to advise your



business on best practices, create industry consistency and develop Aotearoa, New Zealand as a meaningful destination for all.

Access Guides

An access guide is a document that can be easily accessed by your potential client. It can be integrated into your website as a page or downloadable. It should feel and look the same as your website as it is also a powerful marketing tool. By developing a quality access guide that resonates with your business you are sending an important message of inclusivity. The access guide is not only created for wheelchair users, but those with limited mobility, hearing loss, visual and cognitive impairments, seniors and parents with strollers.

The type of operation will determine what the access guide will detail. Most importantly, rather than use the word "Accessible", provide details and when possible imagery. Also never make assumptions, by providing details and imagery your customer decide what is accessible to them.

Adventure based access guides will be significantly different to establishments.

Adventure based is information on the activity, equipment, infrastructure, company policy, transportation and booking requirements. Establishment based is information on access, amenities, specific service and potential barriers. Some adventure based activities with base facilities and ticketing offices may cover both.

If you are an "accessible" accommodation provider an access guide is extremely important as the label "Accessible" doesn't provide the visitor with correct information. Even if you don't believe you are "accessible" creating an access guide provides an option to your potential client.

Creating an "Access Guide" can help you appraise your access and inclusive product. Therefore cover all aspects of your activity, service and establishment and update on a regular basis. Providing a way for your client to provide feedback on your guide and post trip is a must to develop your inclusive and accessible product.

Don't automatically assume you are not accessible, remember abilities are on a spectrum, there will be individuals that cannot do your activity and that's okay. What you're achieving by creating an access guide is opening the potential of your business to the potential of your client.

Imagery speaks a thousand words, only if it shows the full picture. Take photos without people, show the larger picture and content explaining what is in the photo and location of the picture. If creating digitally use high resolution photos and when taking photos use (HDR) high dynamic range photo setting as it brings out the detail.

Your business is unique, but it is important to keep industry consistency when it comes to access. [Contact the adaptive advisors at Makingtrax Foundation](#) for recommendations on what your business access guide should entail.

Important Links and Information:



Please refer to the following for education and see how the Makingtrax Foundation can assist

Market and benefit – [Social](#) & [Market](#) Values

Advisory Service – [Access Guides](#) & [Consultancy](#)

Philosophy – [The Power of Inclusion](#)

Jezza's Credentials – [Training & Experience](#)

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