



**Making Tourism Accessible for Visitors
who are Blind or have Low Vision**

The Business Case – In Brief

Tourist destinations can welcome more people, create more jobs, and boost the local economy by providing accessible experiences to visitors who are blind or have low vision, as well as their travel companions. Taking advantage of this promising sector can also serve as evidence of destination operators' leadership in inclusive and accessible travel.



Social Benefits

Destination commitment to accessibility:

- ✓ Fosters goodwill
- ✓ Enhances reputation, attracting more tourists
- ✓ Promotes a more diverse and inclusive society



Economic Advantages

- ✓ Untapped and growing market potential for visitors who are blind or have low vision.
- ✓ Plus, the multiplier effect of their travel party (family and / or support person) = on average 2 – 4 persons in total.
- ✓ Accessible facilities encourage longer and repeat visits.



Meeting Requirements and Responsibilities

- ✓ Fulfil business / destination legal obligations
- ✓ Meet anti-discrimination responsibilities
- ✓ Limit public liability
- ✓ Maximise safety



Competitive Advantage

- ✓ Setting venue / destination apart
- ✓ Raising the bar for similar venues / destinations
- ✓ Delivering a competitive edge