



Accessibility Case Study: **Titanic Belfast**

Inclusive & Accessible Tourism



Introduction

Titanic Belfast is recognised internationally for its high accessibility standards, aiming to ensure that all visitors regardless of ability can enjoy the attraction comfortably. The venue positions accessibility as a core part of its visitor experience strategy and continually updates its services to promote inclusivity.

With comprehensive accessibility measures, inclusive programming and a website accessibility guide, Titanic Belfast is endeavoring to provide a visitor experience for everyone.

In creating an immersive, multi-sensory exhibition, the challenge lay in balancing the authenticity and drama of the Titanic story with the needs of a diverse audience, including individuals with mobility, sensory, and cognitive needs.

Titanic Belfast set out to ensure that everyone, regardless of ability, can experience the history, innovation, and stories throughout its exhibitions.

Inclusive Visitor Supports

Titanic Belfast offers a wide range of inclusive visitor supports from neurodiversity and hidden disability support to hearing and visual accessibility.

To support visitors with sensory processing differences, autism spectrum disorder (ASD), or hidden disabilities these are some of the supports available:

Sunflower Lanyard Initiative allows visitors to discreetly indicate they may need additional assistance.

'VIP' Wristbands signal to staff when extra help may be appreciated in areas with heightened sensory stimulation or queues.

Ear defenders and sensory aids (e.g., blackout tents) are available for loan.

Autism Sensory Guide – a visual pre-visit guide is provided to familiarise ASD visitors with the environment.

JAM Card Friendly – staff recognise the card to offer communication pauses when needed.

Sensory Backpacks with calming tools and a fast-track pass support young neurodivergent visitors (feature noted in official documentation).



Inclusive Visitor Supports

Titanic Carer Support

Titanic Belfast operates a Free Carers Policy, where a carer accompanying a guest with access needs receives complimentary entry with proof of eligibility.

General Access & Circulation

All galleries and circulation spaces are fully accessible to wheelchair users. There are seating rest points available throughout the Titanic Experience galleries.

Hearing

Hearing loops are installed at key desks like ticketing. Multimedia guides with British Sign Language visuals are offered to support those with hearing loss.

Blind & Partially Sighted Support

Audio-described guides are available free of charge and Braille or large print documents can be requested. In addition to this exhibits throughout the experience incorporate tactile cues like contrasting floor textures and extended handrails.



Inclusive Visitor Supports

Parking & Access

There are two levels of underground parking include accessible spaces and wheelchair accessible. Taxis with accessible vehicles can drop visitors at a designated point.

Toilets & Changing Facilities

Accessible toilets are found throughout the building, with pictorial signage and features like grab rails and emergency alarms. There is also a Changing Places facility available, offering ample space and specialist equipment (e.g., ceiling hoist, adjustable bench), improving independence for people with complex needs.



Digital Inclusion: Accessibility Starts Online

Understanding that a seamless visit begins long before arrival, Titanic Belfast offers a clear and user-friendly accessibility guide on its website.

This digital resource:

- Details all accessibility features and services available onsite
- Helps guests plan their journey based on individual needs
- Provides downloadable sensory guides, and information on how to book accessible services.
- Includes contact information for Visitor Services, ensuring guests can speak to a real person if they need extra reassurance



Digital Inclusion: Accessibility Starts Online

The website's design follows best practices in digital accessibility, ensuring users with screen readers or cognitive disabilities can access content easily.

Explore the Accessibility Guide: titanicbelfast.com/accessibility



Conclusion

Titanic Belfast proves that accessibility doesn't dilute the visitor experience – it deepens it. Through thoughtful design, assistive technologies, and a proactive digital approach, the attraction offers one of the most inclusive and enjoyable cultural experiences in Northern Ireland.

For booking or to request accessible services:
titanicbelfast.com/accessibility