

Module 4



LU 16 – Marketing Accessibility

Games Without Barriers project Co-funded by the Erasmus+ Programme of the European Union
G.A. n. 2019-1-IT01- KA202-007450 - CUP code G95G19000500006

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LU Objectives:

1. To show how the tourism industry can promote accessibility and attract the inclusive tourism market.
2. To explain how guests search for accessibility, the communication channels and what prompts them to book.
3. To present some good communication strategies and practices by tourism destinations and businesses around Europe.





It is particularly important for people with access requirements that the information is:

①

Easy to find
in a specific
'Access
Information'
section as well
as throughout
the website

②

Accessible
with information
in a number
of accessible
formats

③

Reliable
with an
indication of
who or what
organisation is
providing the
information

④

Accurate
so there are
no nasty
surprises on
arrival

⑤

Up to date
with a clear
indication which
season/year the data
refers to and when
the information was
last updated





M4 LU16 - Marketing accessibility



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Key Marketing Tools

- A. Your Access Statement / Accessibility Guide
- B. An accessible website
- C. Social media
- D. Apps
- E. Bloggers and travel review channels
- F. Specialised listings, agencies and operators





A. Access Statement / Accessibility Guide

An Access Statement is a summary of what is on offer and is not a judgement on your accessibility.

The Statement should be accurate and factual.

For example, never say ‘we are accessible’, as this means different things to different people.

Audit your business and describe what you have.





. Access Statement / Accessibility Guide

Examples



- VisitEngland / VisitScotland Accessibility Guides
<https://www.accessibilityguides.org/example-guides>



- Pantou Access Statement (example)
https://www.thebrehon.com/files/hotel/downloads/The_Brehon_Access_Guide_May_2019_compressed.pdf

These marketing tools are dealt with in previous Learning Units





B. An accessible website: www.edenproject.com

The screenshot shows the Eden Project website homepage. At the top is a red navigation bar with the 'eden project' logo and a search icon. Below the navigation bar are links for 'Visit', 'Eden at home', 'Learn', 'Eden story', 'Make the Change', and 'Donate'. A secondary row of links includes 'What's here', 'Before you visit', and 'Accommodation'. A dark grey banner with an information icon contains the text: 'We remain temporarily closed but you can continue to explore our free online resources on gardening, green living, play and more, or find support near you.' The main heading is 'Visit', followed by the subtext 'Plan your trip to the Eden Project's Biomes and gardens.' The content area is a grid of tiles: a large image of the biomes with a 'Coronavirus update' overlay; a Twitter tile with a bird icon and text 'Show us what's blooming in your garden - share with #EdenAtHome and we'll RT our favourites! View all tweets.'; a yellow tile for 'Today's opening times' which is 'Closed' and includes a link 'See full opening times'; a tile for 'Instagram: latest posts' with a photo of people on a ladder next to a large green plant; a 'Seasonal plant highlights' tile with a photo of pink flowers; a 'What's here' tile with a photo of the biomes; a 'Stay at Eden' tile with a photo of a green room; and a blue 'Directions' tile with a compass icon and the text 'Postcode for setrwa: PL24 2SG'. A large yellow leaf graphic is on the right side of the page.





Eden Project website (footer)

The Eden Project, an educational charity, connects us with each other and the living world, exploring how we can work towards a better future.

Our visitor destination in Cornwall, UK, is nestled in a huge crater. Here, massive Biomes housing the largest rainforest in captivity, stunning plants, exhibitions and stories serve as a backdrop to our striking contemporary gardens, summer concerts and exciting year-round family events. Registered charity number 1093070 (The Eden Trust). Money raised supports our transformational projects and learning programmes.

@ Eden Project


Eden Project
Bodelva
Cornwall
PL24 2SG
UK


[Facebook](#) [Twitter](#)
[Instagram](#) [YouTube](#)


[Contact us](#) [Newsletter sign-up](#) [FAQs](#) [Wedding and venue hire](#) [Jobs and volunteering](#)


[Cookies policy](#) [Privacy policy](#) [Terms and conditions](#) [Press area](#) [Accessibility](#)

[Deutsch](#) [Français](#) [中文](#)

 This project is part-funded by the European Union
Working with Objective One

 LOTTERY FUNDED

 Cornwall Association of Tourist Attractions





Eden project website: online Access Guide

Before you visit

Get practical information for planning your visit to Eden.

Today's opening times Closed See full opening times	Visiting with kids	Getting here by car	Bringing your dog
Where to eat at Eden	Walk or cycle to Eden	Getting here by bus or train	FAQs
Accessibility guide	Contact us	Guided tours	Green your visit to Eden
Buy tickets ▶ Save up to 10% online	Deutsch	Français	中文

More from the Eden website

What's here	Video: Eden in under a minute	Accommodation at Eden	Buy tickets ▶ Save up to 10% online
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Eden project website: online Access Guide

The screenshot shows the top navigation bar of the Eden Project website with links for Visit, Eden at home, Learn, Eden story, Make the Change, and Donate. Below this is a yellow banner with the title "Accessibility guide". A central image shows a man in a blue shirt sitting on a motorized wheelchair on a wooden boardwalk next to a rope bridge. A text box above the image states: "We remain temporarily closed but you can continue to explore our free online resources on gardening, green living, play and more, or find support near you." Below the image, there is a "Key info" section with a list of accessibility features and a "VisitEngland Awards for Excellence Winner" badge for Inclusive Tourism 2017.

eden project

[Visit](#) [Eden at home](#) [Learn](#) [Eden story](#) [Make the Change](#) [Donate](#)

[What's here](#) [Before you visit](#) [Accommodation](#)

Accessibility guide

We remain temporarily closed but you can continue to explore our free online resources on gardening, green living, play and more, or find support near you.

Key info

- Accessible parking spaces and toilets
- Personal assistants get in free
- Manual and powered wheelchairs available for free
- Read accessibility reviews on [Euan's Guide](#)

The Eden Project wants to provide a great experience for all ages, abilities and backgrounds. We were crowned winner of the inclusive Tourism Award by Visit England in 2017.

VisitEngland
Awards for Excellence
Winner
Inclusive Tourism 2017





Eden project website: online Access Guide

Park-and-ride

The Park-and-ride buses run a non-stop service from the car parks to the nearest drop off point to the Visitor Centre. The buses are fully accessible and all pick up and drop off points have raised kerbs to accommodate access.

Accessible parking

When you drive into the Eden Project please display your Blue Badge clearly if you have one. If you are not a Blue badge holder but need accessible parking please speak to a car park steward when you arrive. Accessible parking spaces are available in car parks Apple 1, Apple 2 and Banana. The car park stewards will direct you. Please note the Park-and-Ride buses do not run from these car parks. To get to the Visitor Centre from Apple 1 car park you need to go down a tarmac path. The path is 32 metres long. The gradient is 1:18 with a short steeper section at 1:10. You can book assistance before you arrive. Please telephone our access line on 01726 818895 for more information or 01726 811911 for the main switchboard. There are manual wheelchairs available in Apple 1 car park.

Drop-off points

If you need to drop off someone there is a drop-off area in Apple 2 car park – for directions just ask any of our car park stewards. If further assistance is required please call the steward team on 07929 202408.

Taxi drop-off

The taxi drop off point is Banana coach park where you will also find toilet facilities and lockers.

Visitor Centre

In front of the Visitor Centre there is a covered area. This area has flat level access. There are toilets and a cash point and on the right is the Visitor Centre where you buy tickets and enter the Eden Project. If you need to borrow a wheelchair or would like assistance please see a steward in the Visitor Centre.

Accessible toilets

The Changing Places accessible toilet in the Visitor Centre includes a height adjustable changing bench, a hoist system, shower and space for one person with a disability and up to two personal assistants. We also have ADI toilets on site for the blind or visually impaired: one in the Link and one in the Visitor Centre.

"That @edenproject has a loo with a bench and hoist makes it one of only a few places we can have a family day out"

Visitor tweet

4. During your visit

a) Getting Around

Gradients and surfaces

The Eden Project is an old clay mine and as such it is a challenging site with a variety of gradients. Zig-zag paths that cross the slopes have been used to keep steep gradients to a minimum. There are a number of accessible transport options on site and the stewards are always keen to help. Path surfaces on site inside and outside the biomes are tarmaced except for some of the paths in the Outdoor Garden in the Wild Cornwall area. Please note that the upper floor of the link building, whilst accessible, is a decked area, so could prove bumpy for some

Route 3: Assisted transport - The Land Train

Turn left from the Visitor Centre and take the left turning under the covered walkway to the Land Train. The Land train will take you through the Outdoor Garden to the Stage area which is a short flat walk from the Link building and the entrance to the biomes. The last carriage has been adapted to accommodate up to 3 wheelchairs, it is also able to carry most larger mobility wheelchairs. The entrance to the Biomes is through the Link building which is between the two biomes. The Link building contains restaurants, cafes and toilets.

b) Accessible services and facilities

To help Eden provide you with the best possible service we ask you to provide any access requirements you may have when booking your tickets. The box office staff are fully trained to help with any information regarding access and have attended TypeTalk training. Tickets can be booked by telephoning the box office on 01726 811911 or on the [Tickets page](#) of our website.

"A fab day out - huge thought has gone into wheelchair accessibility"

Review on Euan's Guide

c) Toilets

All toilets on site are easily accessible and offer accessible facilities. They are located in Banana coach park, the Visitor Centre (on the left as you come in), The Core and in the Link Building between the Biomes.

Our accessible toilets in the Visitor Centre and Link are equipped with the RoomMate device, which plays a bespoke audio description allowing blind and visually impaired visitors to navigate the space. [Listen to a taster online.](#)

d) Hearing loops

A hearing loop is available at the access ticketing booth (till number 13) located in the Visitor Centre at arrival. It will be shown by the T and ear symbol sign on the desk.

"Our son has many sensory issues. So it is a wonderful place for him to engage his needs"

Visitor comment

e) Food and drink

The restaurants and cafés at Eden offer vegetarian, vegan and gluten-free options. As well as enjoying the food you can also find out all about food and how it grows at Eden. We support the local economy by buying local food when we can.

Our permanent catering outlets and bars have dropped counters to help with accessibility.

f) Seating and shelter

Eden has plenty of sheltered and indoor spaces as well as the great outdoors. There are also plenty of places to take a rest, on a seat or on some grass.

g) Medical assistance





C. Social Media Channels

1. Spread the word about the company:

Social media users projected to increase to almost 3.1 billion in 2021.

Most popular social media platforms: Instagram, Twitter, and Facebook have significantly impacted the way people travel.

87% of millennials are looking at Facebook for travel inspiration.

2. Attract new customers:

People discover and buy new products in-app.

43% of social media users have purchased a product after liking it on Pinterest, Facebook or Twitter. For travel companies, this is an opportunity to encourage their social media followers to become customers and grow their revenue.

3. Increase customer satisfaction:

Social media platforms are a communication tool, faster than email or phone.

63% of people use social media for customer support & service enquiries.

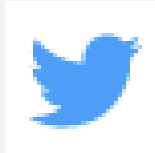




. Social Media: which channels for travel?



Instagram 1 billion monthly users (Jan 2020)



Twitter 330 million monthly users (Jan 2020)



Facebook 2.38 billion monthly users (Jan 2020)



Pinterest 335 million monthly users (Jan 2020)



You Tube 2 Billion monthly active users (Jan 2020)



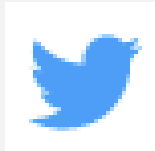


Social Media: who is using – and for what?



Instagram

Six in ten online adults have Instagram accounts.
75% of US businesses will be on Instagram in 2020 (est).
Instagram explore page viewed by 200 million accounts daily.



Twitter

34% of Twitter users are females and 66% are males.
85% of SMEs use Twitter to provide customer service.



Facebook

96% of users access Facebook via mobile devices.
62% of online Seniors aged 65+ are on Facebook and
72% are between age 50-64.
Europe has 387 million Facebook users.



Pinterest

There are over 175 billion ideas on Pinterest.
90% of Pinner described Pinterest as filled with positivity
72% of Pinner use Pinterest to decide what to buy offline.





Social Media: YouTube



- Second largest search engine on the Internet (after Google)
- 80% of YouTube users come from outside the US.
- 35+ and 55+ age groups are the fastest growing YouTube demographics.
- Widely used for travel marketing – destinations, businesses
- Travel hack videos (packing tips etc.)
- Accessible travel hacks (for wheelchair users and others)
- 75% of adults turn to YouTube for nostalgia rather than tutorials or current events.

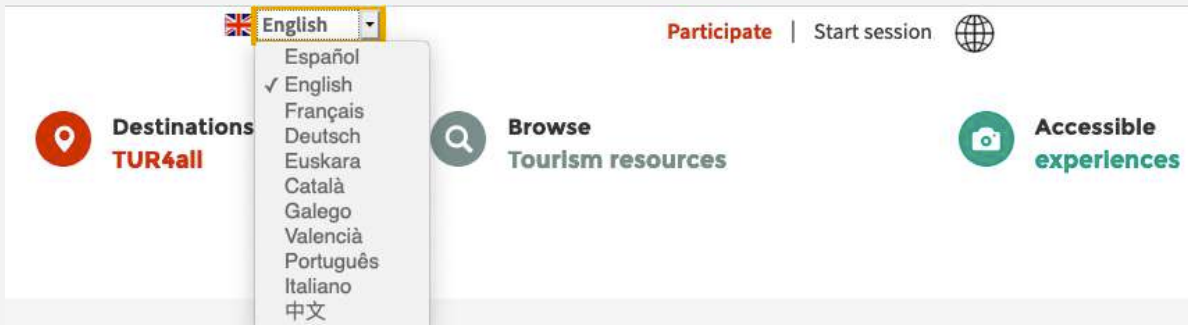
Videos from destinations on YouTube

- E.g. 360 videos from www.VisitEurope.com
<https://www.youtube.com/channel/UC1Sm0FecV7DGn5gn0FLw3lg>





D. Accessibility Apps: Example - Tur4All

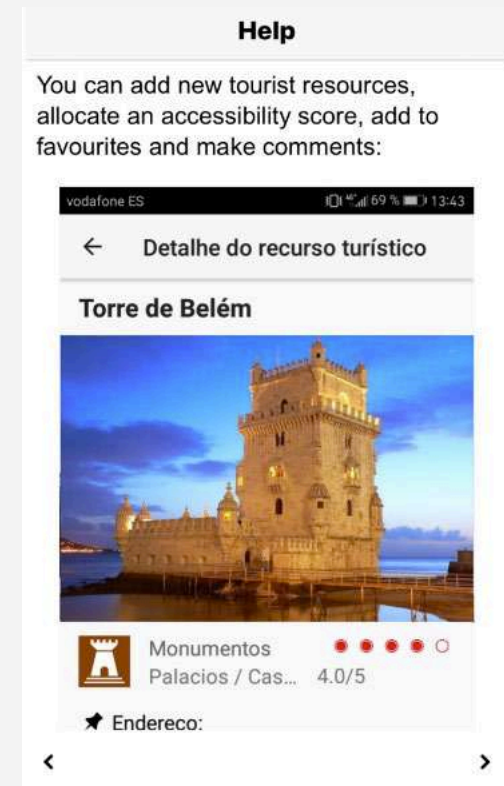
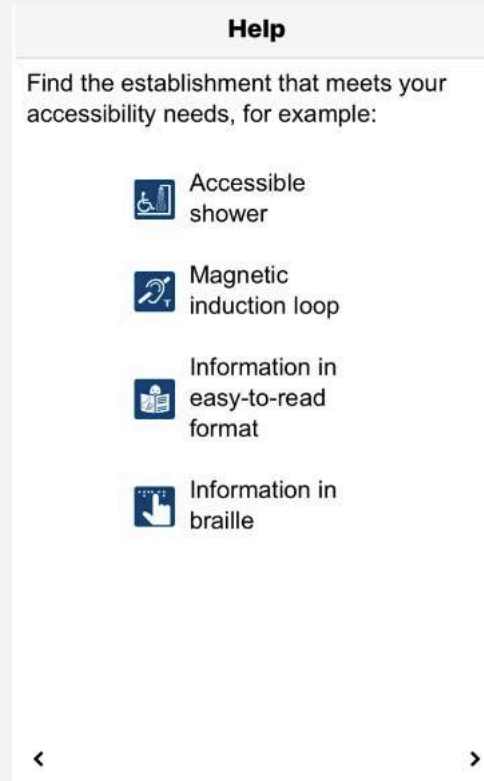
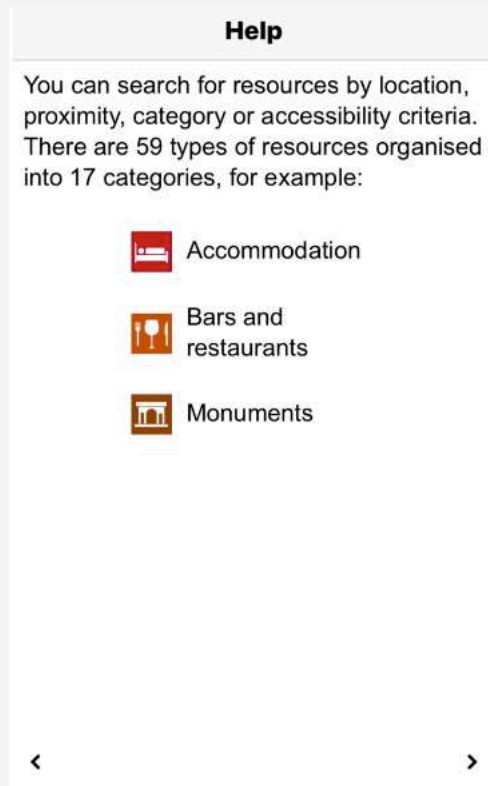


<https://www.tur4all.es/>



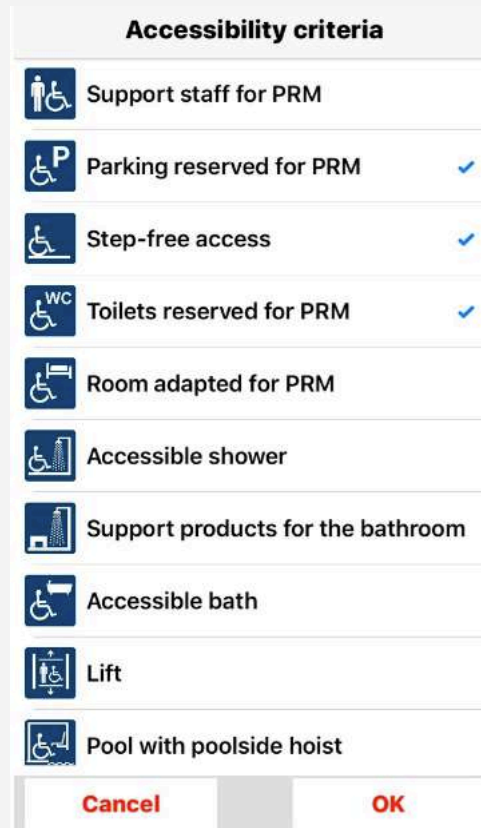
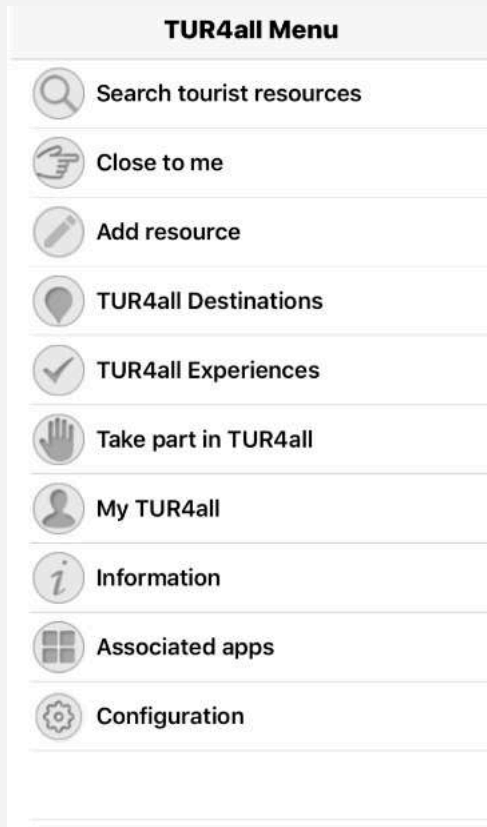


Accessibility Apps: Tur4All






Accessibility Apps: Tur4All








Accessibility Apps: Tur4All

[← Back](#) **Detail of tourist resource**


Palace Hotel & SPA - Termas do Bicanho 




 Accommodation
Hotels / Apartment hotels / Hostels / Guesthouses

0/5 

Address:
Termas do Bicanho - Samuel,
3130-112 Soure
Samuel(Coimbra)
Portugal

 Map

[← Back](#) **Accessibility** 

Palace Hotel & SPA - Termas do Bicanho

Information about the accessibility of this tourist resource has been provided by users

Entrance

Customer Service Area

Inside circulation

Adapted room


Restaurant and bar areas

[← Back](#) **Palace Hotel & SPA - Termas do Bicanho**

Entrance

General information

Photo/s of general information of entrance



Entrance

No slopes

Name of the tourist resource clearly visible and legible

The entranceway analysed is

The main one

Width of the entrance door

Greater than or equal to 78 cm






Accessibility Apps: Tur4All

[← Back](#) **Palace Hotel & SPA - Terma...**

Adapted toilet in common areas

Toilet suitable for PRM

Photo/s of characteristics of adapted toilet in common areas



Access without changes in floor level

Yes

Door width

Greater than or equal to 78 cm

Door opening

Outward

Free turning space ? 150 cm of diameter

Yes

Clear space to transfer to the toilet

Yes

[← Back](#) **Palace Hotel & SPA - Terma...**

Adapted toilet in common areas

Yes

The space is at least 80 cm or greater

Left-hand side

Height of the toilet seat

High (greater than or equal to 45 cm)

It has support bar(s)

Yes

Toilet grab bars

Right-hand side

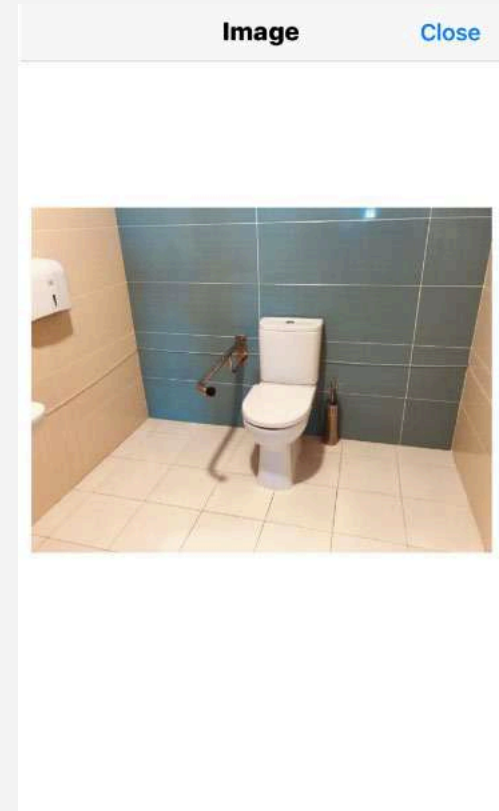
The bars on the right-hand side are

Folding

Sink

With mixer tap

Without pedestal





E. Travel Bloggers

<http://martynsibley.com/>



ACCESSIBLE HUSKY DOG SLEDDING IN FINLAND

03/02/2014 - 0 COMMENTS

434 SHARES

Share on Facebook Tweet This g+ in

ABOUT MARTYN SIBLEY

My name is Martyn Sibley. I am a regular guy who happens to have a disability called Spinal Muscular Atrophy (SMA). This means I cannot walk, lift anything heavier than a book or shower myself. Nonetheless I run **Disability Horizons**, am the author of **Everything is Possible**. I have a Degree in Economics & a Masters in Marketing. I love adventure travels (including an epic visit to Australia), I have great people in my life (including my soul mate), I drive my own adapted car, run my own business, have flown a plane, enjoyed skiing & SCUBA diving, and live independently on earth.

Video Blog - Europe Without Barriers - Day 8 - June 2015 - Ljubljana a...

2:22 / 2:22





Travel Bloggers

<http://jayonlife.com/>

Filming in Greenwich for Accessible London

Posted by Jay in Travel on February 12th, 2018



WHY GREENWICH?



About



UPDATE: As of 25/09/2015 Nigeria has been removed from the WHO's Polio Endemic List! Having been born in Nigeria, I hail from one of three countries where polio is still unfortunately endemic, the other two being Pakistan and Afghanistan. I had contracted the poliovirus before my ...[Read More](#)

Get Social with Jay



Popular Posts

Commonwealth Women's Forum

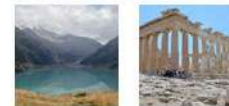
Best Monday Ever Sponsored By Lerato Foods & Hamilton

Filming in Greenwich for Accessible London

Chhatrapati Shivaji Airport IS The Destination

Johannesburg v Cape Town – Which South African City Should You Visit?

Popular Images



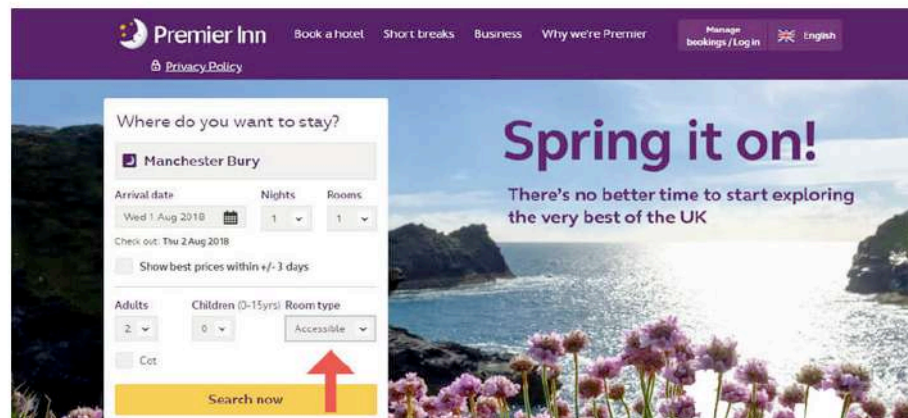


Premier Inn Manchester Bury | Wheelchair Accessible Hotel in Manchester

Last month we headed down to Manchester for a two-night stay at Premier Inn Manchester Bury. The reason for our trip was to see the **Foo Fighters at Etihad Stadium**. Despite the hotel not being super close to the stadium we found staying at this hotel worked out great for us. Let me share my thoughts and experience from my stay in a wheelchair accessible room at Premier Inn Manchester Bury.

Booking an Accessible Room

Booking an accessible room at Premier Inn is easy to do online. You can easily select an accessible room from a drop-down menu. From past experiences of staying at Premier Inns where I was allocated an accessible room with a bathtub, I decided to call the hotel and request a roll-in shower. I spoke to a woman who confirmed she had allocated me into an accessible room with a roll-in shower and that she would put a note on my booking not to move me into another room. Excellent, so I thought!



<https://www.simplyemma.co.uk/>



Meet Emma

Hello I'm Emma. My mission is to show you the possibilities of accessible travel through my travel guides, tips and reviews. I also share personal stories, live event reviews and more.





E. Specialised listings, agencies and operators

Example of Tui <https://www.tui.co.uk/holidays/accessible-holidays>

TUI | Travel Alerts | Shortlist (0) | Account & Bookings

HOLIDAYS | CRUISES | FLIGHTS | HOTEL ONLY | DEALS | DESTINATIONS | EXTRAS

Departure Airport: Choose airports | Destination or Hotel: Any | Departure Date: Select a date | Duration: 7 nights | Rooms & Guests: 2 Adults 0 Children | **SEARCH**

Home > Holidays > Accessible Holidays

Accessible Holidays

WHAT MAKES AN ACCESSIBLE HOLIDAY?

- Wheelchair Accessible Resorts**
We have an extensive range of accessible hotels,
- Accessible Transfers**
Our teams will be able to provide information on
- Airport Assistance**
Our teams will help with bags, checking in,





Example of Tui <https://www.tui.co.uk/holidays/accessible-holidays>

OUR GUARANTEE

ACCESSIBLE FACILITIES



We'll recommend accessible hotels, apartments and villas in a variety of resorts

A WIDE RANGE OF CHOICES



Hundreds of tailor-made holidays, from city breaks to cruises

PEACE OF MIND



We always use approved TUI accommodation, so we can check it will have what you need

FREQUENTLY ASKED QUESTIONS

How can I ask TUI about accessibility?



If you or someone you're travelling with has reduced mobility, a visual impairment, autism, or a disability – hidden or otherwise – get in touch by giving our specialist phone line a call. Our friendly and knowledgeable Customer Welfare team are on hand to help you find the holiday that's right for you, answer your queries, provide general advice, and help you feel at ease about travelling. The number to call is +44 203 451 2585 if you're in the UK, or +353 1 605 6500 from Ireland. The earlier you get in touch the more time it allows for us to get everything we can ready for you.

Are adapted rooms available?



Are the aeroplane toilets accessible?





Last tips : When writing for the Web

Ask yourself these 3 questions:

- | | |
|-----------------------|--|
| 1. Who is this for? | Know what your readers will know |
| 2. What do they want? | Are they looking for facts or... |
| 3. What do you want? | Attract their attention?
Buy your product?
Sign up for your service?
Contact sales or make a booking? |

When you know these things...

- Then you can market your product to fit that specific person!



