

Sustainable Tourism Objective make holidays accessible to all

Improve the inclusivity of tourism opportunities in Scotland, especially for people with access requirements, the elderly and the economically disadvantaged.

Reason for focus



One Scotland

Scottish Government policy on equality for all

£1.8bn untapped UK market per month**

Equality Act 2010

Accessible Travel Framework 2017
Equal travel rights for all

Demographic changes

population growth, more disposable income, aging population



Euan's Guide

Disabled Access Reviews
www.euansguide.com

Where we are



Groups with access requirements spent **£1.3bn** in 2015



From 2009-2015 value up 55% and volume up 33%

>700 in 2016

Enjoyed a break through ScotSpirit or Glasgow Regional Pilot thanks to 20 Scottish operators and the Family Holiday Association

What's next?



Our 2020 Target

20% of tourism providers have accessibility guides

Project Champion: VisitScotland

What's already happening

Available Support:

- Add to the Inclusive Tourism Toolkit
- Promotional Campaign for Accessibility Guide creation
 - Case study development
 - Support for staff engagement
- Accessibility Guide needed for Green Tourism accreditation
- Everyone's Edinburgh Action Plan

Call to Action



What you can do

- think about how you can support guests with access needs
- create an accessibility guide
- add your accessibility guide to your website
- register on Euan's guide

Inclusive Tourism - Make holidays accessible to all

Improving access in Scotland to help the elderly or infirm, people with visual/hearing impairments and other access needs and economically disadvantaged people is a [key objective](#) in building Scottish tourism's sustainability.

Sustainability is an underpinning principle of the national strategy for Scottish tourism growth, [Tourism Scotland 2020](#). Collectively we aim to grow visitor spend to at least £5.5bn by 2020 but we need to do that in a way that works long term, will enhance Scotland's communities and improve our natural environment so that it can benefit us now and in future generations.

Inclusive tourism features in our [strategic sustainability framework](#) to support this sustainable growth. With a UK untapped market of £1.8bn per month¹, supportive policy and legislation, organisations such as [Euan's Guide](#) raising awareness, along with demographic changes, the opportunities for Scotland are vast.

MAKING TOURISM MORE INCLUSIVE AND ACCESSIBLE

With so much opportunity for growth in Scotland, a target has been set that at least 20% of providers in the Scottish tourism industry will have developed an accessibility guide by 2020. We will measure this by monitoring use of the VisitScotland inclusive tourism toolkit, which is being continuously developed.

A lot of activity is already underway in Scotland. For example, VisitScotland is further developing case studies and staff engagement support, [Green Tourism](#) has included development of accessibility guides to its accreditation criteria and Everyone's Edinburgh, with support from ETAG, has commissioned BTS and Euan's Guide to develop an [action plan](#) for the city. Also, North Lanarkshire Council is supporting [development of accessibility guides](#) for its venues via DisabledGo.

DO ONE THING

A lot of good work is already happening - but we still need to do more. Sustainability starts with assuming greater *personal* responsibility for change so why not commit to doing a minimum of one thing? Here are a few suggestions:

- Think about how you can best [support](#) guests with access needs – remember, it's not just about physical access. There are people with long term illness, learning difficulties and other unseen conditions that can make taking a holiday more difficult if not considered properly.
- Create an Accessibility Guide – speak to [VisitScotland](#) for support on developing one
- Add your Accessibility Guide to your website for everyone to see
- Register your site on [Euan's Guide](#)

¹ <https://members.businessdisabilityforum.org.uk/resource-category/resource/research-and-insight-walkaway-pound-2015/>