

## **Developing and marketing access for all in english destinations**

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### **Situation/purpose of study**

England was put on the global map throughout summer 2012, which presented a massive opportunity to keep the momentum of the 2012 Olympic and Paralympic Games going strong through campaigns to increase advocacy and pride in England. As a lead body on the development of accessible tourism, VisitEngland sought to maximize this opportunity and position England as a leading destination for people with access needs. The project looked to improve and champion accessible tourism in England, a market worth over £2billion a year, with strong growth potential.

### **Approach and/or methodology**

The national tourist board worked with four destinations and the Disabled Persons Railcard to develop exciting guides highlighting fantastic and accessible tourism experiences in Bath, Brighton, Leicestershire and NewcastleGateshead. Top class accommodation and attractions from each destination were taken through a robust Access for All programme developed by VisitEngland to ensure they deliver the highest standard of access for visitors. The programme was carefully constructed to cover the three pillars of accessible tourism (Information, Customer Service and Facilities) that are known to be of key importance to disabled travellers. Essential elements included: access audit, improvement plan, staff training, mystery shop and information provision. These places to stay and visit were then featured in a series of local guides as part of a new and exciting national marketing campaign. The campaign ran throughout the month of March 2014 and primarily consisted of a series of travel features, competitions and advertisements in the Daily Express national newspaper, with local Paralympians. An example of our striking advertisements, selected by disabled travellers, and Daily Express Saturday Magazine cover are included below.



## Sun, sea and... step-free access

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](http://VisitEngland.com/accessforall)

Disabled Persons Railcard

VisitEngland 

**DISCOVER ACCESSIBLE BATH AND LEICESTERSHIRE**

**BATH & BEYOND**

An association with  
VisitEngland 

**INSIDE**  
TOURS  
ACCOMMODATION  
MUSEUMS  
TRAVEL  
GREAT DEALS

**WIN**  
A FABULOUS  
BREAK FOR TWO  
SEE INSIDE FOR DETAILS

**ACCESSIBLE  
ATTRACTIONS FOR  
ALL TO ENJOY**

**GREAT VALUE  
LEICESTERSHIRE  
HERITAGE BREAKS**  
LOOK INSIDE

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

## **Results/conclusions**

The campaign will be evaluated against the following objectives:

1. Encourage our target audience to take a short break in England
2. Raise awareness of accessible destinations and businesses in England
3. Improve perceptions of Accessible England

Full evaluation of the campaign, including a survey amongst the target market, will not be complete until summer 2014. The campaign hub has [www.visitengland.com/accessforall](http://www.visitengland.com/accessforall) received just under 3,000 hits and over 500 people have entered the campaign competitions to date. Principally available as a downloadable document, printed copies and audio downloads were available for those who could not access the guides online. As of 1<sup>st</sup> April, VisitEngland processed 135 requests for hard copies.