

A photograph showing a man in a wheelchair being assisted onto a boat. A staff member in a blue vest and dark trousers is standing on the boat's deck, holding a blue bag. The man in the wheelchair is wearing a green jacket and tan trousers. They are on a wooden dock next to a body of water. In the background, there is a stone building with a flag and a red heart-shaped sculpture. The sky is overcast.

Inclusive and Accessible Tourism

Lunch & Learn Webinar

Tuesday 24th June 2025

Today's Session

- **Research Overview and Introducing the Inclusive & Accessible Tourism Toolkit**
Margaret Matthews, Tourism NI
- **Industry Insights:**
 - **Armagh Planetarium** – *Mark Grimley, Education Officer & Accessibility Champion*
- **Introduction to MyTourismNI – Elearning Platform**
Hilary Gibson, Tourism NI
- **Inclusive & Accessible Tourism Elearning Modules overview and demo**
Ronan Cullen, Wholeschool Software
- **Opportunity for any Questions**

A museum gallery with a large blue digital display of an iceberg. Two people are viewing exhibits: one standing and one in a wheelchair. The scene is dimly lit with blue ambient lighting.

Small steps to a Giant Welcome

Margaret Matthews
Tourism NI



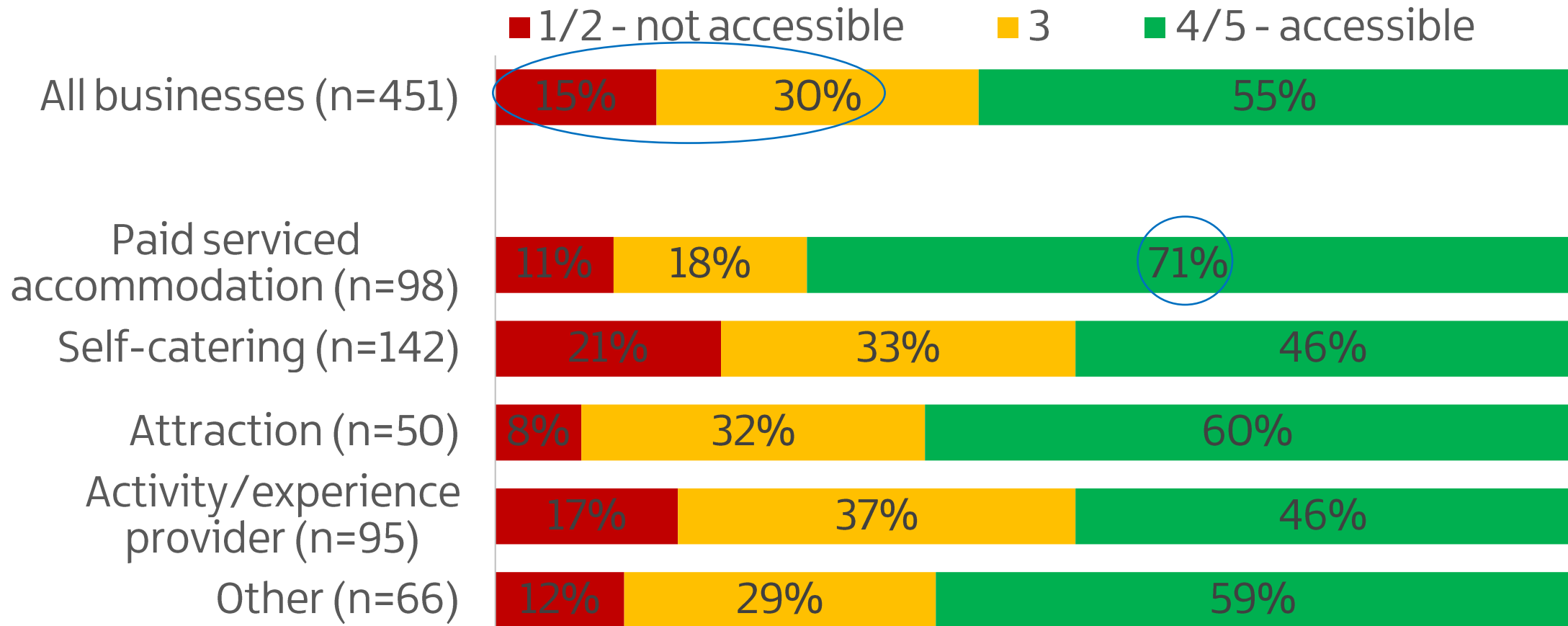
The Need



Inclusive & Accessible Tourism Industry Survey

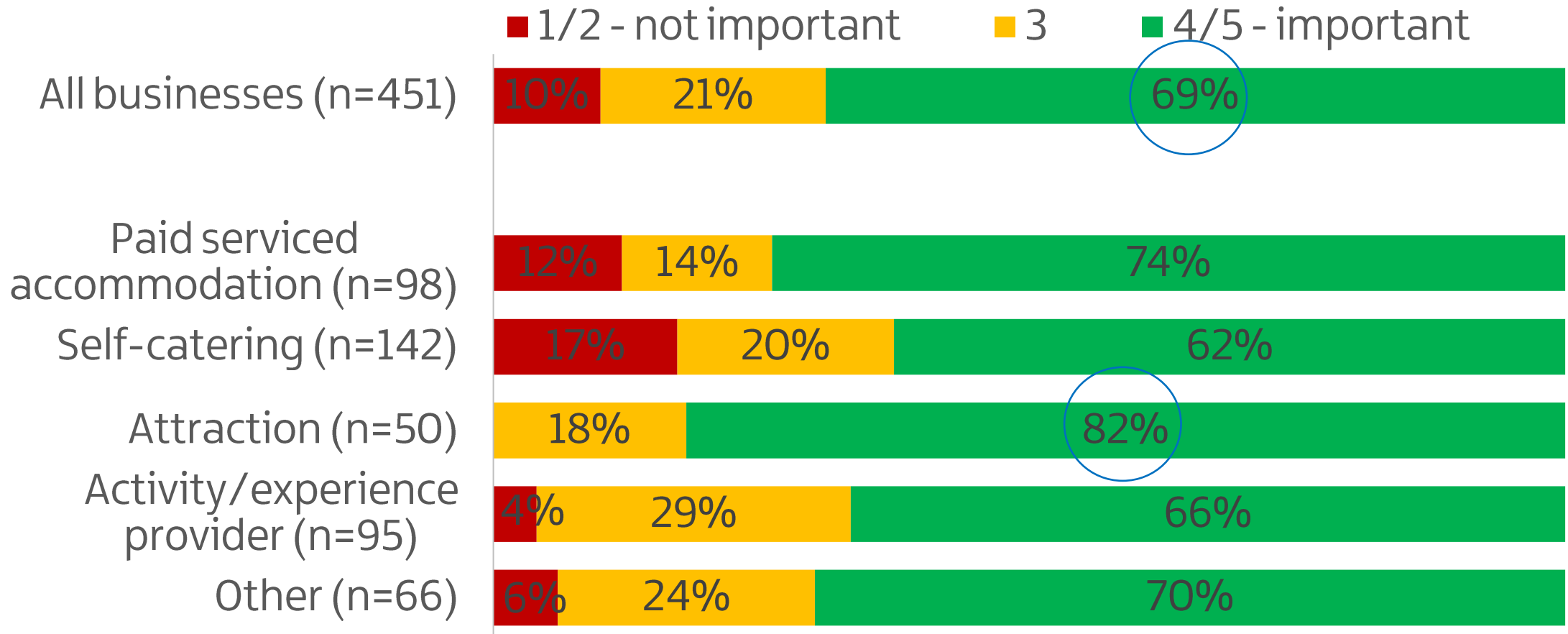
Key Findings

Rating the accessibility of their business



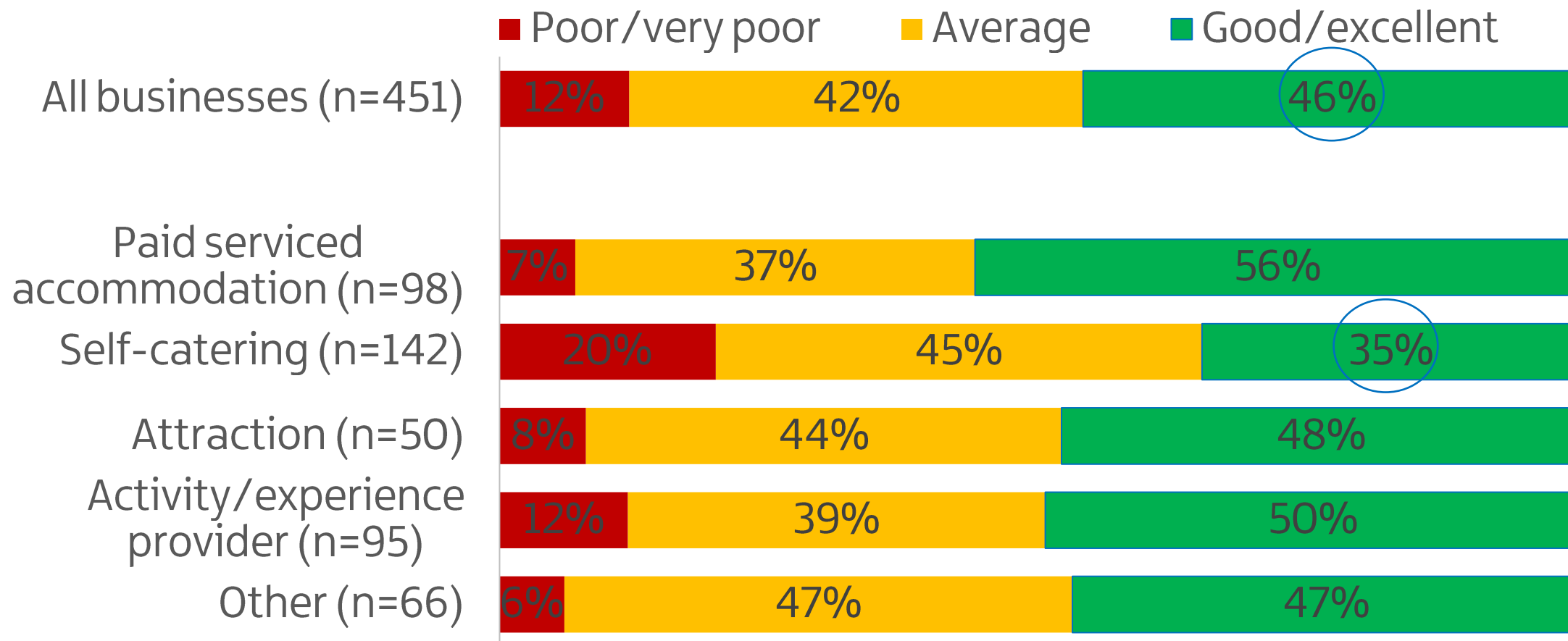
Q. On a scale of 1 to 5, where 1 is not accessible at all and 5 is completely accessible, how would you rate the accessibility of your business? Sample sizes denoted on chart. The chart segment without a data label = 2%.

Perceived importance of business being accessible



Q. On a scale of 1 to 5, where 1 is not important at all and 5 is extremely important, how important is it that your business is accessible? *Sample sizes denoted on chart.*

Extent of knowledge of 'Inclusive & Accessible Tourism'

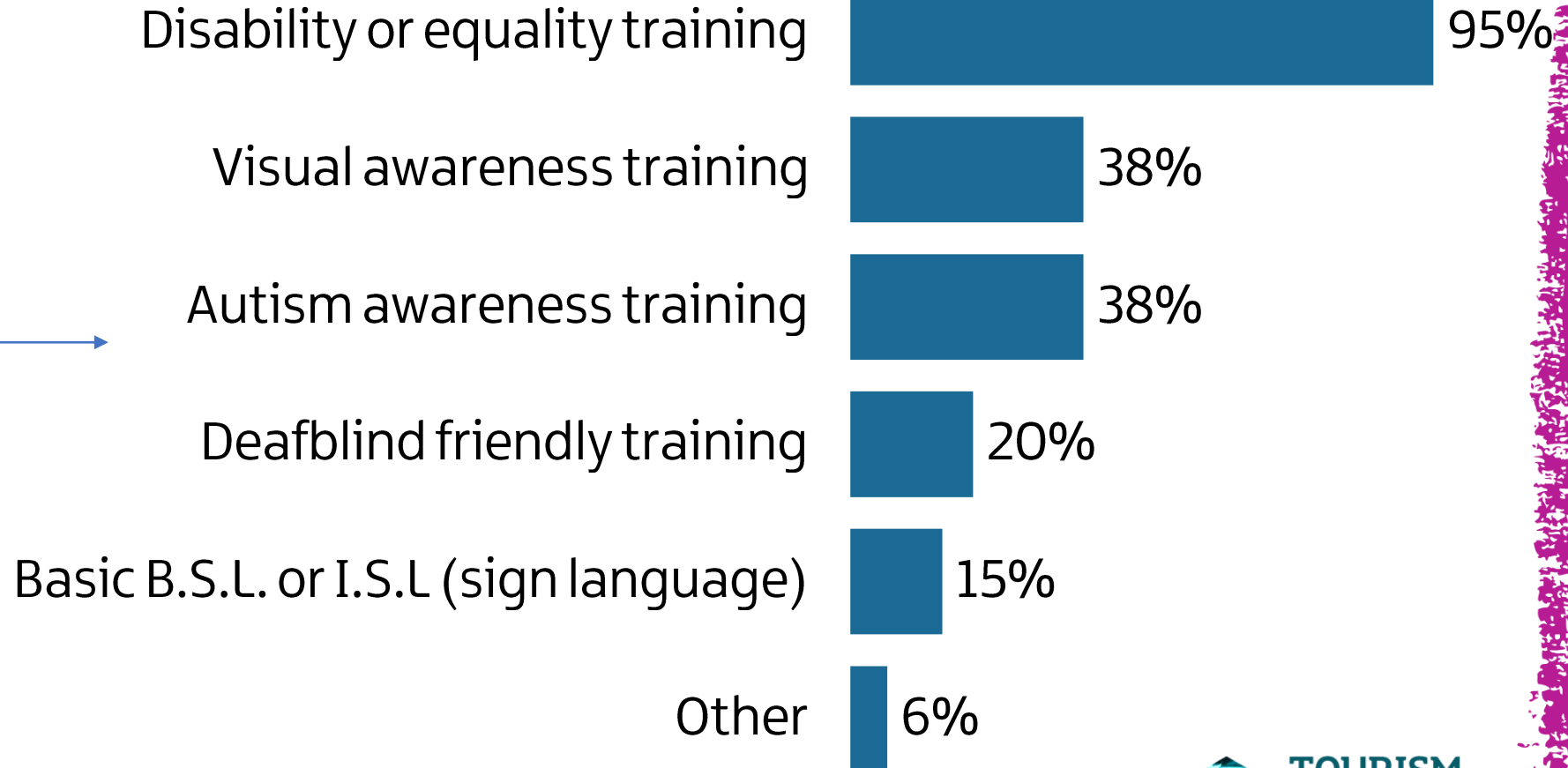
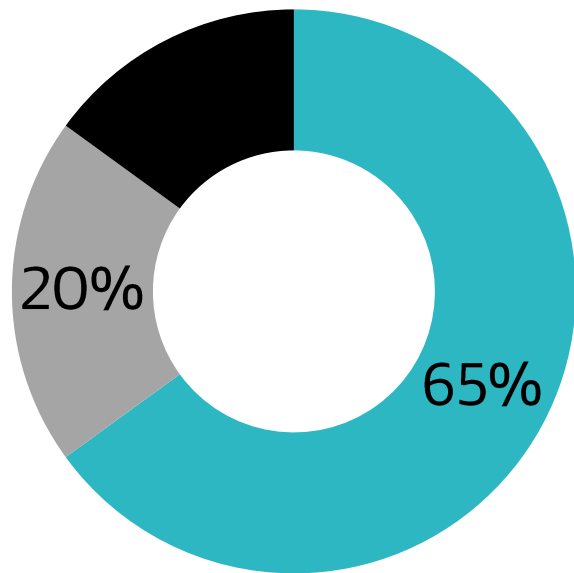


Q. How would you rate your current knowledge of 'Inclusive & Accessible Tourism'? Sample sizes denoted on chart.

Note: any chart segment without a data label $\leq 2\%$.

Accessibility training for staff

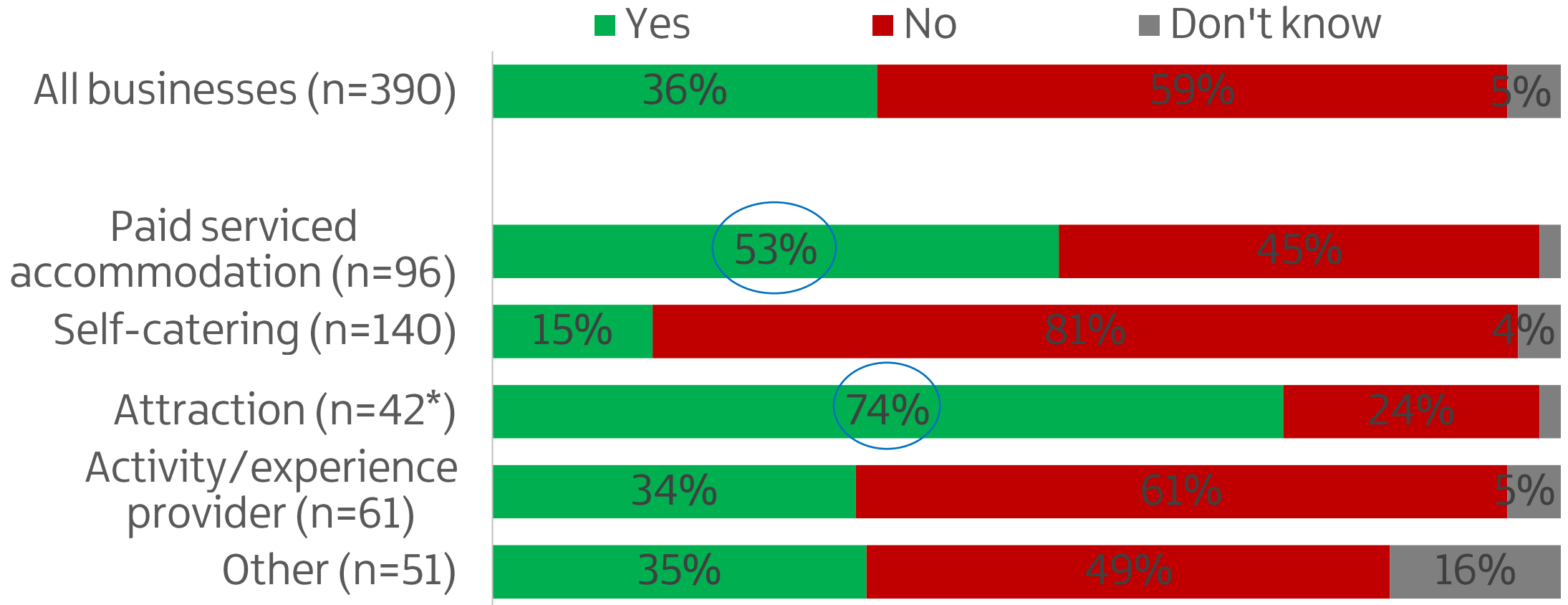
■ Yes ■ No ■ Don't know



Q. Have your staff undertaken any disability awareness, accessibility or equality training? *Base: all businesses that employ staff (n=210).*

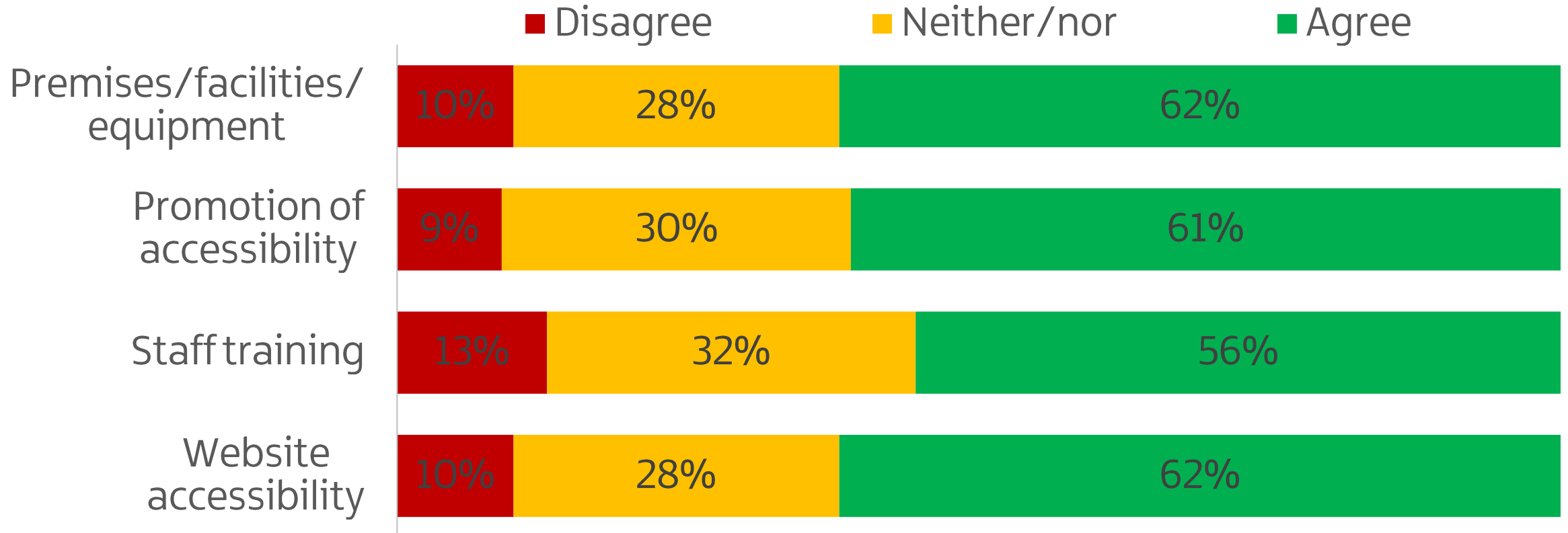
Q. What training have you or any staff members undertaken? *Base: all businesses whose staff had undertaken training (n=136).*

Promote provision of adaptations for disabled customers



Q. When promoting your business, do you promote the fact that you provide adaptations for disabled customers? Base: all businesses that make accessibility provisions – sample sizes denoted on chart. Note: any chart segment without a data label $\leq 2\%$. *Caution: small sample size.

Feel there are significant opportunities to improve accessibility with the appropriate support



Q. To what extent do you agree or disagree with the following statement: If provided with the appropriate support, there are significant opportunities for my business to improve its accessibility regarding [area]? *Base: all businesses (n=451).*

Things that would encourage or help improve accessibility of business



What now?

Tourism NI Approach based on Research

1

Provide Industry with
practical
information &
supports

2

Help Industry take
action

3

Provide guidance on
how to communicate

A photograph of two men in outdoor gear. The man on the left is wearing a blue life vest over a white t-shirt and is looking down at something in his hands. The man on the right is wearing a green jacket and is looking towards the first man. They are standing near a body of water. In the background, there is a large stone castle with multiple towers and a flag flying. The sky is overcast. The image has a blue overlay on the right side and a dark teal overlay on the left side.

Inclusive & Accessible Tourism

Toolkit for Businesses

Inclusive & Accessible Tourism

- **Section 1 - What is Accessibility**
- **Section 2 - Benefits of Providing an Inclusive Experience**
- **Section 3 - Know your Customer**
- **Section 4 - Providing an Inclusive Welcome**
- **Section 5 - Accessible Facilities and Services**
- **Section 6 - Marketing your Accessibility**
- **Section 7 - Inclusive Recruitment & Employment**
- **Section 8 - Continuing your Accessibility**

NI Case Studies

- **Mae Murray Foundation** – Inclusive Beaches
- **Marble Arch Caves** – Virtual Reality
- **Crumlin Road Gaol** – Sign Language pre-record of audible information
- **Game of Thrones Studio Tour** – speech to text option for audio information
- **Belfast Zoo** – Sensory Packs
- **Armagh Observatory & Planetarium** – Sensory Maps
- **Glendun Self-Catering** – consultation with disability groups regarding design of their cottage
- **Old Inn, Crawfordsburn** – Staff Training
- **The Ebrington Hotel** – Interior Design
- **Giants Causeway, National Trust** – Changing Places Toilet
- **Grand Central Hotel** – Alerts for D/deaf Guests
- **Titanic Hotel** – Virtual Visit to explore facilities prior to booking



Tour Guiding for the Deaf

- OCN NI Level 2 Award in Tour Guiding.
- Developed alongside members of the deaf community – the first of its kind in NI.
- 2 Cohorts now successfully delivered:
 - **Belfast** – Funded and jointly delivered by Tourism NI, Belfast Metropolitan College and Visit Belfast.
 - **Derry~Londonderry** – Funded and jointly delivered by Tourism NI, North West Regional College, Derry City & Strabane District Council and Foyle Deaf Association.

Inclusive & Accessible Tourism

Inclusive and Accessible Toolkit

[Inclusive & Accessible Tourism Toolkit](#)

Checklists

[How do I communicate the accessible features of my tourism product?](#)



Industry Insights: Armagh Planetarium

Mark Grimley

Armagh Planetarium

Education Officer & Accessibility Champion



TOURISM
NORTHERN
IRELAND



MyTourismNI E-Learning Platform

Hilary Gibson
Tourism NI



MyTourismNI

MyTourismNI E-Learning modules

Toolkit content has now been transformed into online learning modules for industry to access at a time and pace suited to their schedule and needs



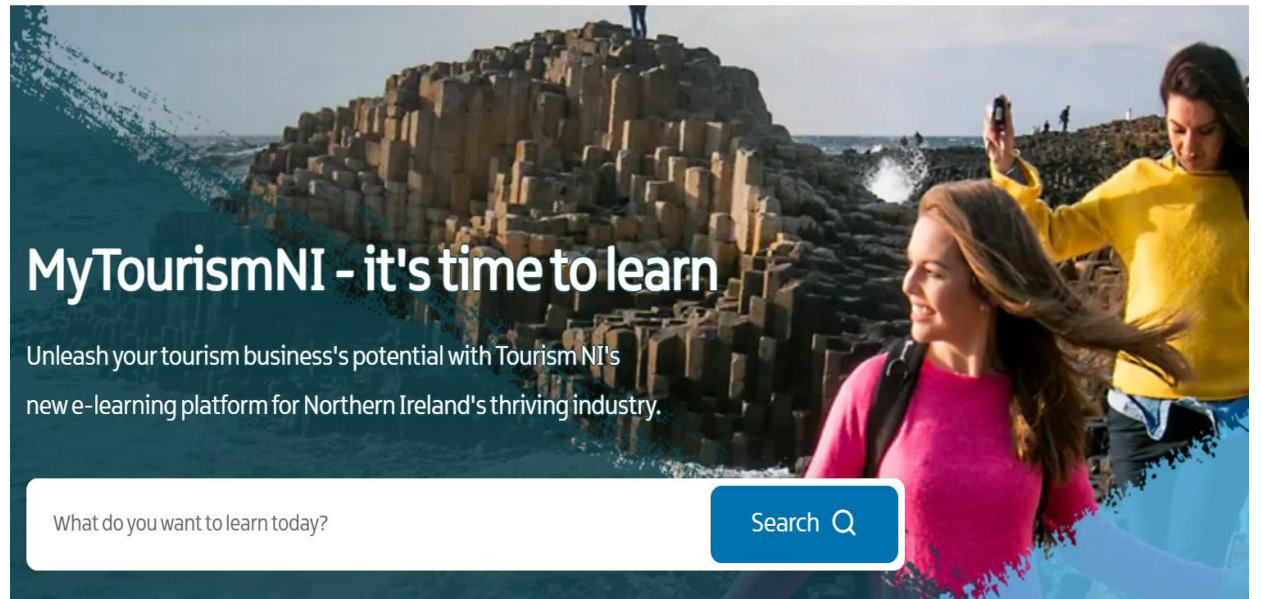
[Login](#)

MyTourismNI - it's time to learn

Unleash your tourism business's potential with Tourism NI's new e-learning platform for Northern Ireland's thriving industry.

What do you want to learn today?

Search





Inclusive & Accessible Tourism Modules E-Learning Demo

Ronan Cullen

Wholeschool Software

Any Questions?

Inclusive & Accessible Tourism

Next Steps Reminder and Useful Links:

Review the Inclusive and Accessible Toolkit

[Inclusive & Accessible Tourism Toolkit](#)

Access useful Checklists

[How do I communicate the accessible features of my tourism product?](#)

Get started on MyTourismNI

[Find out more about the MyTourismNI E-Learning Platform and sign up today](#)

Already signed up to MyTourismNI?

[Head straight to MyTourismNI.com to access our bespoke Inclusive & Accessible Tourism modules.](#)

A photograph showing a man in a wheelchair being assisted onto a boat. A staff member in a blue vest and dark trousers is standing on the boat's deck, holding a blue bag. The man in the wheelchair is wearing a green jacket and tan trousers. They are on a wooden deck next to a body of water. In the background, there is a stone building with a flag and a red heart-shaped sculpture. The sky is overcast.

Inclusive and Accessible Tourism

Lunch & Learn Webinar

Tuesday 24th June 2025
