



**TOURISM FOR ALL**

Making Accessible Travel Better

**Lets work TOGETHER**  
to make tourism and travel accessible to all

[www.tourismforall.org.uk](http://www.tourismforall.org.uk)



## Accessibility is an important market opportunity for your business

### How big is the market?

- There are 11.9 million disabled people in the UK. That's 19% of the population – which means that 1 in 5 of your customers is likely to be disabled.
- The population is ageing – 5 million of the disabled people in the UK are over State Pension age and that number is going to almost double by 2030. At some time in our lives we ALL have accessibility issues.
- Parties which include a disabled person spend over £14 billion per year on tourism and travel in the UK – and they tend to stay longer and spend more than those which do not.

### Are you missing out on the opportunity?

- 75% of disabled people and their families have walked away from UK businesses because of poor service.
- Many businesses – particularly larger ones – think that accessibility means legal “box-ticking” or “points-scoring”. They don't see it as being about welcoming and serving the needs of a valuable market sector.
- Many businesses – particularly smaller ones – think that accessibility means expensive (and sometimes unaffordable) modifications and formal inspections. They don't realise that a warm welcome and a positive attitude to helping overcome issues can be just as important.
- Many businesses – of all sizes – are simply unaware of the value of the accessible tourism and travel market. They don't realise the impact addressing the needs of this sector could have on their business – or how easy it could be.

### How can Tourism for All help you to make the most of the opportunity?

When you become a Partner of Tourism for All, our range of services, our network and our years of experience will all be available to you. We will help you to maximize your potential in the accessible tourism and travel market, by:

#### Training your staff

From disability awareness to specialised technical and practical training, our training courses will allow your staff and management to build their skills and confidence:

- Online training courses in disability awareness, accessibility self-audit and Access Champion skills.
- Classroom based training at substantial discounts through our Associates.

#### Understanding the market

As a Partner of Tourism for All, our Market Intelligence and Case Studies will give you unique national and local insights into the accessible tourism and travel market.

#### Improving your offering

We can help you to improve your existing products and services and to develop new ones, to address the accessible tourism and travel market. As a Partner of Tourism for All, you will be able to:

- Take advantage of expert knowledge, with substantial discounts from our Associates on accessibility audits, business support and consultancy.
- Incorporate your own questions into our Market Intelligence research and surveys.
- Use the results of our Market Intelligence research and surveys to develop new and improved products and services.

### Promoting your business

[www.tourismforall.org.uk](http://www.tourismforall.org.uk) attracts close to 200,000 unique visitors a year. The site is being redesigned and relaunched with new facilities to promote your business.

Our social media channels are popular (7,000+ Twitter followers, for example) and your business will be featured on those channels.



[www.openbritain.net](http://www.openbritain.net) and its related app provide disabled tourists and travellers with a comprehensive directory of accessible destinations, services and providers.

List your business at any of three levels:

#### Basic Entry **FREE**

Outline listing in search results showing:

- Thumbnail image
- Summary accessibility information

#### Enhanced Entry **£60 + VAT**

(12 months)

- As for Basic Entry plus:
- Priority placement in search results
  - Product detail page with full accessibility information and 2 images

#### Enhanced with Gallery **£85 + VAT**

(12 months)

- As for Enhanced Entry plus:
- Up to 10 images and video on product detail page

## Become a Partner with Tourism for All

We have 5 levels of Partnership to suit organisations of all sizes and all types:

### Level 1 **£35**

Package gives you: VAT exempt (12 months)

- Monthly e-News bulletin
- Access to our online training courses for up to 5 staff
- Searchable entry in the Partner directory on [www.tourismforall.org.uk](http://www.tourismforall.org.uk)
- Promotion through our e-News bulletin and social media
- 50% discount on enhanced entries on [www.openbritain.net](http://www.openbritain.net)

### Level 2 **£250**

All of the above plus: + VAT (12 months)

- Access to our online training courses for up to 25 staff
- 10% discount on classroom based training
- Access to our Market Intelligence research and surveys

### Level 3 **£500**

All of the above plus: + VAT (12 months)

- Access to our online training courses for up to 50 staff
- Advertorial page in the Partner directory on [www.tourismforall.org.uk](http://www.tourismforall.org.uk)
- 20% discount on business consultancy from our Associates

### Level 4 **£1,800**

All of the above plus: + VAT (12 months)

- Access to our online training courses for unlimited staff
- Online training courses personalised to your organisation
- Logo in Partner list featured on all pages of [www.tourismforall.org.uk](http://www.tourismforall.org.uk)

### Level 5 **£2,800**

All of the above plus: + VAT (12 months)

- Promotion on sector landing page in the Partner directory on [www.tourismforall.org.uk](http://www.tourismforall.org.uk)
- Your own questions in our Market Intelligence surveys
- Level 1 Partnership for up to 50 branches / businesses of your choice Accessibility is an important market opportunity for your business

**Your Partnership with Tourism for All will pay for itself**



## Together we are able

Tourism is for Everybody is a movement of individuals, businesses and policy makers acting together to put people at the heart of accessible tourism. It's not all about making expensive modifications and following legislation - it's about understanding, awareness and respect.

Sign up to the movement today – it costs nothing – and commit to ensuring a positive experience for disabled travellers and tourists by:

- Recognising equality
- Welcoming all customers
- Training and empowering your staff
- Seeking an inclusive environment
- Providing access information
- Having an Access Champion
- Monitoring your performance
- Expecting high standards of your suppliers
- Acting responsibly

Join our conversation at:

[www.tourismisforeverybody.org](http://www.tourismisforeverybody.org)



TourismIsForEverybody  
@TI4Einfo

## Who are Tourism for All?

A small, vibrant national charity, Tourism for All has been the voice of accessible tourism and travel in the UK since 1981.

We work with disabled tourists and travellers, the Tourism and Travel Industry and Policy Makers, to 'take the disability out' of leisure and tourism and achieve our goal of Tourism for ALL.

## TFA Information Service

We believe that it is the right of disabled people to participate in all areas of community life.

Few areas are more important, or valued, than Tourism and Travel - which restore our energies, broaden our minds and serve our deepest human instincts to explore new places and to enjoy and share new experiences.

Those organisations – whether commercial, public service, or charitable enterprise – which operate in support of our common desire to travel, surely do so under an assumed social license. Our obligation is to make Tourism and Travel accessible to all.

**Tourism for All UK**  
Unit 1 Pixel Mill, 44 Appleby Road  
Kendal LA9 6ES

**Telephone. 0845 124 9971**  
**Email. [info@tourismforall.org.uk](mailto:info@tourismforall.org.uk)**  
**[www.tourismforall.org.uk](http://www.tourismforall.org.uk)**

Tourism for All UK is a registered charity  
No 279169 and Company Limited by Guarantee  
No 01466822

Front cover image © StoneVillage  
Photography Inside images ©  
VisitBritain.org



Search Tourism For All