

THINK ACCESSIBILITY: ATTRACTIONS TIP SHEET

A quality experience is one of the most important things you can offer your customers. Accessibility removes barriers so everyone feels welcome when they visit your business.

North Americans with disabilities spend an estimated \$19 billion per year on travel—and that doesn't include the friends and family they travel with. Here's how you can attract new and returning business from this important sector:

MARKETING

- Tell people about your accessibility features in the same places you promote your attraction, including Google, Visitor Centres, Tripadvisor, HelloBC.com, and social media
- Include images of people with disabilities in your marketing materials
- Suggest quieter times to visit, and describe where queuing is required
- Create an Accessibility Site Guide that identifies rest areas, shade, water, weather shelters, and quiet areas



Parliament Building, Victoria
Photo: Jordan Dyck

WAYFINDING AND INTERPRETATION

- Starting outside the parking area, ensure that clear arrival, exit and directional signs can be read in all light conditions and from a distance
- Place high contrast signs at an appropriate level for someone in a wheelchair
- Consider tactile signage and pictograms
- Ensure paths of travel are wide, even, slip-resistant and free of barriers or obstacles
- Consider offering multiple formats for interpretative materials, such as print, audio and subtitled video

CUSTOMER SERVICE

- Offer multiple methods to purchase tickets
- Have dedicated staff to support visitors with accessibility needs
- Fast-track visitors who are unable to stand in a queue for long periods of time
- Consider providing outlets for people with power wheelchairs, scooters, and other electronic mobility devices and medical equipment
- Clearly identify a relief area for service animals
- Host disability-specific days and times, and consider concessions for personal attendants and caregivers

FOOD SERVICES

- Design food areas in ways that mobility device users can easily navigate
- Provide written menus and other information in large print versions, using easy-to-read fonts like 18-point Arial. Encourage staff to read menus aloud when required
- Place utensils within reach of wheelchair users
- Offer bendable straws and cups with handles

