



Inclusive tourism: making the tourism experience more inclusive

- People with a disability are a significant and largely untapped market
- Inclusiveness is about providing a high quality experience to all visitors—from people with disability, extended families travelling with grandparents, families with small children or people with food restrictions/allergies

Being more inclusive is not only about physical changes, such as entry ramps and meeting disability standards, it's a focus on **creating positive first impressions and experiences**, as well as promoting and marketing how businesses are inclusiveness.

Almost 90 per cent of people with a disability take a holiday each year. Along with others with accessibility requirements, they are constantly seeking new and exciting travel options, resulting in an increase of the market for inclusive tourism.

People with disabilities account for 8.2 million in overnight trips and \$8 billion of Australia's overall tourism expenditure.

Inclusiveness is not only disability focused, but incorporates all travellers with accessibility needs including the elderly, families with young children and prams, and extended families travelling together.

To learn more, refer to the Inclusive Tourism Guide available at www.dtesb.qld.gov.au/tourism/tourism-planning.

Improving inclusive tourism through universal design

Universal design is based on inclusivity and ease of use, and the **seven universal design principles** encompass human diversity including physical, perceptual and cognitive abilities, as well as different body sized and shapes:

1. Equitable use—design for everyone and every ability
2. Flexibility in use—design should accommodate a wide range of users
3. Simple and intuitive to use
4. Perceptible information—the design should be easy to see

5. Tolerance for error—the design should minimise hazards and error
6. Low physical activity—minimising injury
7. Size and space for appropriate use, regardless of user’s body, size or ability

By designing for diversity, facilities and services can be created that are more functional and more user-friendly for the widest range of people and situations, without special or separate design and at little or no extra cost.

Local government planning authorities should consider using design codes and guidelines that can assist in delivering high-quality outcomes, such as public amenity space associated with developments that incorporate standards of inclusive and accessible design.

Other areas covered by the Inclusive Tourism guide that may be of interest for local governments include:

- Accessible places
 - ◊ Wayfinding
 - ◊ Signs and maps
 - ◊ Accessible websites
 - ◊ Beaches and water recreation
- Accessible attractions and activities
- Accessible public and private transport
- Communication and terminology
- Management and maintenance practises

The Inclusive Tourism guide also includes links and references to accessible information provided by regional councils of Queensland.



Case study: South Bank Arbour

The Arbour in Brisbane’s South Bank Parklands is an example of wayfinding by design using landscape architecture.

At 1 km long, the Arbour is an important architectural and sculptural installation. Its visual impact and bright colours provide a directional landmark that can be viewed from within and outside the parklands.

The Arbour also shades a wide, smooth walkway that guides pedestrians through the parklands and links to other attractions at nodal points. Each point, or decision point, is easily identifiable by sight, through signage; smells, such as coffee shops, restaurants and aromatic plants; or sound, such as water fountains.

Image above: South Bank arbour. Image courtesy of Tourism and Events Queensland

More information



tourism@dtesb.qld.gov.au



www.dtesb.qld.gov.au/tourism



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