



Module 4 Learning Unit 16

Marketing Accessibility



Games Without Barriers

Co-funded by the Erasmus+ Programme of the European Union G.A. n. 2019-1-IT01- KA202-007450
CUP code G95G19000500006

The content of this document represents the views of the authors only and is their sole responsibility; it cannot be considered to reflect the views of the National Agency or the European Commission or any other body of the European Union. The National Agency and the European Commission do not accept any responsibility for use that may be made of the information it contains.

This learning unit focuses on how to market the accessibility of tourism venues, products and services to tourists with disabilities and/or persons with specific access requirements. It explains how guests search for accessibility, the different available communication channels, and what prompts tourists to book. The unit includes examples of good communication strategies and practices by tourism destinations and businesses around Europe.

The Learning Unit does not examine the size or value of the Accessible Tourism market, as this has been dealt with earlier. Here, the focus is on how to present information about the offer and engage with customers effectively by using the most appropriate channels.

It is noted, as in the previous LU, that it is particularly important for people with access requirements that the information is easy to find, accessible, reliable, accurate and up-to-date.

Six key marketing tools are listed as follows A. your access statement or accessibility guide, B. an accessible website, C. social media, D. Apps, E. Bloggers and travel review channels, and F specialised listings agencies and operators.

(A) and (B) The Accessibility Guide on the website of Eden Project, a tourist attraction in the south-west of England is presented as an example of good practice. This attraction has won an award from VisitEngland as one of the best accessible venues in England. It has an accessible website that is designed to be usable by persons with disabilities, complying with the WCAG guidelines, and it has a wide range of services and accessible environment and fit pictures for people with disabilities, families and older visitors. The Accessibility Guide provides a lot of detail about how to reach the destination, the accessible parking and drop-off points, the visitor centre, accessible toilets and a number of tips to help visitors have a comfortable and enjoyable visit.

(C) Social media channels. Tourism Enterprises use social media channels first of all to spread the word about the company, secondly to attract new customers and thirdly to increase customer satisfaction, using social media platforms as a communication tool to engage with customers to provide support and to answer service enquiries. Some of the most popular social media channels are presented: Instagram Twitter Facebook, Pinterest and Facebook.

(D) Apps are increasingly being used to present accessibility information to tourists. There is a wide variety of apps in the marketplace serving a variety of purposes. Apps are used for navigation and information support for people on the move including those with visual or hearing impairment. There are many apps connected to accessibility information schemes as mentioned in earlier learning units. The Tur4All app developed by PREDIF in Spain, is shown as an example of one such accessibility app.

(E) Working with travel bloggers and especially persons with a disability themselves has proved to be a very effective way of reaching out to customers with access requirements. Bloggers and Vloggers (video bloggers) are able to give a first-hand opinion about what they've experienced and bring the destination alive in ways which many travel guides and websites cannot do. Just a few websites of well-known travel bloggers are shown as examples. This is an area where destinations can gain credibility and reputation by the word-of-mouth marketing that comes from these blog sites.

(F) Finally, there are many specialised listings agencies and operators which also provide suitable marketing channels for accessible offers. Two examples are shown: the website of



“Tui” the tourism operator and Pantou.org which will be familiar to trainees on this course. Whichever marketing channel is used, the key principles remain the same when designing the content for marketing to potential visitors. Providers should ask themselves

- Who is this for?
- What do they want?
- What do I want?

When the tourism provider knows these things, then they can market their product to fit that specific person.

