

Developing and promoting accessible destinations throughout England

Ross Calladine
Head of Business Support
VisitEngland



VisitEngland

- England's National Tourist Board
- Lead the industry in harnessing the growing accessible tourism market
- Leading destination for people with access needs
- Business case
- Business Support tools & guidance
- Access for All project with National Marketing Campaign



Trips and spend

£12.4BN

SPENT ON TRIPS
WHERE A MEMBER
OF THE PARTY HAS
AN IMPAIRMENT

TOTAL SPEND
£12.4BN



£0.3BN

Source: IPS 2013

INBOUND TRIPS

NUMBER OF TRIPS

0.6M

Source: IPS 2010



DAY TRIPS

£9.4BN

Source: GBDS 2013

NUMBER OF TRIPS
271M

Source: GBDS 2013

£2.7BN

Source: GBDS 2013

DOMESTIC OVERNIGHT TRIPS

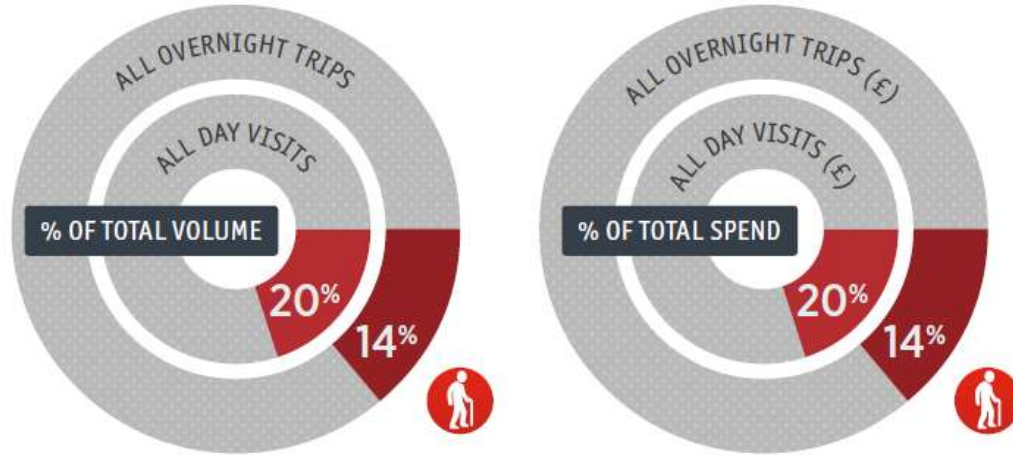
NUMBER OF TRIPS
14M

Source: GBDS 2013

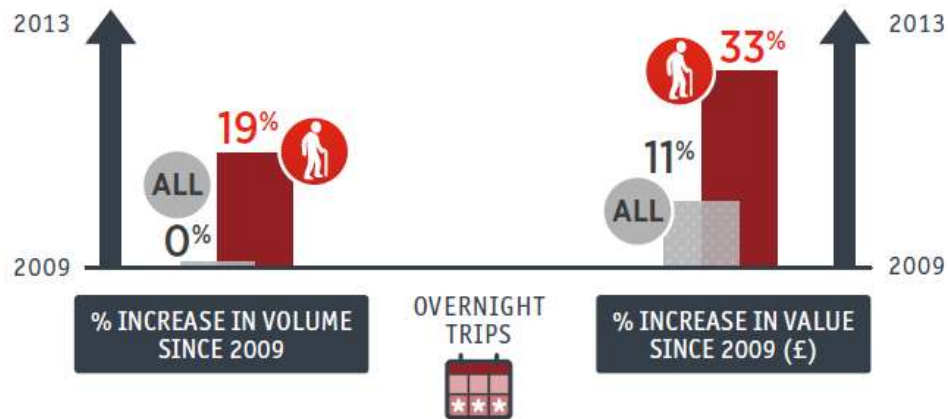


Contribution to domestic tourism

Trip groups where a member of the party has an impairment



Source: GBTS 2013



Source: GBTS 2013

Business Support tools & guidance

Standards Booklet

National Accessible Scheme
For Serviced, Self-Catering, Hostel and Campus Accommodation

ACCESS MORE BUSINESS

VisitEngland

VisitEngland

Winning More Visitors

A guide for destination managers on providing Access Information on destination websites

Access Statement Tool
Provided for you by **VisitEngland**

Your Access Statement

Four good reasons to have an Access Statement...

- Minimum requirement for VisitEngland accommodation and visitor attraction quality scheme members
- Can help you to meet your obligations under the **Equality Act 2010** (replaced the Disability Discrimination Act on 1st October 2010)
- Marketing opportunity, informing your visitors in one concise document
- England's population is ageing and almost 1 in 5 people are disabled

ACCESS MORE BUSINESS

New user? Start at Step 1...

- Create & print your information collection form**
Create and Print Form
- Gather your information**
- Complete your Access Statement online**
Complete Access Statement
- Download your Access Statement**
Download Access Statement

KEEP IT SIMPLE
RSPB
Your Fish For All
BRITISH HOSPITALITY ASSOCIATION
BARCLAYS

Colin Brown - The Deep

VisitEngland

VisitEngland

Awards for Excellence
— 2014 —
Access for All
GOLD WINNER

Listen Up!

Tips and advice to help you welcome customers with hearing loss

ACTION ON HEARING LOSS
VisitEngland



Take the lead
A guide to welcoming customers with assistance dogs

Equality and Human Rights Commission
Wales Cymru

VisitEngland
VisitScotland

Access for All Project 1 (Pilot)

- Development of 4 Accessible Tourism itineraries.
- A means for destinations to target the accessible tourism market.
- Part 1: Product Development
A framework for destinations to engage businesses in accessible tourism.
- Part 2: Mainstream Marketing Campaign
An incentive for businesses to improve product.



Development Process 'Three Pillars of Accessible Tourism'





Relaxation, romance and... ramps

When you take a short break the last thing you should be thinking about is how to get around, whether your hotel has a lift or which attractions are accessible. You should be concentrating on having fun!

That's why VisitEngland has teamed up with VisitBath, goLeicestershire, Visit NewcastleGateshead and VisitBrighton to create travel guides for people with access needs, including ways to save when you travel by train.

Download your guide at [VisitEngland.com/accessforall](https://www.visitengland.com/accessforall)

Disabled Persons Railcard

VisitEngland 



Sun, sea and... step-free access

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Disabled Persons Railcard

VisitEngland 

Daily Express Saturday Magazine

Access for All Project

DISCOVER ACCESSIBLE BATH AND LEICESTERSHIRE

BATH & BEYOND

in association with VisitEngland

WIN A FABULOUS BREAK FOR TWO
SEE INSIDE FOR DETAILS

INSIDE TOURS ACCOMMODATION MUSEUMS TRAVEL GREAT DEALS

GREAT VALUE LEICESTERSHIRE HERITAGE BREAKS
LOOK INSIDE

ACCESSIBLE ATTRACTIONS FOR ALL TO ENJOY

BEN RUSHGROVE
PARALYMPIAN TAKES A TOUR OF THE SECRET GEMS IN HIS HOMETOWN OF BATH



TRAVEL

ACCESS ALL ERAS — IN BEAUTIFUL BATH

The city that captivated the Romans and the Georgians is now easier for all to enjoy

Paralympian Ben Rushgrove discovers the hidden secrets of his home city

Ben Rushgrove, a Paralympian, is shown in a wheelchair, smiling, in front of a building in Bath.

How to get there

Ben Rushgrove at the Bath Heritage Centre

Simply you local

Five other great activities

Grab your Bath guide now

GREAT GIVEAWAYS
WIN a brilliant break in Bath!

Winning prizes include a weekend break for two in a luxury hotel, a spa treatment, and a shopping spree. To enter visit visitengland.com/bath

VisitEngland Bath




DISCOVER ACCESSIBLE NEWCASTLE GATESHEAD AND BRIGHTON

EXPLORE NEWCASTLE GATESHEAD

in association with VisitEngland

WIN A FABULOUS BREAK FOR TWO!
SEE INSIDE FOR DETAILS

INSIDE ACCOMMODATION SHOPPING MUSEUMS EATING AND MORE

THE OUTLOOK'S BRIGHTON
MORE INFORMATION INSIDE

ACCESSIBLE ATTRACTIONS FOR ALL TO ENJOY

GEMMA COLLIS
PARALYMPIAN ENJOYS ALL THAT CITY HAS TO OFFER



TRAVEL

SO MUCH TO LOVE ABOUT LEICESTERSHIRE

Amazing attractions — with access for all!

Lauren Fordham enjoys the field good factor at Bosworth

Getting to Leicestershire is easy

Leicestershire is a beautiful county with a wealth of attractions and activities for all to enjoy. From the rolling hills of the Cotwolds to the bustling city of Leicester, there's something for everyone.

Leicestershire's Hidden Gems

Discover the hidden gems of Leicestershire, from the historic ruins of Thetford to the stunning views of the Cotwolds.

Leicestershire's Great Giveaways

Win a brilliant break in Leicestershire! To enter visit visitengland.com/leicestershire

VisitEngland Leicestershire




Amazing breaks for just £1000!

Five great activities to try

Grab a guide

GREAT GIVEAWAYS
WIN a brilliant break!

Winning prizes include a weekend break for two in a luxury hotel, a spa treatment, and a shopping spree. To enter visit visitengland.com/leicestershire

VisitEngland Leicestershire



Access for All Project 2

- VE secured €125,000 cash grant grant from the EC
- Development of 7 Accessible Tourism itineraries
- Building on the pilot project
- 1st October 2014 – end March 2016
- Marketing campaign - September 2015



Contact

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