Tourism NI Update



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Tourism NI

TOURISM NORTHERN IRELAND

A Destination Accessible and Inclusive for All

- Research
- Case Studies
- Collaboration (Meetings and Working groups)
- **Achieve the Goal: A Destination Accessible and Inclusive for All**



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The Size of the Prize

Economic Impact

- **£446bn** Purple Pound
- **20%** of NI population
- **360,000** potential customers



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The Need

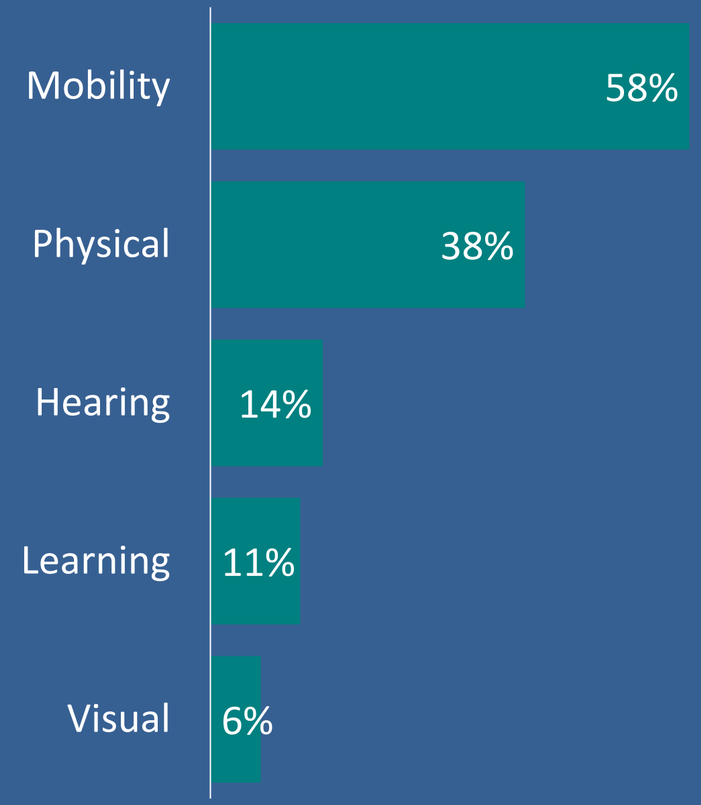


NI: Around 1 in 5 say they have additional needs with over half specifying mobility issues

18%
describe themselves as having disability, mobility or accessibility needs

10%
say they travel with someone who has disability, mobility or accessibility needs

What additional needs do you or your travelling companion have?



N = 400, 95 have or travel with someone with additional needs

S12 Would you describe yourself as having a disability / mobility or accessibility needs? S13 Does anyone that you would often go on holiday with have a disability / mobility or accessibility needs?
L6 What type of disability / mobility or accessibility needs do you or your travelling companions [DELETE AS APPLICABLE BASED ON S12/S13] have?

ROI: Around 1 in 10 have or travel with someone with an additional need. Of these, nearly half have or travel with someone with a physical disability

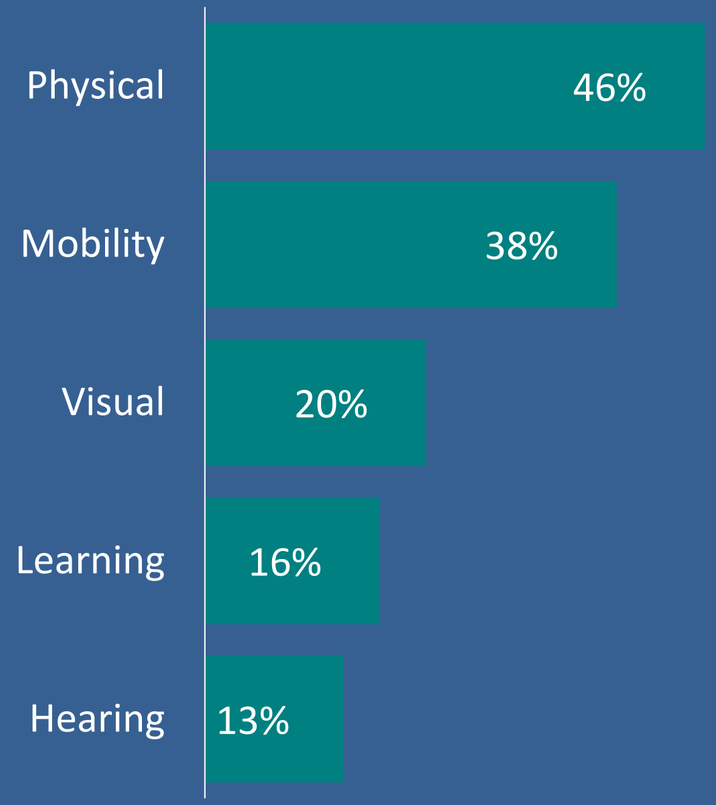
13%

Describe themselves as having disability, mobility or accessibility needs

11%

Say they travel with someone who has a disability, mobility or accessibility needs

What additional needs do you or your travelling companion have?

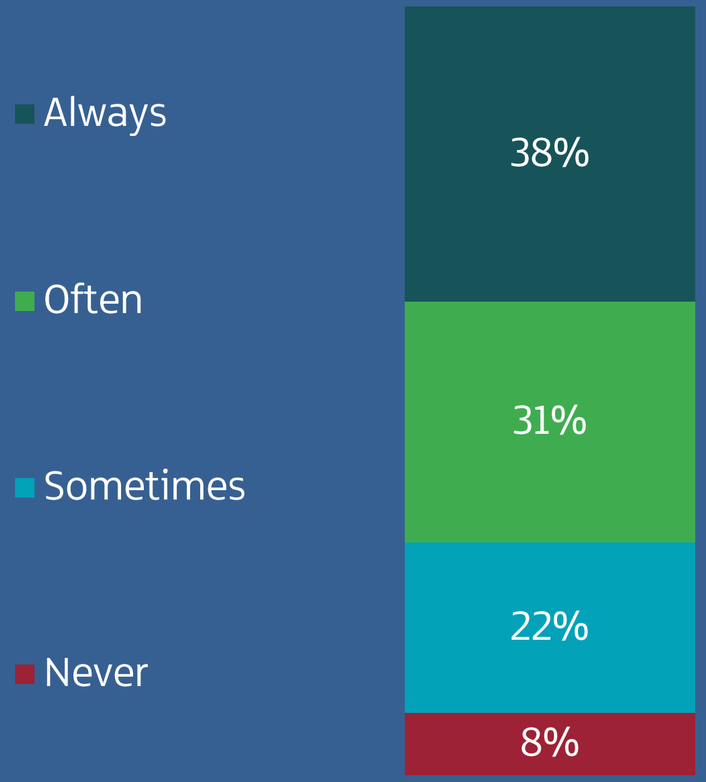


N = 748, 131 have or travel with someone with additional needs

S12 Would you describe yourself as having a disability / mobility or accessibility needs? S13 Does anyone that you would often go on holiday with have a disability / mobility or accessibility needs?
L6 What type of disability / mobility or accessibility needs do you or your travelling companions [DELETE AS APPLICABLE BASED ON S12/S13] have?

Two thirds of people with a disability (or who travel with someone who does) say they look for accessibility information

How often do you look for information detailing accessible features when looking at accommodation (generally)?



30%

Don't find useful accessibility information when researching accommodation in NI

N = 95

L7 When researching accommodation and/or visitor attractions online, how often do you look for information detailing accessible features?
L8 Overall how would you rate your experience of finding information that is useful to you when researching accommodation and/or visitor attractions in Northern Ireland?

Response from Local Businesses

2025 Disability Action & NI Tourism Alliance Survey

- 451 business responses
- 258 online | 193 telephone
- Strong evidence base for TNI
- Informed industry support and action plans



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Key Takeaways

Low ratings

- Accessibility of businesses.
- Promoting accessible provisions.
- Knowledge of inclusive & accessible tourism.
- Awareness of disability legislation/ compliance.

High ratings

- Importance of businesses being accessible.
- Significant opportunities to improve accessibility with support.
- Financial guidance/practical advice would help encourage improvements.

!

Three-fifths would look to **Tourism NI for information** to improve the accessibility of their business (**62% selected Local Council)**!

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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

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Inclusive & Accessible Tourism Toolkit



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Outdoor and natural environments

It isn't just internal built environments that need to provide, and advertise, accessibility features and facilities; outdoor and natural environments do too. Whilst it may not always be possible to widen paths and change terrain and gradients, certain things like accessible parking provision, good lighting levels and the installation of inclusively designed seating at regular intervals are likely to be in your control.

Providing maps – both online and onsite - that show accessible routes and trails (in highly contrasting and ideally tactile ways) would be strongly recommended, as would providing visitors with additional resources and equipment such as Trampers. Trampers are robust and easy to use all-terrain mobility scooters that can be used on rough ground, mud, grass, and stones.



Case Studies

- Seamus Heaney HomePlace
- Fleadh Cheoil na hĖireann 2026.
- All Out Trekking - Gosford Forest Park
- Access for All Scheme – Grand Opera House
- Inclusive Bike Hire Schemes – Causeway Coast & Glens Borough Council





ALL OUT TREKKING





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Thank You

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