

FACT SHEET

Queensland's Year of Accessible Tourism 2023

January - July 2023: campaign preparation

- ✓ Prepare Queensland assets - images, websites (compliance to AA standards)
- ✓ Content creation
- ✓ Industry education and awareness (TEQ in partnership with DTIS)

August 2023	September 2023	October 2023	November 2023	December 2023
	Queensland is Calling + Queensland is For Everyone (28 Aug-22 Dec)			
	'Accessed That' Podcast - 11 Episodes (28 Aug - 6 Nov)			
	Earned Media - PR Push (Aug - Dec)			
	Trade Partnerships (28 Aug - Sep)			

Why is accessible tourism important to the tourism economy?

Accessibility for all to tourism facilities, products, and services should be a central part of any responsible and sustainable tourism policy. Accessibility is not only about human rights. It is a business opportunity for destinations and companies to embrace all visitors and enhance their revenues.[^]

- ✓ The accessible tourism market represents approximately 10 per cent of Queensland's total domestic visitor spend, contributing \$1.9 billion in overnight visitor expenditure to Queensland and \$8 billion to Australia.*
- ✓ Market potential is strong - average travel party size of 2.28, spending more (couple 1.1 times; friends and relatives 1.3 times; family 1.2 times)**
- ✓ \$1.8 billion in visitor spend not captured from travellers who would visit if accessibility improvements were made.* Ensuring Queensland's destinations and tourism experiences are accessible and inclusive aligns strongly to Queensland's purpose-led promise, 'Travel for Good' and our core beliefs that good should be easy, desirable and benefit all.
- ✓ Beyond being the right thing to do, enhancing Queensland's accessibility will ensure preparedness for the Brisbane 2032 Olympic and Paralympic Games and enable the full social and economic benefits from the Games to be realised.
- ✓ 70 per cent of global travellers would prefer more inclusive travel options - even if it's more expensive.***
- ✓ Enable industry to become more competitive[#]

Campaign overview

To drive awareness of accessible tourism, grow advocacy and position Queensland as an accessible and inclusive destination of choice, TEQ will launch a dedicated \$1 million marketing campaign in August 2023, integrated with the 'Queensland is Calling' campaign. The campaign will include:

- ✓ Out-of-home and radio advertising to build awareness, complimented by targeted placements across social, display and podcast network advertising to encourage consumers to take action.
- ✓ Launch of a podcast series (see more below).
- ✓ Publicity via a paid and earned media approach to grow awareness of Queensland as an accessible and inclusive destination, grow engagement and elevate meaningful stories and experiences.
- ✓ Trade partnership activity with Expedia Group and Travello to leverage and convert demand via compelling travel offers aligned to the needs of the segment to drive incremental bookings to Queensland.
- ✓ Creation of an accessible content hub on Queensland.com - Getting Around Queensland and regional accessibility guides, itineraries and links to the podcast episodes.

[^]UNWTO, (2022). Accessible Tourism | UNWTO. unwto.org, unwto.org/accessibility

^{*}Source: Tourism Research Australia 2018 - Accessible Tourism in Victoria and Queensland

^{**}Source: National Visitor Survey December 2019, Tourism Research Australia 2018, Accessible Tourism Report.

^{***}Expedia Group, 2022. Inclusive Travel: Understanding Traveller Values & Opportunities for Marketers

[#]UNWTO, Department of Economic and Social Affairs: Disability. Promoting accessible tourism for all.

Podcast overview

For the first time in a campaign, TEQ will launch an 11-episode podcast series, *Accessed That* presented by Queensland. The podcast is designed to build advocacy for Queensland as an accessible and inclusive destination by elevating the voices of travel lovers, bloggers and influencers with a disability. The podcast is hosted by Oliver Hunter and Karni Liddell and each week guests who have had a travel experience in Queensland (curated by TEQ) will be invited on to share their experience.

Concept: All about navigating life and exploring the world with a disability. Two charismatic hosts will invite guests who have had a travel experience in Queensland to talk about their challenges and uplifting moments.

Example episodes: Travelling before and after losing your sight, Autism and the art of travel planning, Getting around with mobility issues, Travelling with chronic pain.

Where to listen: The *Accessed That* podcast can be streamed and downloaded via Apple Podcasts, Spotify and Google Podcasts from 28 August 2023, with new episodes released each Monday.

How to get involved in TEQ's campaign

1. Working with trade partners: TEQ will be partnering with both the Expedia Group (across Expedia and Wotif) and Travello for this campaign.

- ✓ If you are currently working with either partner, please ensure your listings are up to date, include all relevant details and we encourage you to put your best deal forward. Expedia has also created a lodging guide which can be [found here](#). Alternatively, log into Partner Central to connect with your market manager who can assist with any enquiries.
- ✓ If you're not working with either partner and are keen to find out more and participate in the campaign, please use the contacts and links below to find out more.

Expedia Group: Check out this [dedicated link](#) to find out more about working with Expedia.

Travello: Please reach out to Lisa Monk, Destination Manager for Queensland via lisa@travelloapp.com

2. Log into your ATDW profile and make sure your Accessibility Details are up-to-date in your profile(s). You can find the Accessibility section in the first drop-down section in your profile.

3. Share your stories with TEQ: TEQ's publicity team is seeking industry representatives with engaging stories that can help raise awareness of accessible tourism experiences across Queensland. The team are looking to identify story angles that can be pitched to media for editorial coverage of Queensland's accessible experiences. In particular we are looking for:

- ✓ Tourism and event operators with an innovative tour, experience, accommodation or event that meets the needs of travellers living with a disability.
- ✓ Tourism and event operators living with a disability (or who have staff, friends and family living with a disability) who can share how this has informed and influenced their bookable tourism experience.
- ✓ Tourism and event operators who can share their experience on the challenges travellers face when holidaying with a disability.

Disabilities - like the people who have them - are diverse. Consider mobility and motor disabilities, blind, low vision or vision impairment, neurodiversity, learning disabilities, hard of hearing or deaf. If you have any case studies or stories to share please send an email to consumerpr@queensland.com with some background dot points and relevant contact details.

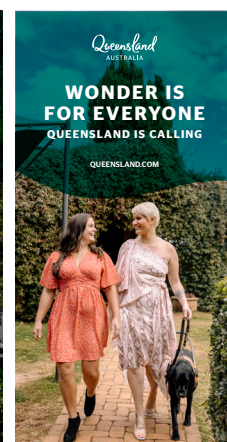
4. Share content with TEQ: Do you have imagery or video of your accessible and inclusive tourism experience, event or region? Share this with TEQ via media@queensland.com if you're happy for it to be considered for editorial and campaign use by TEQ.

5. Utilise TEQ's new content: TEQ has conducted a production shoot to develop a suite of content (images and video) to boost accessible representation across a mix of tourism experiences in several Queensland destinations. To see new content, visit TEQ's [visual gallery](#) and search 'accessible'.

6. Make sure your business is ready - we've included some simple tips on how to improve accessibility and inclusivity below.

Campaign creative overview - 'Queensland is for everyone'

TEQ is highlighting accessible tourism by integrating the campaign message of 'Queensland is Calling', with a targeted message of '...Is For Everyone'. The creative assets will highlight some of Queensland's travel experiences for people with disabilities. The assets have been designed following accessibility guidelines and standards for people with a variety of needs. The campaign message speaks to the inclusiveness of a Queensland holiday, welcoming all travellers and their travel parties. A dedicated accessible tourism hub has been created at queensland.com/foreveryone where you'll also be able to listen to episodes of the *Accessed That* podcast.



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Simple things you can do to improve accessibility and inclusivity:

- Create a dedicated webpage describing your tourism experience or event in detail for a person who has accessibility needs. 'More information*' is rated one of the top things that can help a person with accessibility needs who is planning a holiday. Include information like how you get from reception to the room or from check in to the tour vessel/vehicle, width of footpaths, whether there are lifts, whether you have an audio loop installed, any limitations those with accessible needs may encounter (or state if they won't!), how many accessible car parks you have and where they are located. Contact details and a person to speak to if accessible customers want more information.

More tips in the Activity or Venue Access Information templates here: dtis.qld.gov.au/tourism/accessible-tourism/accessible-tourism-toolkit

Key principles: *Holiday planning should be enjoyable - not stressful. Travellers seek information that is related to their disability, is easy to find and absorb, well-structured and relatable.*

Knowing what to expect. Accessible travellers are seeking more detailed information available for trip planning including expert advice and the ability to connect with tourism operators directly via phone or email.

- A key need is for accessible travellers to feel understood with quality service. Train and talk to your staff to see that travellers' needs are understood, feel welcomed, included and supported by your whole team.
- Complete the Built Environment Checklist to identify areas that may need improving at your venue: [dtis.qld.gov.au/tourism/accessible-tourism-toolkit](https://dtis.qld.gov.au/tourism/accessible-tourism/accessible-tourism-toolkit)

Want to do more?

- The Queensland Government's Department of Tourism, Innovation and Sport is accepting applications for the \$1 million Boosting Accessible Tourism Experiences Grant. This program provides funding support for sole traders and small tourism and events businesses to develop and/or enhance accessibility. Grants between \$5,000 and \$20,000 (GST exclusive) are available for the development and/or enhancement of existing tourism products or infrastructure to develop more accessible visitor experiences and enhance accessibility for tourism workers. Grant funding may cover up to 50 per cent of eligible project costs. Applications close 31 August 2023 (or earlier if funding is exhausted sooner). dtis.qld.gov.au/tourism/funds/boosting-accessible-tourism-experiences-grant
- The DTIS website has a wide range of resources available for businesses who want to dive deeper into making accessibility improvements. From detailed guides on how to improve the way your website is built and displays, tips on social media posts and understanding how Acts like the Guide, Hearing and Assistance Dog Act 2009 applies to you. dtis.qld.gov.au/tourism/accessible-tourism/accessible-tourism-toolkit
- Get accredited! The Queensland Tourism Industry Council (QTIC) offers an Accessibility Self-Assessment Module - an online toolkit supporting your business in evaluating the accessibility of your visitor offerings. Discover opportunities for improvement and explore low-cost, high-impact initiatives that enhance the guest experience for visitors of all abilities. The online toolkit provides businesses with an internal report highlighting a range of potential improvements and a tailored accessibility guide, outlining the accessible provisions currently available to guests within a business. As your business works through the module, you gain automatic license to display an accessible tourism badge. Completion of the module gives your business further license to display a suite of accessible tourism badges. There are five badges to work towards, which demonstrate your excellence in supporting visitors with varying abilities. qtic.com.au/industry-development/accreditation/accessibility-module

*Tourism Research Australia. 2018. Accessible Tourism in Victoria and Queensland

More on accessibility



**55%
Mobility**

Including wheelchair usage, mobility aids and pushchairs / prams



**31%
Cognitive**

Understanding, learning or speech



**20%
Sensory**

Increased sensitivity to sensory inputs such as light, sound, and touch



**14%
Visual**

Blindness / low vision



**8%
Hearing**

Hearing impairment / deafness

Defining accessibility, inclusion and universal design

