UK and Ireland Accessibility Information Project



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The need and Opportunity

- Up to **25%** of UK the population are disabled, inclusive of older audiences.
- But only **7%** of disabled **(under 2% of pop)** are wheelchair users.
- Understanding non-visible disabilities can also be an issue.
- Measures, information and assurance can inspire an untapped audience.



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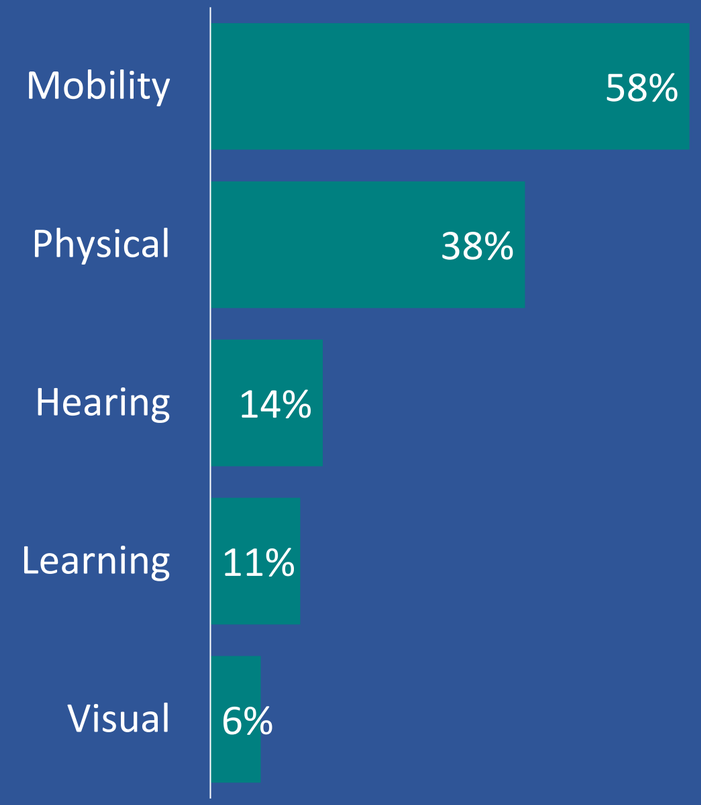
NI: Around 1 in 5 say they have additional needs with over half specifying mobility issues

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

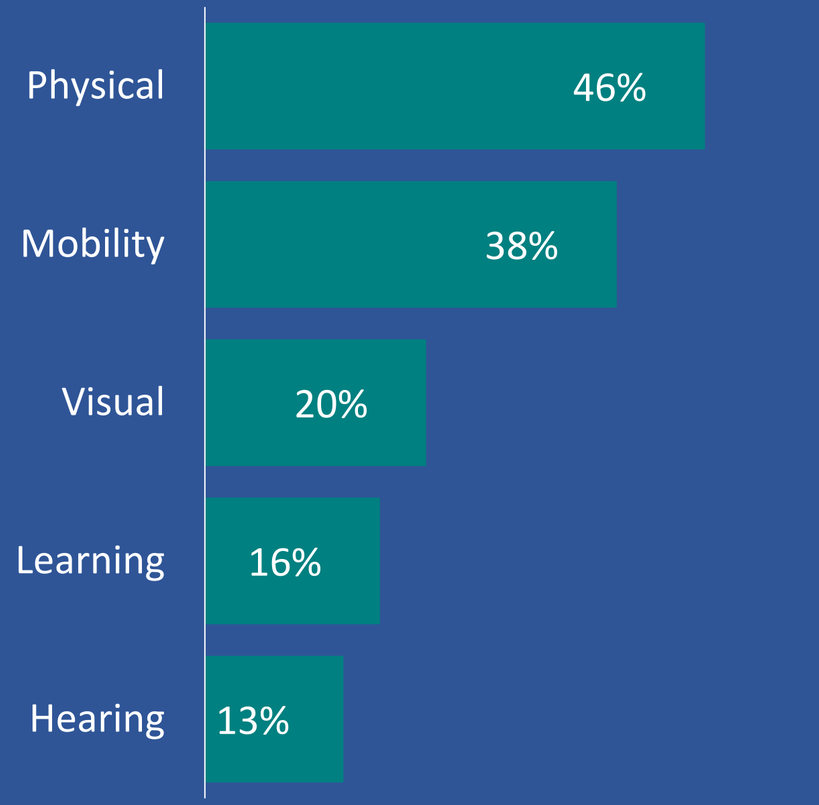
13%

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?

The need and opportunity

- The economic opportunity is illustrated by Wheel the World research: The global expenditure generated by those with a disability or those travelling within a group where a member has an impairment is an estimated **£77 billion** per annum.

- This is in a landscape where it is believed that **1 in 10** disabled people don't travel or are afraid to travel.



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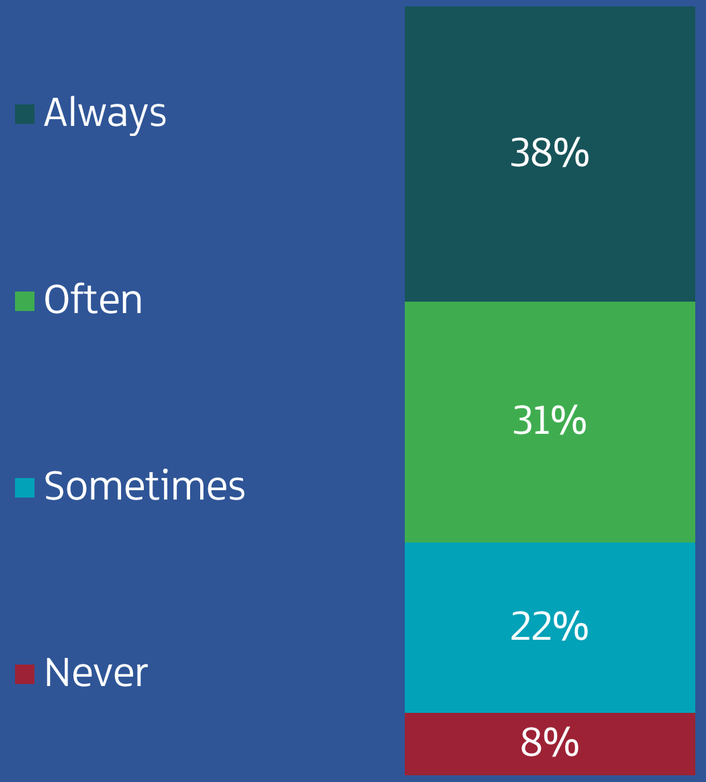
Two thirds of people with a disability (or who travel with someone who does) say they look for accessibility information

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?

UK and Ireland Accessibility Information Steering Group

- Representation from all UK and Ireland National Tourism Organisations: **Visit England, Visit Scotland, Visit Wales, Tourism NI and Failte Ireland.**

- Procured expert advisory body as partner and to deliver independent research: Access and Inclusion UK.

- Aim to bring consistency of information across these islands.

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3-Step Process

Information is key, and how this is surfaced and made discoverable. It is step 1 of a 3-step process.

1. Online Information	2. Toolkit	3. Accessibility Audit
A check list of key priority “deal breaker” information. Primarily provided online.	The NI Accessibility Bible for guidance and information	Independent, adjudicated third party, detailed expert guidance.

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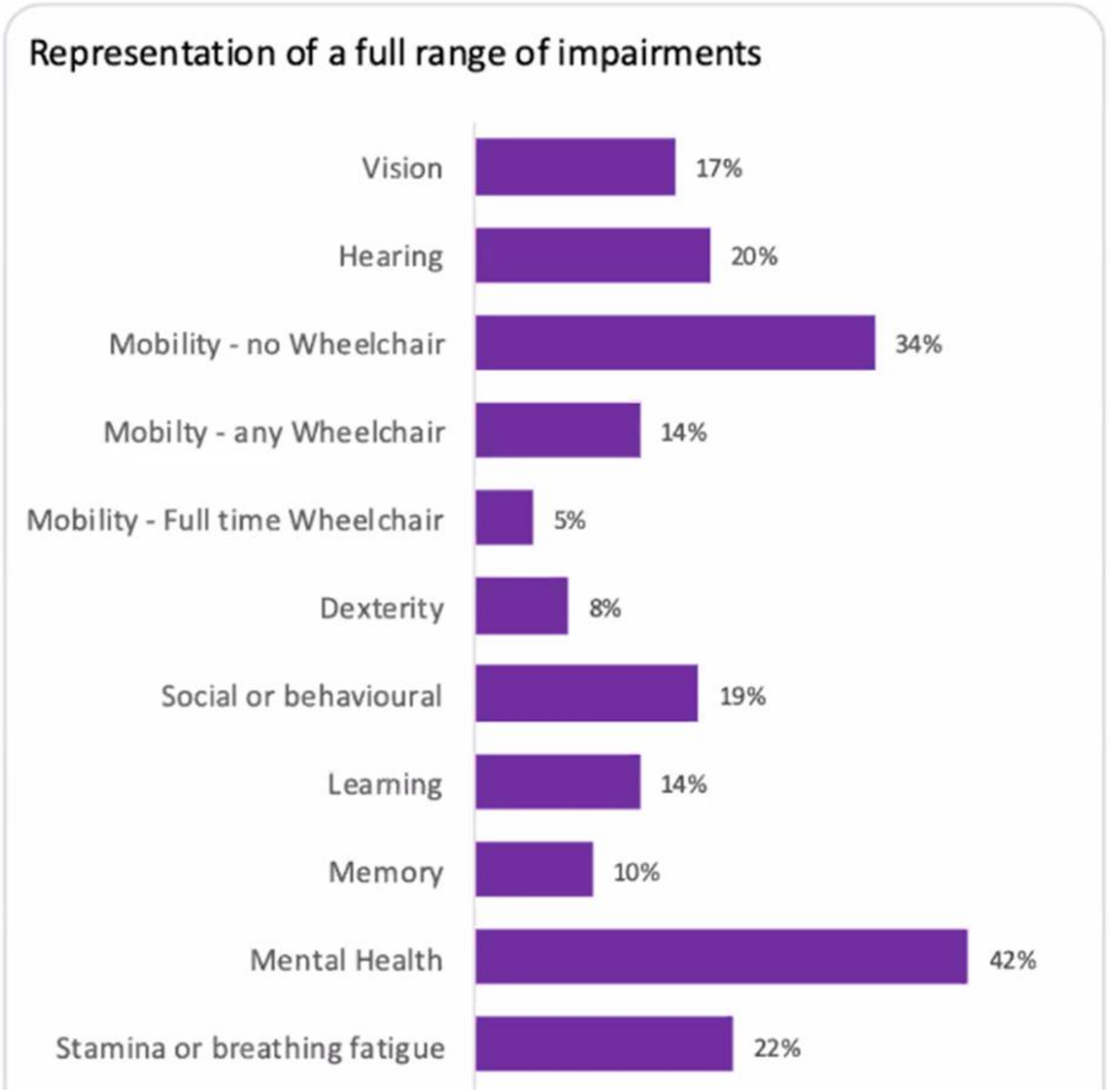
Research Insights



71% of travel groups have only one person with impairments

22% have two people with impairments

7% have three or more people with impairments

Each person with impairment(s) has, on average,

2.1 conditions

Although in the analysis there is focus on impairment types, they are not **exclusive.**

Travel groups and individuals within them are typically looking to meet the **accessibility needs of multiple impairments,** each with specific requirements, that combine together to form their full list of accessibility features requirements.

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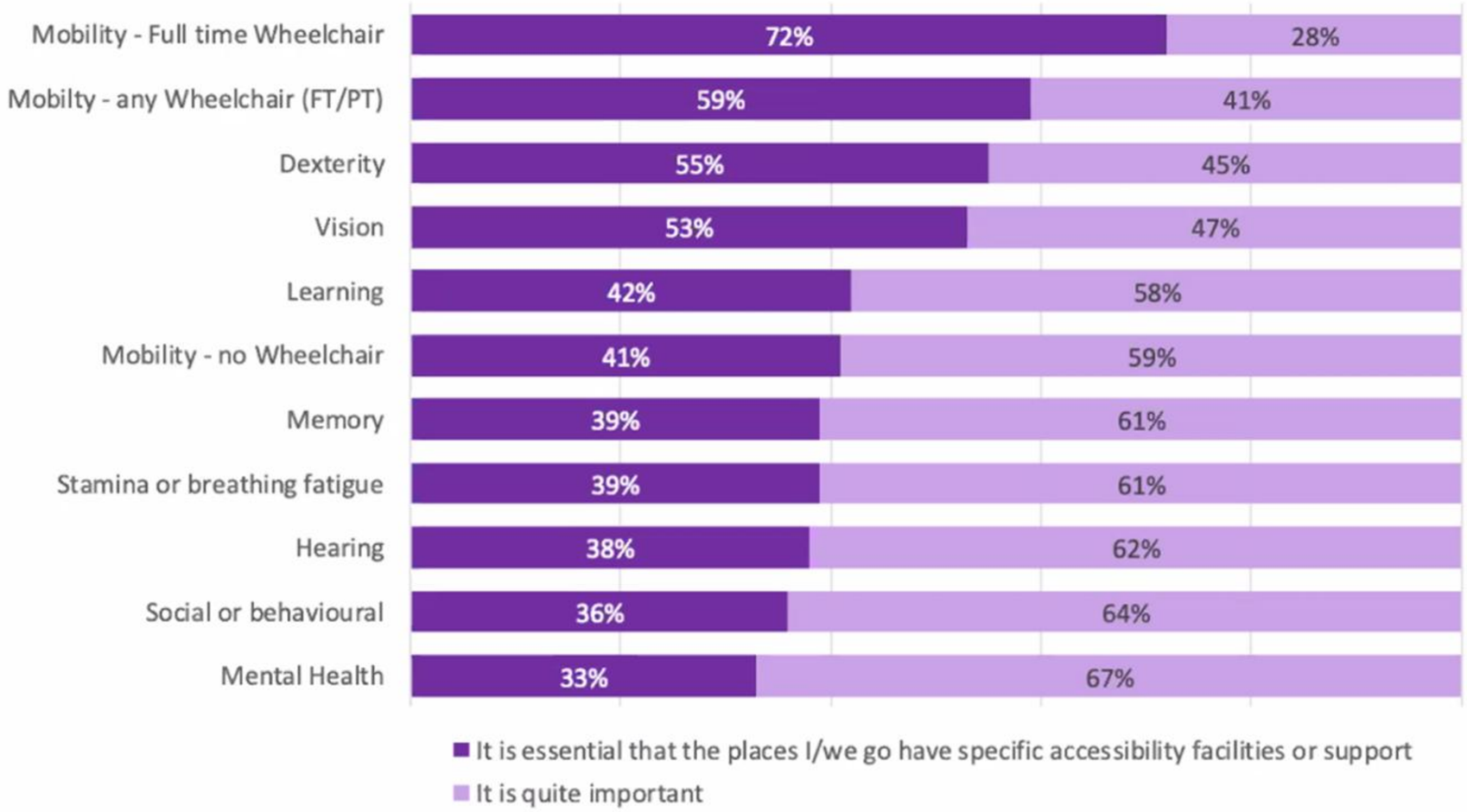
Research Insights

Impairments can lead to accessibility features being either essential or important

e.g. Full-time wheelchair use has the most profound impact on accessibility features/support requirements, with nearly three-quarters of full-time wheelchair users saying it is 'essential'. At the other end of the spectrum those with mental health impairments are the least like to say facilities/support is essential



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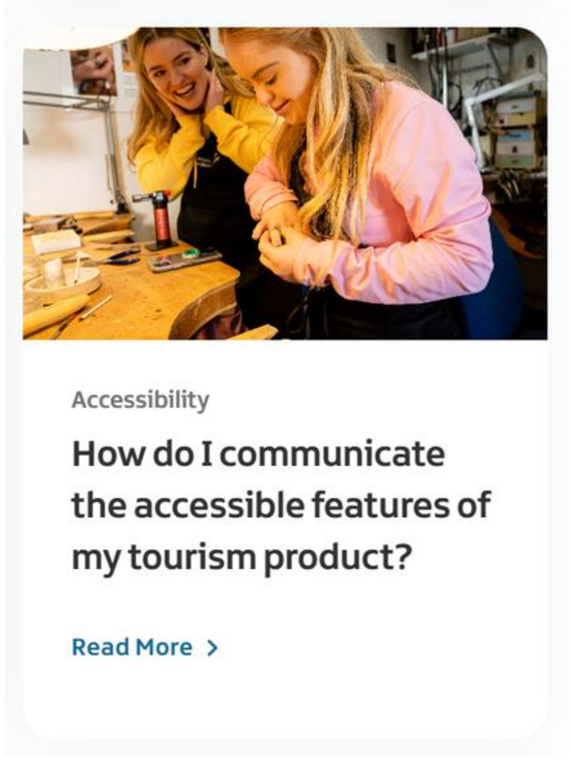
The result is question sets, of approx. 30 questions across each of **6 categories**:

- Serviced Accommodation
- Self-Catering Accommodation
- Camping, Glamping, Caravan Parks
- Attractions and Experiences
- Food and Drink
- Events and Festivals



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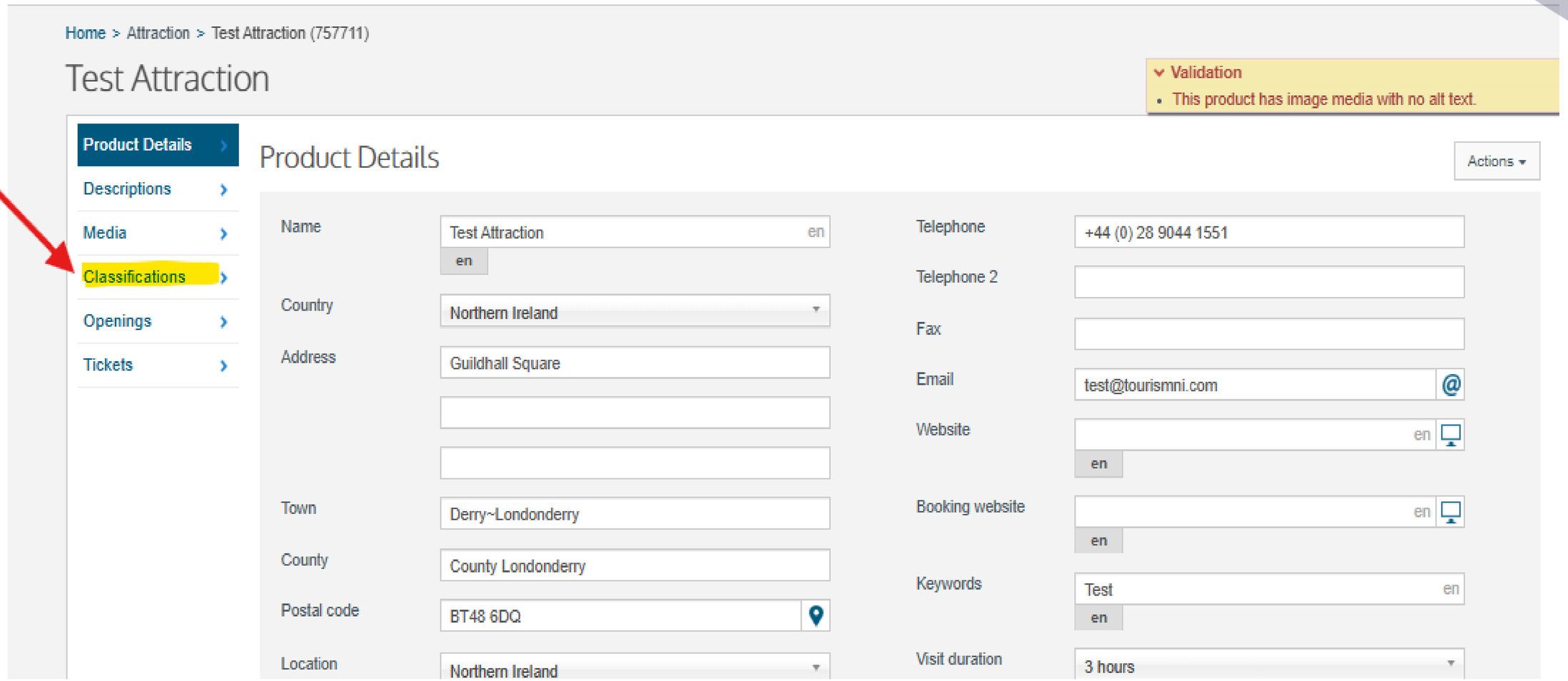
Accessibility info on DNI.com



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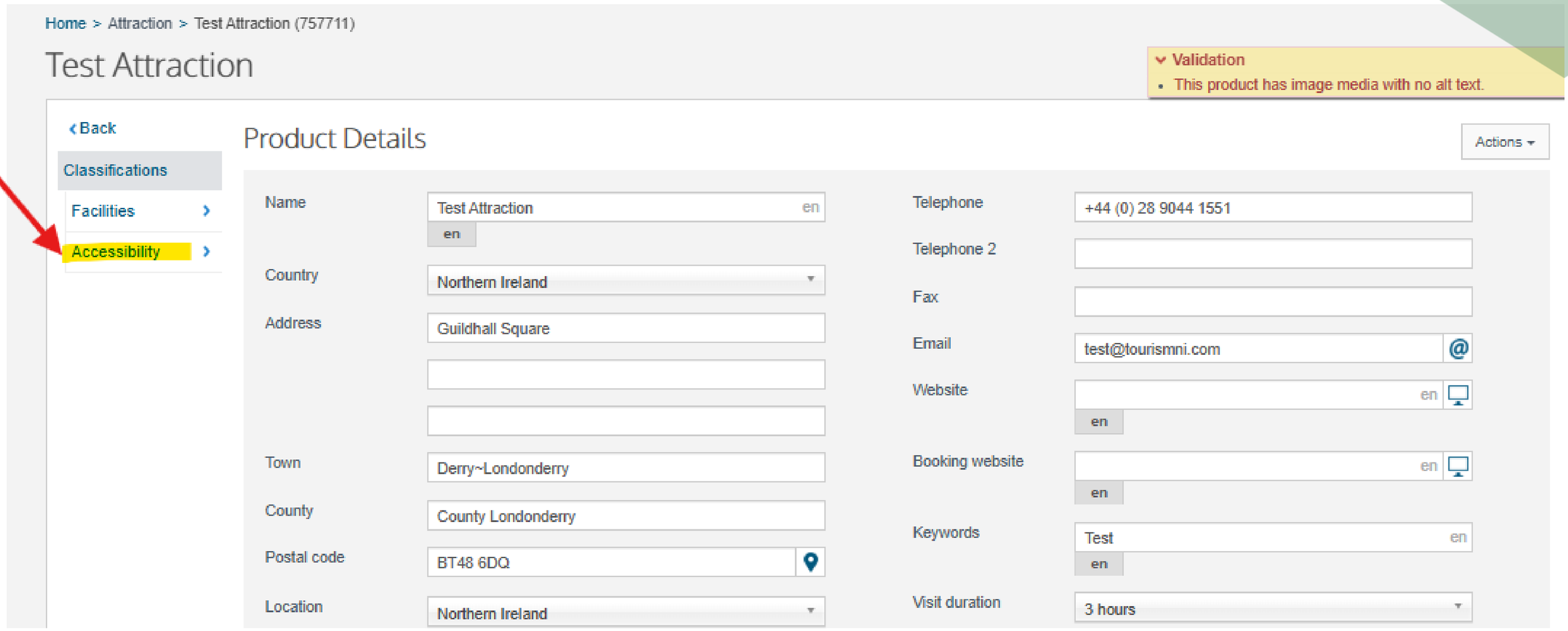

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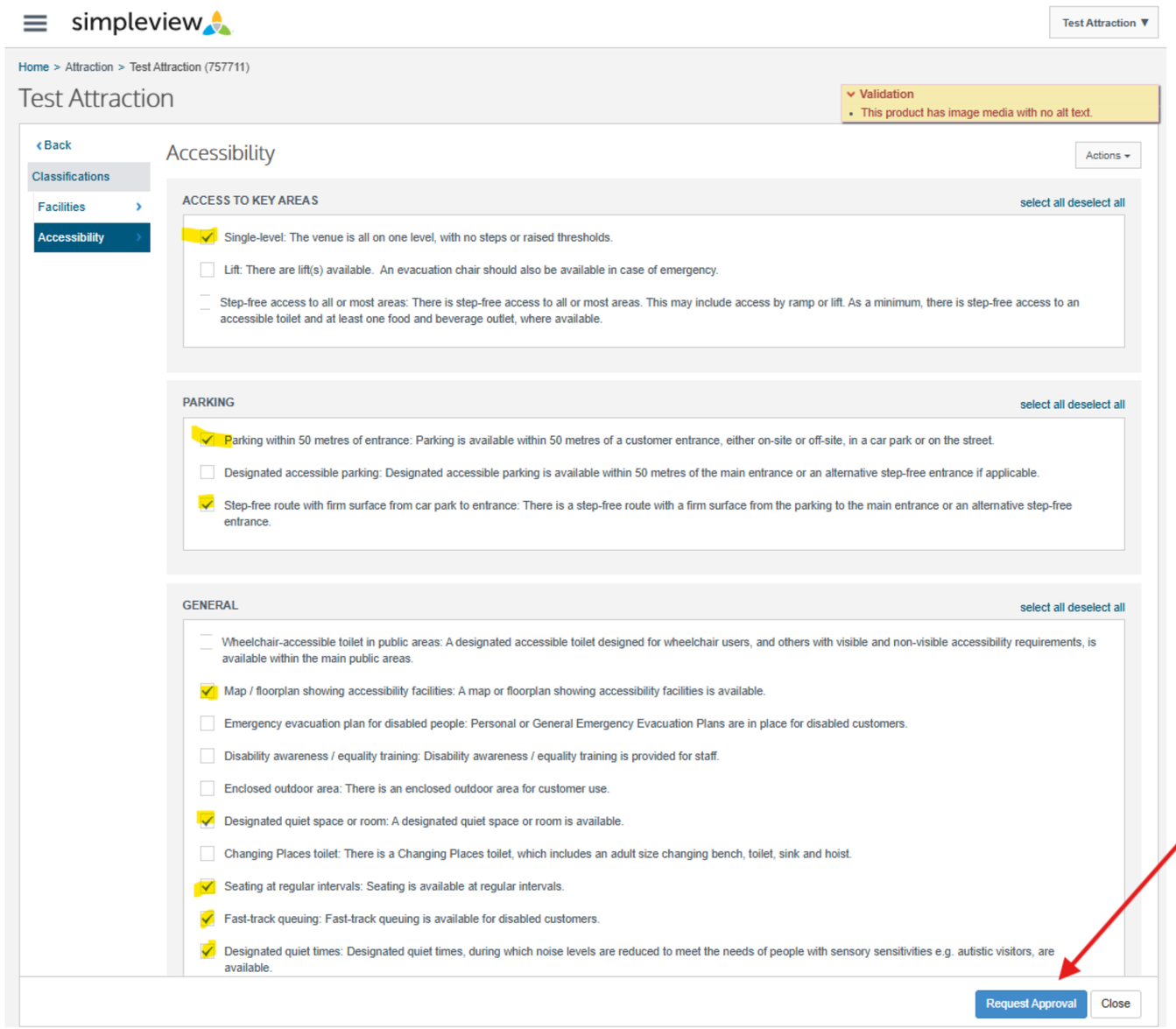

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Accessibility info on DNI.com

Facilities

Accessibility | Facility

ACCESS TO KEY AREAS

Single-level: The venue is all on one level, with no steps or raised thresholds.
Step-free access to all or most areas: There is step-free access to all or most areas. This may include access by ramp or lift. As a minimum, there is step-free access to an accessible toilet and at least one food and beverage outlet, where available.

PARKING

Designated accessible parking: Designated accessible parking is available within 50 metres of the main entrance or an alternative step-free entrance if applicable.
Step-free route with firm surface from car park to entrance: There is a step-free route with a firm surface from the parking to the main entrance or an alternative step-free entrance.

GENERAL

Wheelchair-accessible toilet in public areas: A designated accessible toilet designed for wheelchair users, and others with visible and non-visible accessibility requirements, is available within the main public areas.
Map / floorplan showing accessibility facilities: A map or floorplan showing accessibility facilities is available.
Seating at regular intervals: Seating is available at regular intervals.

RESTAURANT / DINING ROOM / BAR

Dietary requirements catered for: A selection of food is offered for a range of dietary requirements.
Wheelchair-accessible food and beverage outlet: There is at least one wheelchair-accessible food and beverage outlet on site.
Table service as standard or on request: Table service is available as standard or on request.

BUILDING ENTRANCE

Step-free entrance: There is step-free access at the main entrance or an alternative entrance. This may be via a ramp or lift.

This information is self-assessed; therefore we accept no liability for its accuracy. Please contact the venue for further information.

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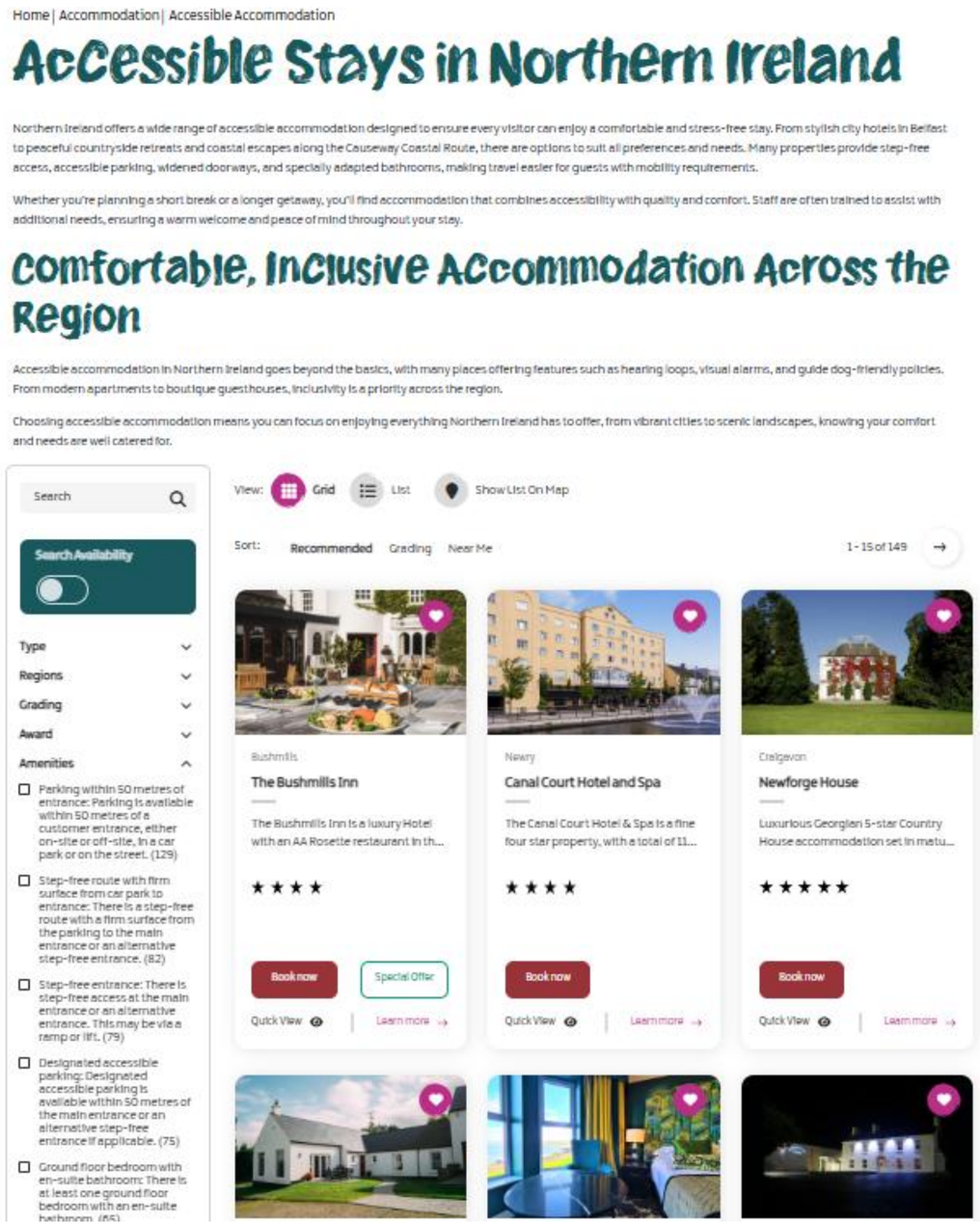

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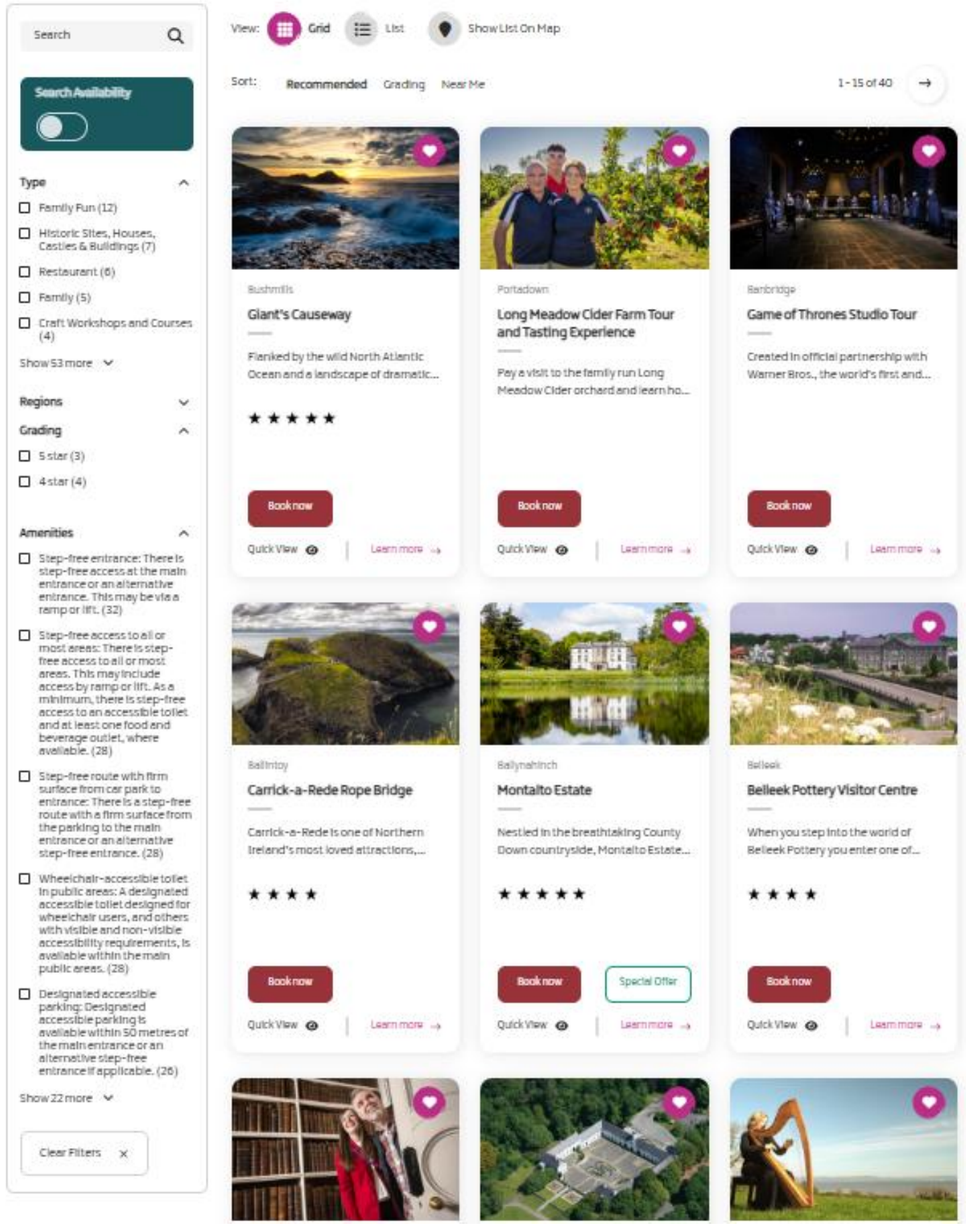

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Where do we want to go to?

- We need **more information, to allow visitors to confidently plan** and ensure our tourism products are accurately represented in appealing to this market.

- With the next stage in 2027 to build out **inspirational content and itineraries**, using the information provided, adopting a greater proactive promotional approach.

- With AI powered searches ever increasing, information discovery has never been easier and we want DNI.com to act as **trusted database** to inform these searches.

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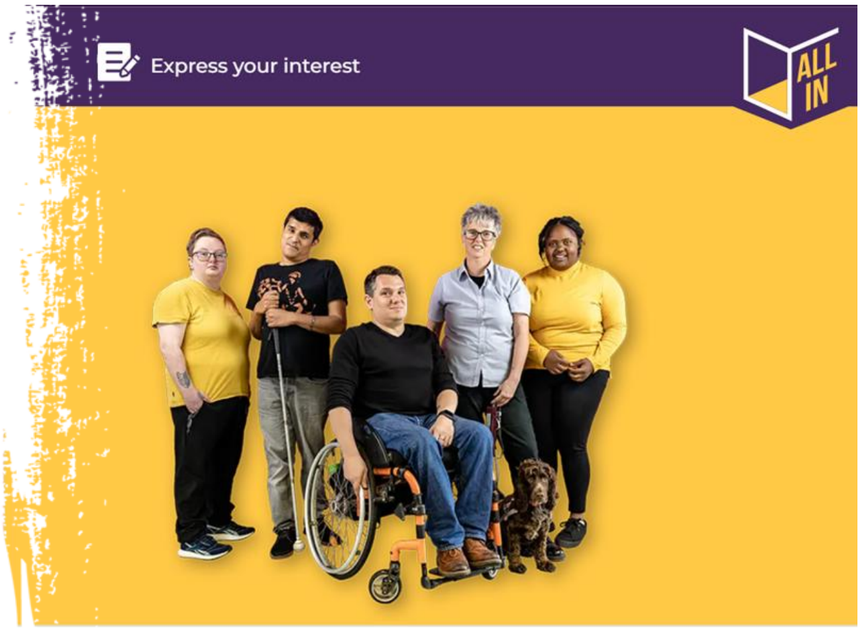
- All In Visitor Economy Expansion Research and Benchmarking.
- Phase 1 comprising of both B2B and B2C research projects .
- Aim to maximise any opportunity and again bring consistency of access across these islands in a truly inclusive spirit.



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Thank You

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