Accessibility features at tourism venues

Consumer Research

VisitEngland

Report on the findings

May 2024

XV Insight

Contents

Research objectives and method overview

Survey scope – participants, impairments and leisure category engagement

Priority accessibility features: summary and by business type

Implementation: across leisure and tourism businesses

Additional offerings for enhanced inclusivity

Findings summary

Research objectives & method overview

Research Objectives & Method

Objectives

- VisitEngland is working with Access and Inclusion UK to **develop a question set** that will be used by tourism distributors to gather data on the **top accessibility features of venues** they list, allowing them to display this information as part of **venue listings on their websites**

- The research requirement is to provide insight into:

  - which **accessibility features people with accessibility requirements look for when researching trips**

  - which of these features are the **most important**

  - which of these features **are desirable (but not critical)**

  - explore any **concerns around language/terminology** used to describe features

- The outcomes of the research are:

  - To provide VisitEngland and Access and Inclusion UK with the most important accessibility features, for people with impairments and accessibility requirements, that should be listed on mainstream tourism distribution websites. The focus will be on features that would be **most likely to increase bookings and visits**.

  - To provide insight into any **variations** between the most important accessibility features for **accommodation, visitor attractions & experiences, events and food & beverage** businesses.

Method

- An **online survey**, using **population-representative access panels**

- People with/people who travel with others who have impairments, physical or mental health conditions or illnesses lasting or expected to last for 12 months that impact their leisure travel requirements across **accommodation, visitor attractions & experiences, events and food & beverage**

- All survey participants are decision makers in choice of accommodation, activities etc.

- Fieldwork February/March 2023

Survey scope:
Participants, impairments and leisure category engagement

The survey respondents

c. **800**

participants in total

Half have a disability, impairment or long term health condition themselves

Two-thirds travel with someone who does

All say it's important that places they go have accessibility facilities / support

A third say it's essential

All made visited / used leisure businesses in England within the last 3 years

(with one or more disabled people in their party)

Min. 2 activities undertaken, per respondent

All do the research for these leisure activities themselves, or jointly

Broad demographic spread
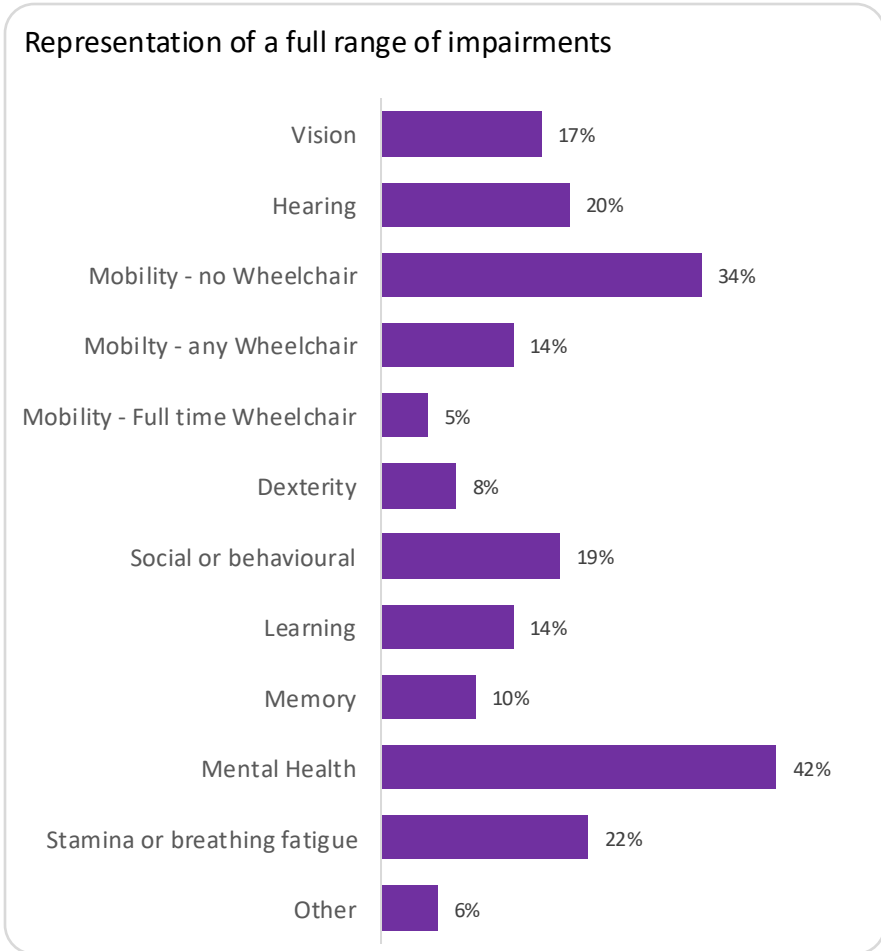
(age, gender, GB region, income, ethnicity)

Good representation of different types of disability / health condition

Includes carers of children with impairments

Min. 230

answering on any given leisure business sector

The survey respondents - Impairments

Representation of a full range of impairments

Impairment	Percentage
Vision	17%
Hearing	20%
Mobility - no Wheelchair	34%
Mobilty - any Wheelchair	14%
Mobility - Full time Wheelchair	5%
Dexterity	8%
Social or behavioural	19%
Learning	14%
Memory	10%
Mental Health	42%
Stamina or breathing fatigue	22%
Other	6%

71% of travel groups have only one person with impairments
22% have two people with impairments
7% have three or more people with impairments

Each person with impairment(s) has, on average,

2.1 conditions

Although in the analysis there is focus on impairment types, they are not **exclusive.**

Travel groups and individuals within them are typically looking to meet the **accessibility needs of multiple impairments,** each with specific requirements, that combine together to form their full list of accessibility features requirements.
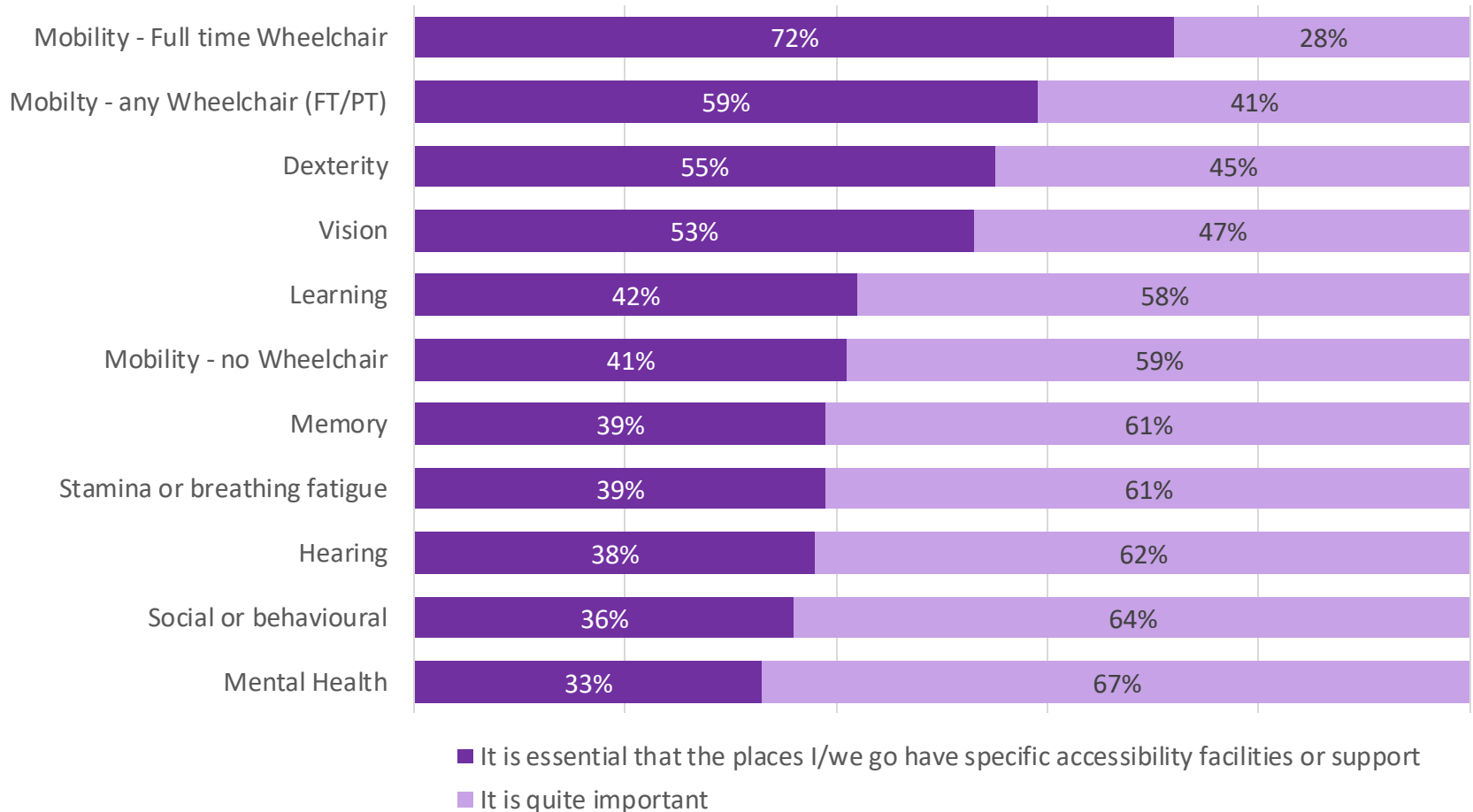
Multiple impairments across visitor groups

For example: among those with dexterity impairments, 55% also have mobility (no wheelchair) impairments and 44% have stamina or breathing fatigue impairments

Impairment Type	Vision	Hearing	Mobility - no Wheelchair	Mobility - any Wheelchair	Dexterity	Learning	Memory	Mental Health	Stamina or breathing fatigue	Social or behavioural
Vision		30%	12%	25%	20%	22%	30%	16%	13%	15%
Hearing	35%		17%	27%	25%	18%	36%	19%	19%	15%
Mobility - no Wheelchair	25%	28%		16%	55%	33%	43%	25%	52%	26%
Mobility - any Wheelchair	21%	19%	7%		27%	17%	24%	12%	16%	15%
Dexterity	10%	10%	13%	15%		20%	21%	7%	16%	9%
Learning	19%	13%	14%	17%	36%		42%	22%	20%	35%
Memory	19%	19%	13%	18%	28%	31%		16%	23%	14%
Mental Health	41%	40%	31%	35%	39%	65%	64%		47%	63%
Stamina or breathing fatigue	17%	21%	33%	25%	44%	31%	46%	24%		25%
Social or behavioural	17%	15%	15%	21%	22%	46%	26%	29%	22%	

Impact of impairments

Impairments can lead to accessibility features being either essential or important

e.g. Full-time wheelchair use has the most profound impact on accessibility features/support requirements, with nearly three-quarters of full-time wheelchair users saying it is 'essential'. At the other end of the spectrum those with mental health impairments are the least like to say facilities/support is essential

Impairment	It is essential	It is quite important
Mobility - Full time Wheelchair	72%	28%
Mobilty - any Wheelchair (FT/PT)	59%	41%
Dexterity	55%	45%
Vision	53%	47%
Learning	42%	58%
Mobility - no Wheelchair	41%	59%
Memory	39%	61%
Stamina or breathing fatigue	39%	61%
Hearing	38%	62%
Social or behavioural	36%	64%
Mental Health	33%	67%

■ It is essential that the places I/we go have specific accessibility facilities or support
■ It is quite important

HC6. How do these impairments, physical or mental health conditions or illnesses affect your decisions for day trips, short breaks, or holidays in England?
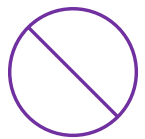
Participation in leisure trips and activities

Information about accessibility does present a barrier to participation: promoting a standard here will help those who already make the effort, and potentially boost inclusion among others
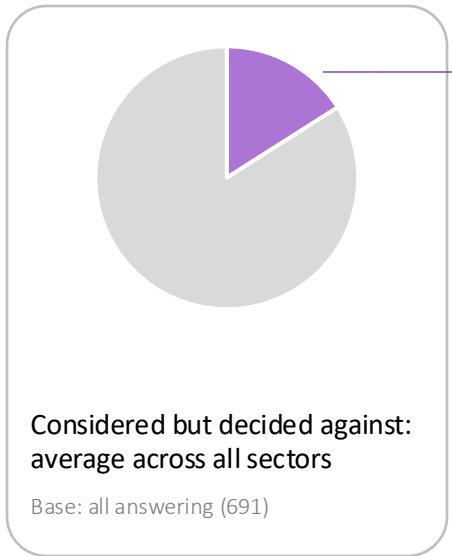
For pragmatism, this study screened participants for engagement with at least 2 of 7 leisure business types

Among this already somewhat enabled, participatory group, on average, **16% have also considered another type of leisure activity or trip, but have decided against it**

Of these, budget was the most common barrier

But **lack of confidence about accessibility was a factor for more than a fifth**

And **information that might have helped here was missing for a similar proportion.** *(This varies by business sector: see following)*

Serviced accommodation

Self-catering accommodation

Camping / glamping / caravanning

Attractions

Experiences

Events

Food & beverage

Considered but decided against: average across all sectors

Base: all answering (691)

Budget / financial reasons	Own circumstances at the time	Not (seemingly) accessible for me/us	Lack of info on accessibility
48	39	22	17

Reasons for deciding against: average across all sectors

Base: all answering (49-247)

This suggests **an average of at c.3% of this market may be excluded from participation** due to insufficient information

11

Some examples…

Needed more information than I could find and was too far away to risk going

Attraction

Wasn't clear that this could be accessed by my family and that adjustments could be put in place if needed

Self-catering accommodation

I don't know how accessible the place will be for a disabled person

Camping / glamping / caravanning

No information about any lifts up or down to the theatre

Event

In contrast, the essential features that enable participation (un-prompted priorities)

Important features looked for when researching a domestic trip or day out

People who would consider each of the leisure activities / services were asked about what features, facilities, or other factors are important when researching a business to visit / use, in their own words.

We have quantified the key themes which arose from a random sample of their un-prompted responses. Bubble sizes represent the relative frequency at which each theme arose, across all types of business.

Step free / wheelchair accessible
(incl. requiring lifts or ramps)

Accessible toilet(s)

Not busy / loud OR **Opportunity for quiet space / time**

Accessible parking

Location / dist. to local area

(Type of) seating provided

Minimal steps / walking

Site safety / security

Staff availability / capability

Spacious

Maps / info / help re site layout

Cleanliness

Even / solid ground surface

Other

➢ *In addition to these specific features, many talk about "accessibility" or "meeting needs of disabled people" more generally*

➢ *Some also talk about broader requirements which may not be related to accessibility needs, e.g. price, food and drink or activities available, opening times, etc.*

A quick flavour

Information about noise levels or any planned events in the area so I can gauge the potential for overwhelm. Details regarding lighting (is it possible to dim lights etc). Information regarding the use of any air fresheners etc (so that they can be avoided).

Serviced accommodation

Surroundings that are quiet and peaceful, ease of access to amenities

Self-catering accommodation

Disabled toilet, disabled shower and blue badge parking

Camping

Short walk from car to attraction. Plenty of places to sit around attraction. Ease of getting to toilet. Somewhere to eat and drink. Not too many stairs.

Attractions & experiences

Seats that are easy to leave, I have to sit on the end and my friend who I travel with needs easy access to the bathroom. An alternative to stairs for my mum if we're seated at the back.
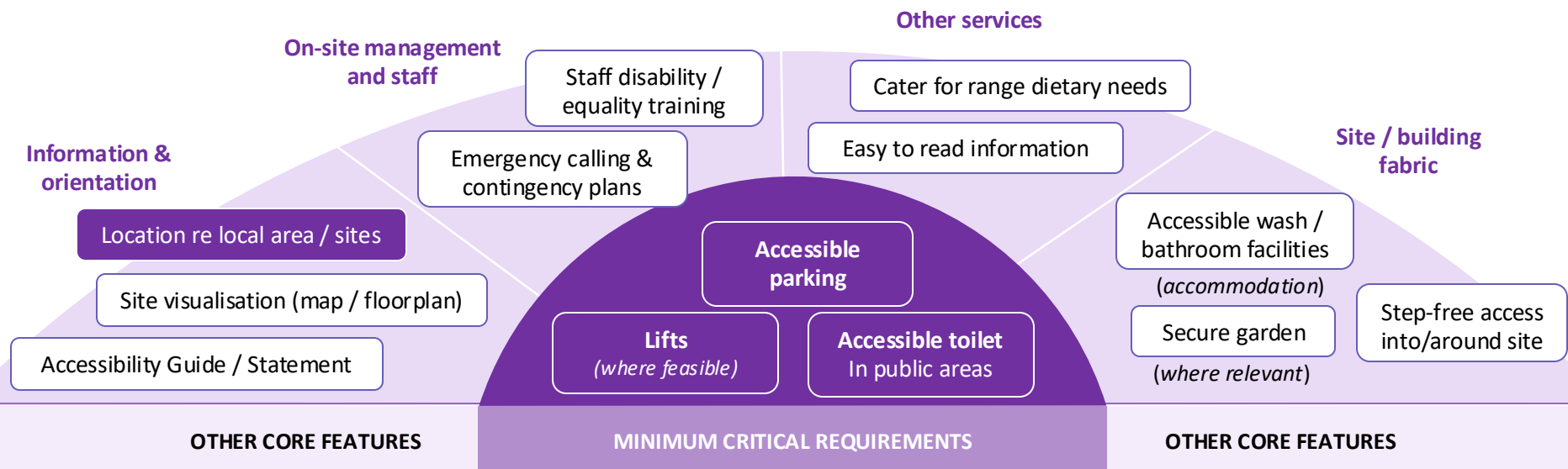
Events

Quieter areas being available, seating must be spaced out sufficiently as my child is triggered by not having free movement. No loud music as this can trigger an autistic meltdown in my child and my elderly mother also struggles to hear

Food & beverage

Priority accessibility features: summary and by business type

VisitEngland ❀

Top accessibility features across all **tourism & leisure businesses**

On-site management and staff

Other services

Information & orientation

Site / building fabric

Staff disability / equality training

Cater for range dietary needs

Easy to read information

Emergency calling & contingency plans

Location re local area / sites

Accessible wash / bathroom facilities
(*accommodation*)

Site visualisation (map / floorplan)

Accessible parking

Secure garden
(*where relevant*)

Step-free access into/around site

Accessibility Guide / Statement

Lifts
(where feasible)

Accessible toilet
In public areas

OTHER CORE FEATURES	MINIMUM CRITICAL REQUIREMENTS	OTHER CORE FEATURES

OTHER CORE AND HIGH PRIORITY FEATURES FOR INDIVIUAL SECTORS

SERVICED ACCOMMODATION	SELF-CATERING	CAMP / GLAMP / CARAVANNING	FOOD & BEVERAGE	ATTRACTIONS & EXPERIENCES	EVENTS
Bedroom layout (access, bathroom link, carer access)	Bedroom layout (access, bathroom link)	Solid surface into / around site	Quiet space	Seating regular intervals	Seating reg. intervals
Autism accreditation	Autism accreditation	Site is flat / slight slope	Table service	Changing Places toilet	Changing Places toilet
Solid surface to entrance		Secure kids' play area	Changing Places toilet	Fast-track queuing	Fast-track queuing
		Wheelchair-accessible F&B		Quiet space & times	Wheelchair-access view area
		Accessible units (step-free/ramp/for wheelchair)		Wheelchair-accessible F&B	Quiet space & times
				Wheelchair-access view area	Table service

Priorities by business type

Self-catering accommodation

The top 20 "deal-breakers" for self-catering accommodation

% identifying features as "deal-breakers" for **self-catering accommodation**
Top 20 features

Feature	%
Wi-Fi available	23%
Step-free shower / wet room	15%
Ground floor bedroom with en-suite bathroom	15%
Secure garden	14%
Blue Badge / Accessible / Disabled parking space	11%
Lifts	11%
Blue Badge / Accessible / Disabled parking within 50m of…	9%
Step-free access at main entrance	9%
Floorplan of venue	8%
Step-free access with ramp at main entrance	8%
Emergency call system in bedroom	7%
'Easy read' information	7%
Autism friendly accreditation	7%
Accessible / Disabled bedroom designed for wheelchair users	7%
Accessible / Disabled children's play equipment	7%
Secure children's play area	7%
Bath	6%
Surface of car park and path to entrance is solid	6%
En-suite bathroom designed for wheelchair users	6%
Disability Awareness / Equality training provided for staff	6%

Four further features are identified as deal-breakers for 6% of respondents:

- Detailed Accessibility Guide / Statement
- Emergency call system in bathroom
- Step-free with lifts and / or ramps to all public areas
- Step-free access at alternative entrance

Base: all answering on self-catering accommodation (316)

A note on Wi-Fi as a "deal-breaker" feature

Wi-Fi is identified as a deal-breaker as part of planning a visit to all six types of leisure business covered in this research

It is either the top priority of all features we prompted survey participants, or features within the top 10

Some respondents elaborated on what they wanted to know about Wi-Fi, specifically:

While there are isolated circumstances where Wi-Fi is needed specifically to help facilitate accessibility…

Need [Wi-Fi] for music for stimulation

In case we need translation

….most answers were about quality / speed, price, or how to connect to Wi-fi, indicating that **interest in W-Fi was usually not directly related to accessibility needs**.

[Whether it's] free or if costs occur, [whether] wi-fi is available or not

[Whether it's] high speed internet

Code/password available

Wi-Fi is almost certainly showing up among the priority features because it is, indeed, a very broad need (or expectation) for overall convenience and comfort – one which would almost certainly be true for visitors without any disability considerations.

In the remainder of this report, in order to focus on accessibility, Wi-Fi is not highlighted as a priority to support leisure planning for those with disabilities or impairments. However, we advocate that all leisure businesses consider offering Wi-Fi to customers (and informing them of its presence or not)

Summary: priority features for **self-catering accommodation businesses**
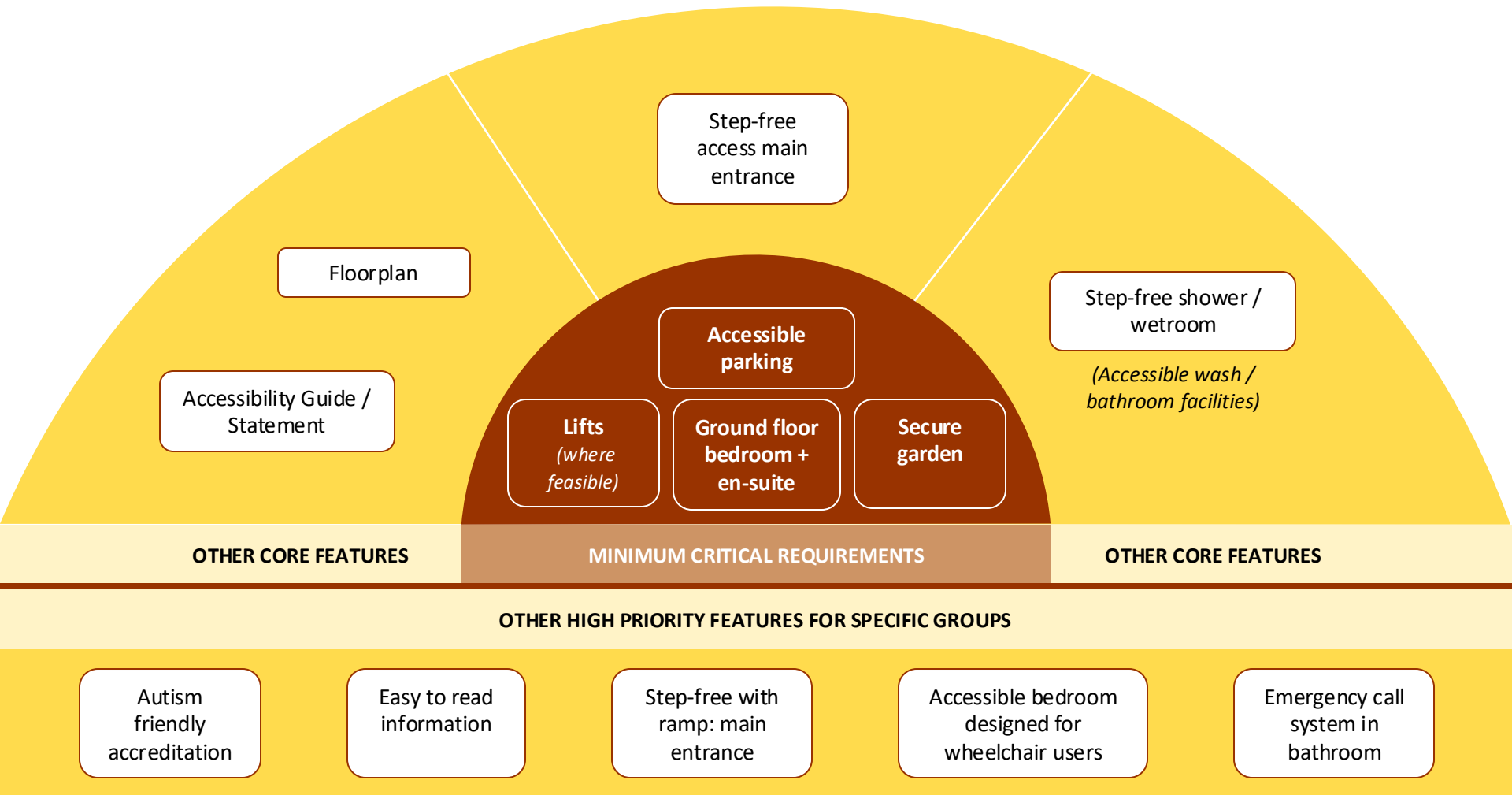
Step-free access main entrance

Floorplan

Accessibility Guide / Statement

Accessible parking

Lifts *(where feasible)*

Ground floor bedroom + en-suite

Secure garden

Step-free shower / wetroom

(Accessible wash / bathroom facilities)

OTHER CORE FEATURES

MINIMUM CRITICAL REQUIREMENTS

OTHER CORE FEATURES

OTHER HIGH PRIORITY FEATURES FOR SPECIFIC GROUPS

Autism friendly accreditation

Easy to read information

Step-free with ramp: main entrance

Accessible bedroom designed for wheelchair users

Emergency call system in bathroom

Self-catering accommodation – holiday park users tend to have more deal-breaker features, reflecting perhaps the variation in typical facilities at such sites and the need for information of what is available

Features of importance that appear more relevant to specific accommodation types:

Accommodation type	Features
Self-catering cottage / apartment	Secure garden Secure children's play area Assistance available 24 hours
Bed & breakfast / guest house	Secure garden
Holiday park (lodges / chalets, static caravans, etc.)	Secure garden 'Easy read' Information Accessible / Disabled kitchen facilities Disability Awareness / Equality training provided for staff Step-free access Emergency call systems/evacuation plans Bathroom facilities designed for wheelchair access Fridge for medication

Accommodation Preferences
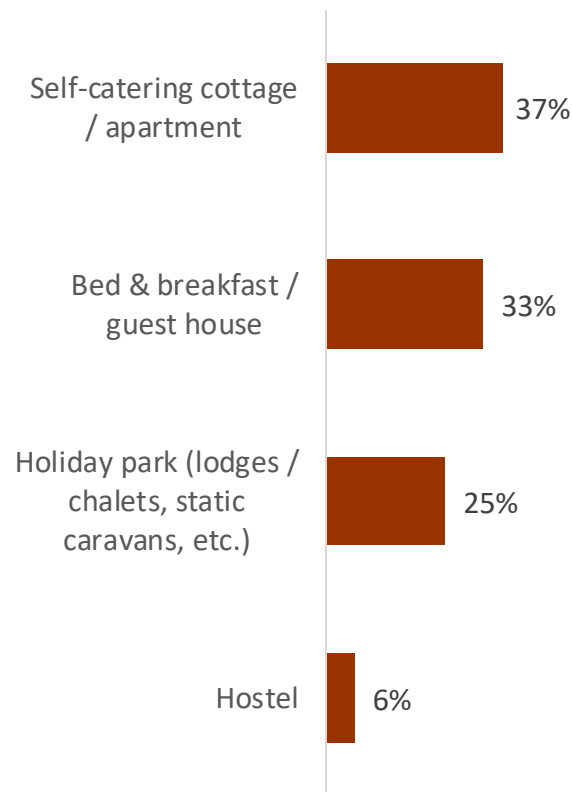
Self-catering cottage / apartment — 37%

Bed & breakfast / guest house — 33%

Holiday park (lodges / chalets, static caravans, etc.) — 25%

Hostel — 6%

Holiday parks and/or hostels may be seen either as self-catering or camping/glamping/caravanning

Q15. What type of paid-for accommodation do you typically prefer, for breaks in England?

21

Priorities by business type: Serviced accommodation

The top 20 "deal-breakers" for serviced accommodation

% identifying features as "deal-breakers" for **serviced accommodation**
Top 20 features

Feature	%
Wi-Fi available	25%
Lifts	20%
A selection of food offered for a range of dietary requirements	16%
Step-free shower / wet room	15%
Blue Badge / Accessible / Disabled parking space	14%
Accessible/ disabled toilet (in public areas)	12%
Ground floor bedroom with en-suite bathroom	12%
Emergency call system in bathroom	11%
Secure garden	10%
Floorplan of venue	9%
Step-free access at main entrance	9%
Disability Awareness / Equality training provided for staff	9%
'Easy read' information	9%
Autism friendly accreditation	8%
En-suite bathroom designed for wheelchair users	8%
Accessible / Disabled bedroom designed for wheelchair users	8%
Surface of car park and path to entrance is solid	8%
Step-free with lifts and / or ramps to all public areas	8%
Emergency call system in bedroom	8%
Assistance available 24 hours	8%

Base: all answering on serviced accommodation (316)

Summary: priority features for **serviced accommodation businesses**

Easy to read information

Staff disability / equality training

Cater for range dietary needs

Secure garden

Emergency calling & contingency plans

Step-free shower / wet room

Accessible parking

Floorplan

(Accessible wash / bathroom facilities)

Accessibility Guide / Statement

Lifts *(where feasible)*

Accessible toilet In public areas

Accessible bedroom + adjoining bedroom

OTHER CORE FEATURES

MINIMUM CRITICAL REQUIREMENTS

OTHER CORE FEATURES

OTHER HIGH PRIORITY FEATURES FOR SPECIFIC GROUPS

| Autism friendly accreditation | Solid surface: car park & path to entrance | Step-free access main / alt. entrance | Step-free with lifts / ramps in public areas | Ground floor bedroom + en-suite | Accessible bedroom designed for wheelchair users |

Deal-breaker incidence increases with hotel price-points, reflecting expectations of what each level of accommodation provider can have in place

Features of importance that appear more relevant to specific serviced accommodation types:

Accommodation Preferences
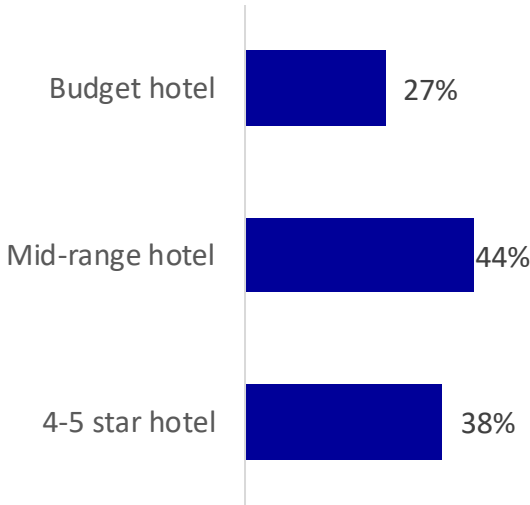
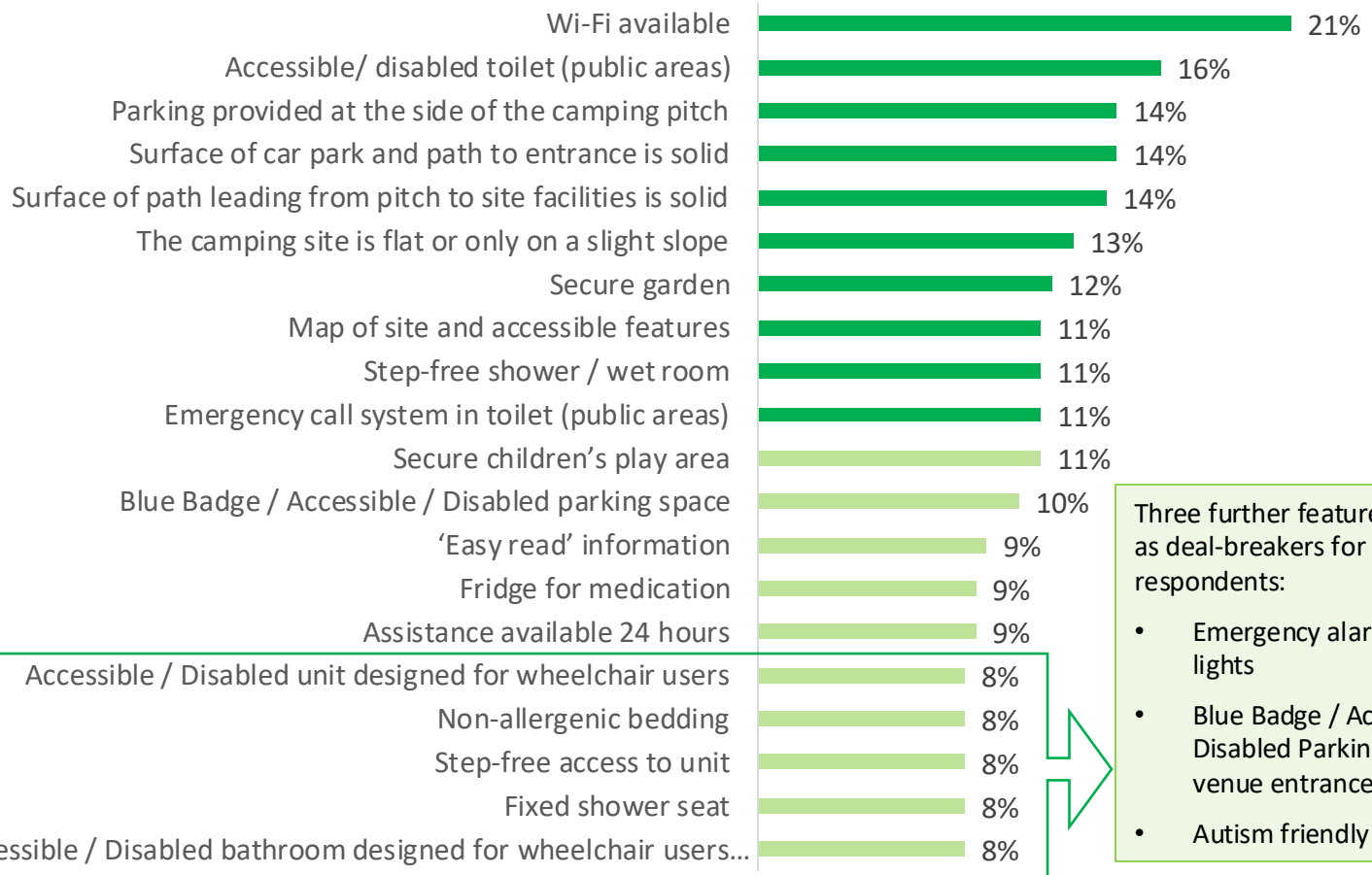| Accommodation type	Features
Budget hotel	Ground floor bedroom with en-suite bathroom Non-allergenic bedroom 'Easy read' information/Large print written information on-site A selection of food offered for a range of dietary requirements
Mid-range hotel	Accessible / Disabled bedroom designed for wheelchair users Step-free shower / wet room Emergency call system in bathroom Lifts Disability Awareness / Equality training provided for staff
4-5 star hotel	Accessible / Disabled bedroom designed for wheelchair users Floorplan of venue Changing Places toilet on site (in public areas) Step-free shower / wet room Emergency call system in bathroom Blue Badge / Accessible / Disabled parking space Lifts Disability Awareness / Equality training provided for staff

Budget hotel — 27%
Mid-range hotel — 44%
4-5 star hotel — 38%

Q15. What type of paid-for accommodation do you typically prefer, for breaks in England?

25

Priorities by business type: Camping / glamping / caravanning

The top 20 "deal-breakers" for camping / glamping / caravanning

% identifying features as "deal-breakers" for camping / glamping / caravanning
Top 20 features

Feature	%
Wi-Fi available	21%
Accessible/ disabled toilet (public areas)	16%
Parking provided at the side of the camping pitch	14%
Surface of car park and path to entrance is solid	14%
Surface of path leading from pitch to site facilities is solid	14%
The camping site is flat or only on a slight slope	13%
Secure garden	12%
Map of site and accessible features	11%
Step-free shower / wet room	11%
Emergency call system in toilet (public areas)	11%
Secure children's play area	11%
Blue Badge / Accessible / Disabled parking space	10%
'Easy read' information	9%
Fridge for medication	9%
Assistance available 24 hours	9%
Accessible / Disabled unit designed for wheelchair users	8%
Non-allergenic bedding	8%
Step-free access to unit	8%
Fixed shower seat	8%
Accessible / Disabled bathroom designed for wheelchair users...	8%

Three further features are identified as deal-breakers for 8% of respondents:

- Emergency alarm with flashing lights
- Blue Badge / Accessible / Disabled Parking within 50m of venue entrance
- Autism friendly accreditation

Base: all answering on camping / glamping / caravanning (230)

Summary: priority features for **camping / glamping / caravanning businesses**

Secure kids' play area

Emergency call system: public area toilets

Secure garden

Site is flat / slight slope only

Map of site & accessibility features

Accessible parking *(at pitch)*

Solid ground *(entrance, pitch to facilities)*

Accessible toilet In public areas

Step-free shower / wetroom

Accessibility Guide / Statement

(Accessible wash / bathroom facilities)

OTHER CORE FEATURES

MINIMUM CRITICAL REQUIREMENTS

OTHER CORE FEATURES
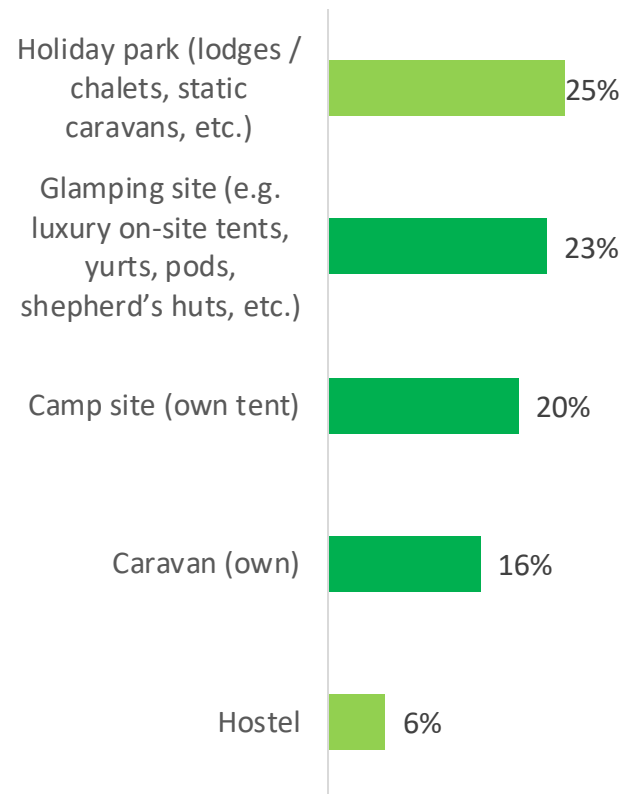
OTHER HIGH PRIORITY FEATURES FOR SPECIFIC GROUPS

| Floorplan | Easy to read information | Wheelchair-accessible food & beverage outlet | Step-free (with ramp) to unit | Step-free with lifts / ramps in public areas | Accessible bathroom for wheelchair users + shower / wet room | Accessible unit for wheelchair users |

Deal-breakers for campers tend to be about information availability and safety, perhaps reflecting the lower appeal of camping to those with considerable accessibility needs

Features of importance that appear more relevant to specific accommodation types:

Accommodation type	Features
Holiday park (lodges / chalets, static caravans, etc.)	Accessible / Disabled bedroom designed for wheelchair users Fridge for medication Accessible/ disabled toilet (in public areas) Step-free shower / wet room Blue Badge / Accessible / Disabled parking Step-free access Disability Awareness / Equality training provided for staff Secure garden
Glamping site (e.g. luxury on-site tents, yurts, pods, shepherd's huts, etc.)	Accessible / Disabled bedroom designed for wheelchair users Emergency call system I Disability Awareness / Equality training provided for staff 'Easy read' information Secure children's play area Secure garden
Camp site (own tent)	Detailed Accessibility Guide / Access Statement Free familiarisation visits Fridge for medication Emergency alarm Large print written information on-site Secure garden
Caravan (own)	Secure garden

Accommodation Preferences

Holiday park (lodges / chalets, static caravans, etc.) — 25%

Glamping site (e.g. luxury on-site tents, yurts, pods, shepherd's huts, etc.) — 23%

Camp site (own tent) — 20%

Caravan (own) — 16%

Hostel — 6%

Holiday parks and/or hostels may be seen either as self-catering or camping/glamping/caravanning

Q15. What type of paid-for accommodation do you typically prefer, for breaks in England?

Priorities by business type:
Food & beverage businesses

The top 20 "deal-breakers" for food & beverage businesses

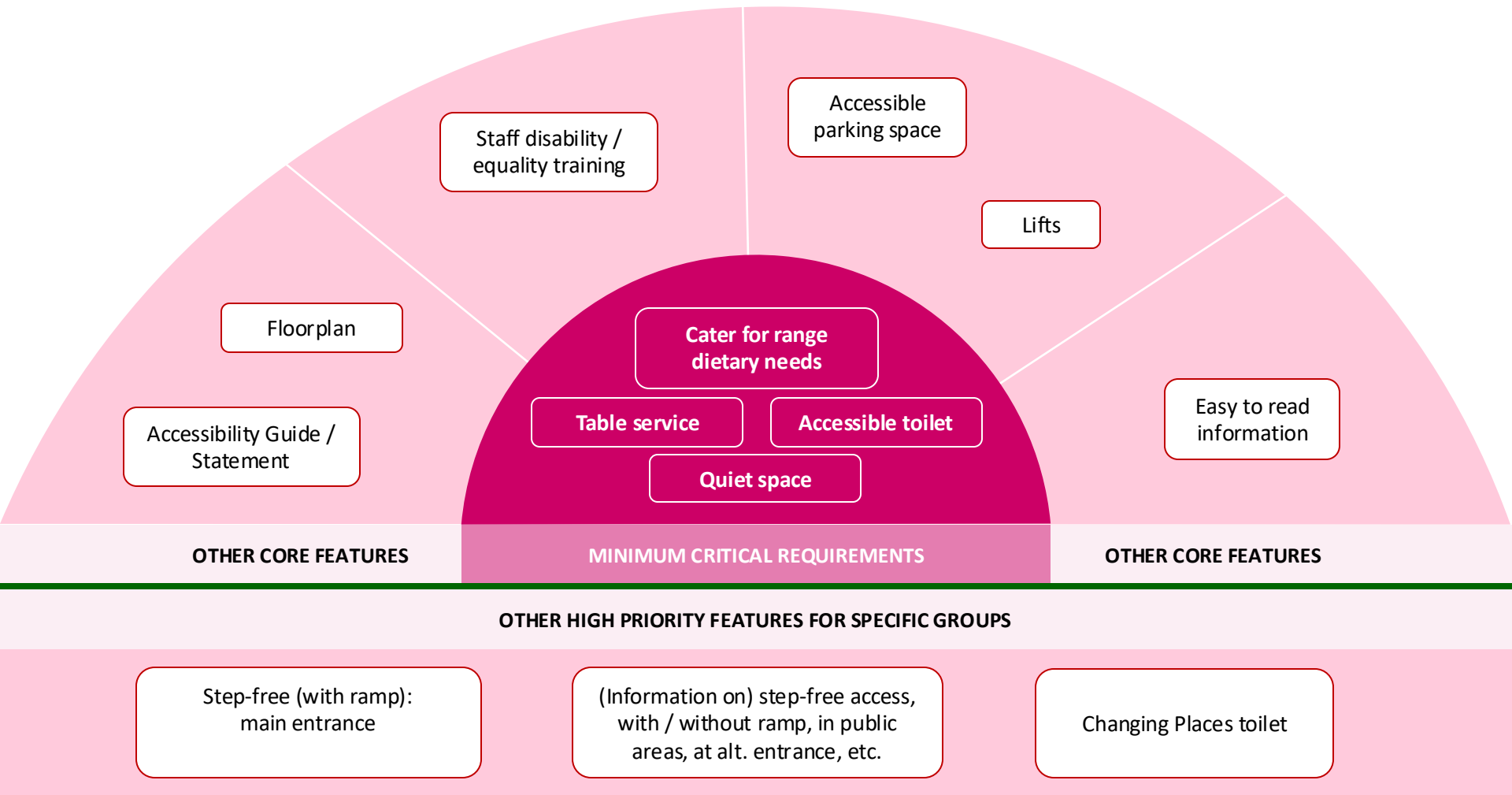% identifying features as "deal-breakers" for food & beverage
Top 20 features

Feature	%
Accessible / Disabled toilet	23%
A selection of food offered for a range of dietary requirements	17%
Quiet space	12%
Table service for food and drink, as standard or on request	11%
Blue Badge / Accessible / Disabled parking space	10%
Disability Awareness / Equality training provided for staff	10%
Lifts	9%
Changing Places toilet on site	9%
Wi-Fi available	9%
'Easy read' information	9%
Comprehensive allergen information available	8%
Step-free access at main entrance	7%
Autism friendly accreditation	7%
Step-free with lifts and / or ramps to all public areas	7%
Blue Badge / Accessible / Disabled Parking within 50m of…	7%
Step-free access with ramp at main entrance	7%
Secure children's play area	7%
Step-free access at alternative entrance	7%
Floorplan of venue	6%
Secure garden	6%

Two further features are identified as deal-breakers for 6% of respondents:

- Detailed Accessibility Guide / Access Statement
- Assistance available during opening hours

Base: all answering on food & beverage (446)

31

Summary: priority features for **food & beverage businesses**

OTHER CORE FEATURES

MINIMUM CRITICAL REQUIREMENTS

OTHER CORE FEATURES

- Staff disability / equality training
- Accessible parking space
- Lifts
- Floorplan
- Cater for range dietary needs
- Table service
- Accessible toilet
- Quiet space
- Easy to read information
- Accessibility Guide / Statement

OTHER HIGH PRIORITY FEATURES FOR SPECIFIC GROUPS

- Step-free (with ramp): main entrance
- (Information on) step-free access, with / without ramp, in public areas, at alt. entrance, etc.
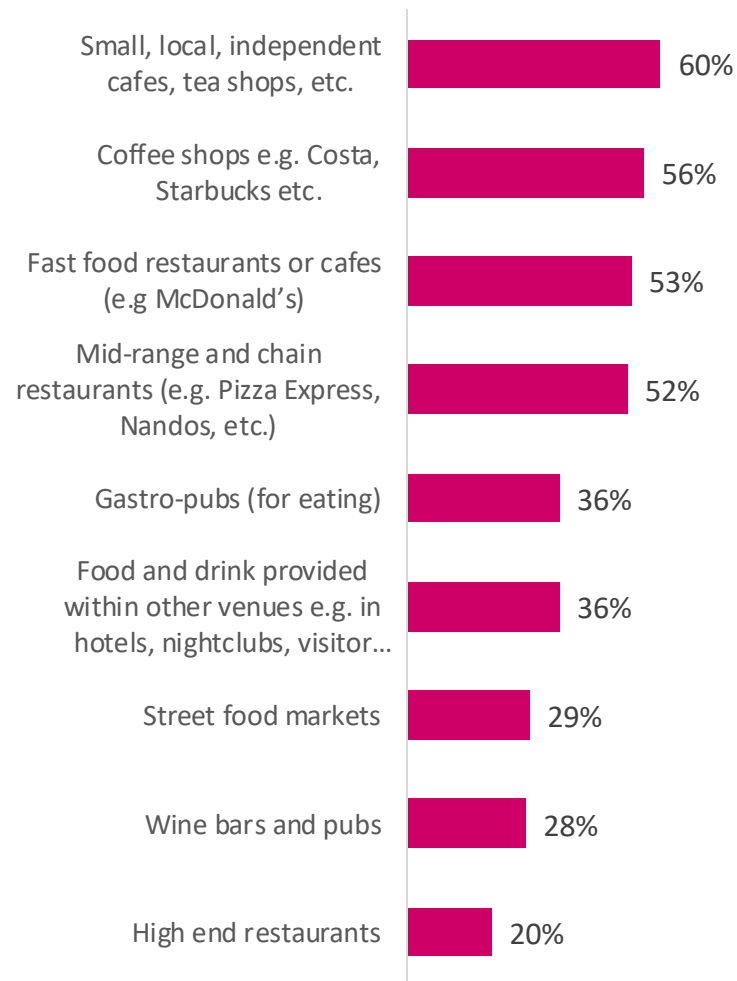- Changing Places toilet

High-end restaurants have more deal-breaker features, perhaps reflecting expectations of what would be available. Fast-food restaurants also have more deal-breakers, maybe demonstrating concerns in using such venues

Features of importance that appear more relevant to specific food & beverage venues:

Venue type	Feature
Small, local, independent cafes, tea shops, etc.	Blue Badge / Accessible / Disabled Parking nearby
Fast food restaurants or cafes	Disability Awareness / Equality training provided for staff Assistance available during opening hours Secure children's play area Selection of food for a range of dietary requirements Changing Place toilet nearby
Mid-range and chain restaurants	A selection of food offered for a range of dietary requirements
Gastro-pubs (for eating)	Blue Badge / Accessible / Disabled parking
Street food markets	360 degree tours Blue Badge / Accessible / Disabled Parking nearby
Wine bars and pubs	360 degree tours/ Floorplan of venue
High end restaurants	Accessibility guide / statement Floorplan of venue Sensory story/ equipment Changing Place toilet nearby English braille information Tactile signage

Food & Beverage Preferences

- Small, local, independent cafes, tea shops, etc. — 60%
- Coffee shops e.g. Costa, Starbucks etc. — 56%
- Fast food restaurants or cafes (e.g McDonald's) — 53%
- Mid-range and chain restaurants (e.g. Pizza Express, Nandos, etc.) — 52%
- Gastro-pubs (for eating) — 36%
- Food and drink provided within other venues e.g. in hotels, nightclubs, visitor... — 36%
- Street food markets — 29%
- Wine bars and pubs — 28%
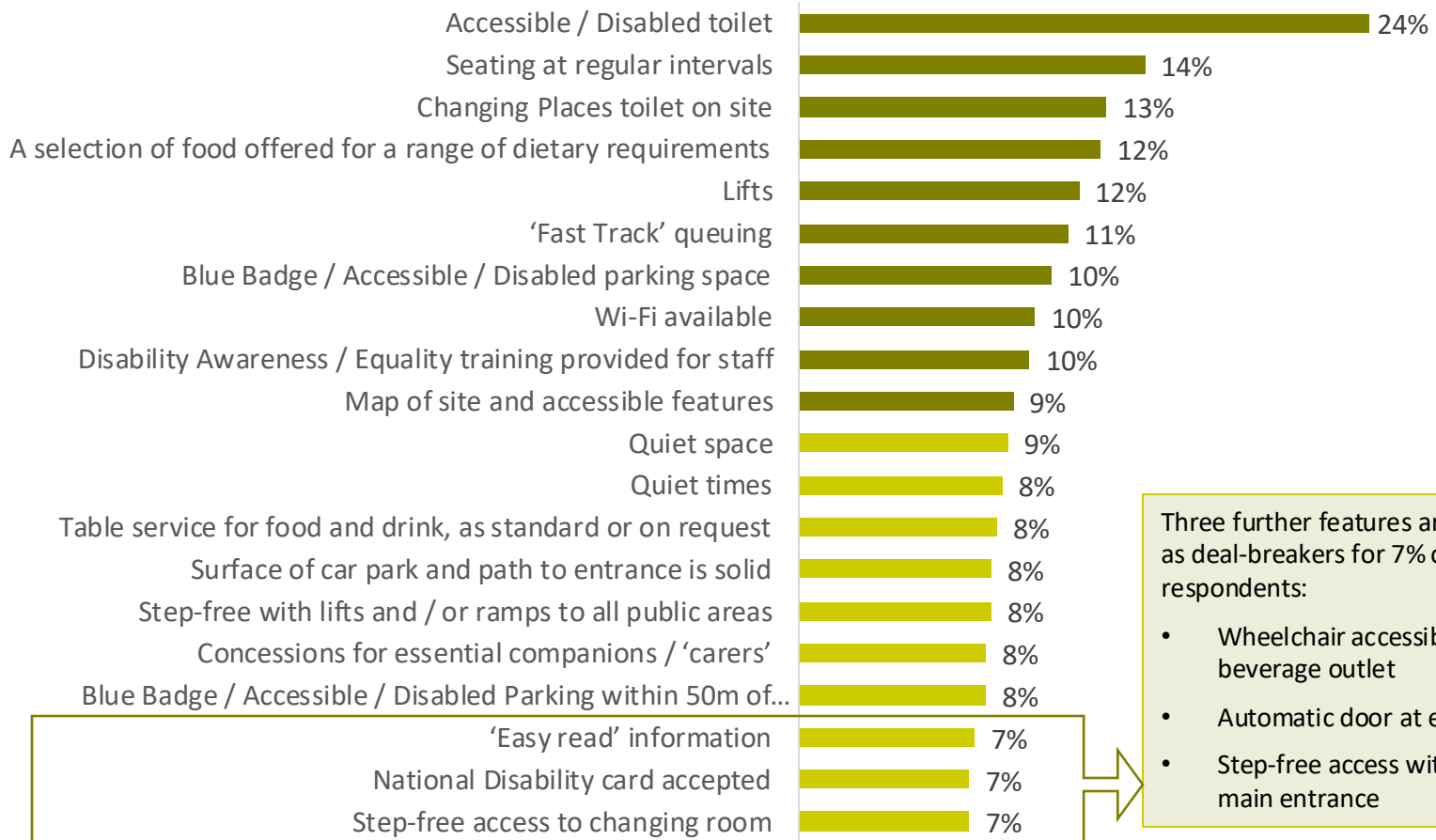- High end restaurants — 20%

33

Q12. What types of places do you typically prefer to eat or drink out at, when on day trips or breaks in England?

Priorities by business type: Attractions & experiences

The top 20 "deal-breakers" for attractions & experiences

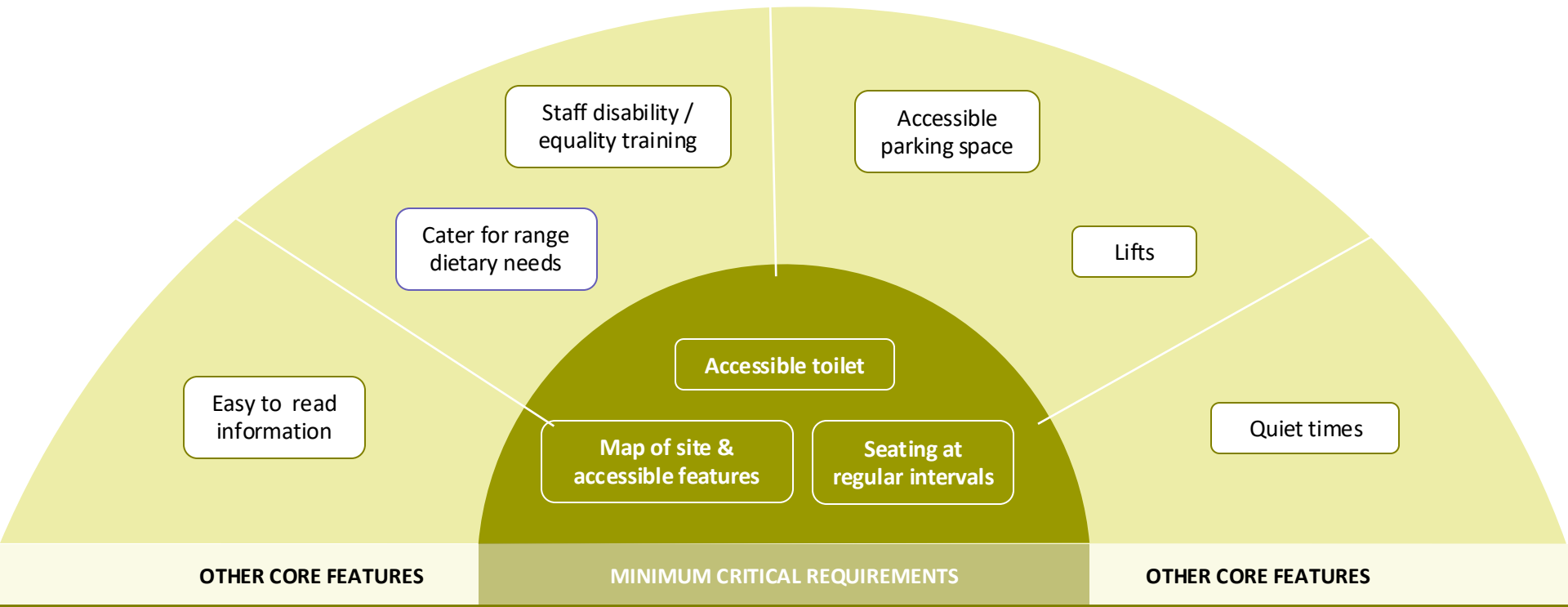% identifying features as "deal-breakers" for attractions & experiences
Top 20 features

Feature	%
Accessible / Disabled toilet	24%
Seating at regular intervals	14%
Changing Places toilet on site	13%
A selection of food offered for a range of dietary requirements	12%
Lifts	12%
'Fast Track' queuing	11%
Blue Badge / Accessible / Disabled parking space	10%
Wi-Fi available	10%
Disability Awareness / Equality training provided for staff	10%
Map of site and accessible features	9%
Quiet space	9%
Quiet times	8%
Table service for food and drink, as standard or on request	8%
Surface of car park and path to entrance is solid	8%
Step-free with lifts and / or ramps to all public areas	8%
Concessions for essential companions / 'carers'	8%
Blue Badge / Accessible / Disabled Parking within 50m of…	8%
'Easy read' information	7%
National Disability card accepted	7%
Step-free access to changing room	7%

Three further features are identified as deal-breakers for 7% of respondents:

- Wheelchair accessible food and beverage outlet
- Automatic door at entrance
- Step-free access with ramp at main entrance

Summary: priority features for **attractions & experiences**

Staff disability / equality training

Accessible parking space

Cater for range dietary needs

Lifts

Accessible toilet

Easy to read information

Quiet times

Map of site & accessible features

Seating at regular intervals

OTHER CORE FEATURES

MINIMUM CRITICAL REQUIREMENTS

OTHER CORE FEATURES

OTHER HIGH PRIORITY FEATURES FOR SPECIFIC GROUPS

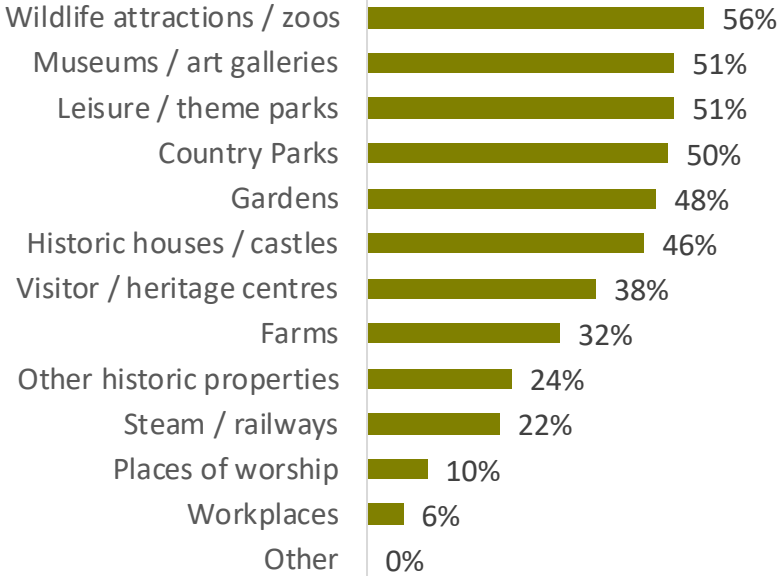| Step-free access points: main entrance, public areas, changing rooms where relevant | Fast-track queuing | Wheelchair-accessible viewing area (where relevant) | Quiet spaces | Changing Places toilet | Wheelchair accessible food & beverage outlets |

Attractions and Experiences covers a very wide range of types of venue and activity

People on average visit 4.5 different types of attraction and 2 different experience types
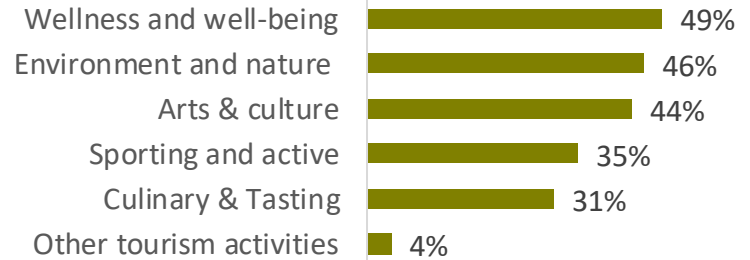
Features of importance that appear more relevant to specific attraction/experience types:

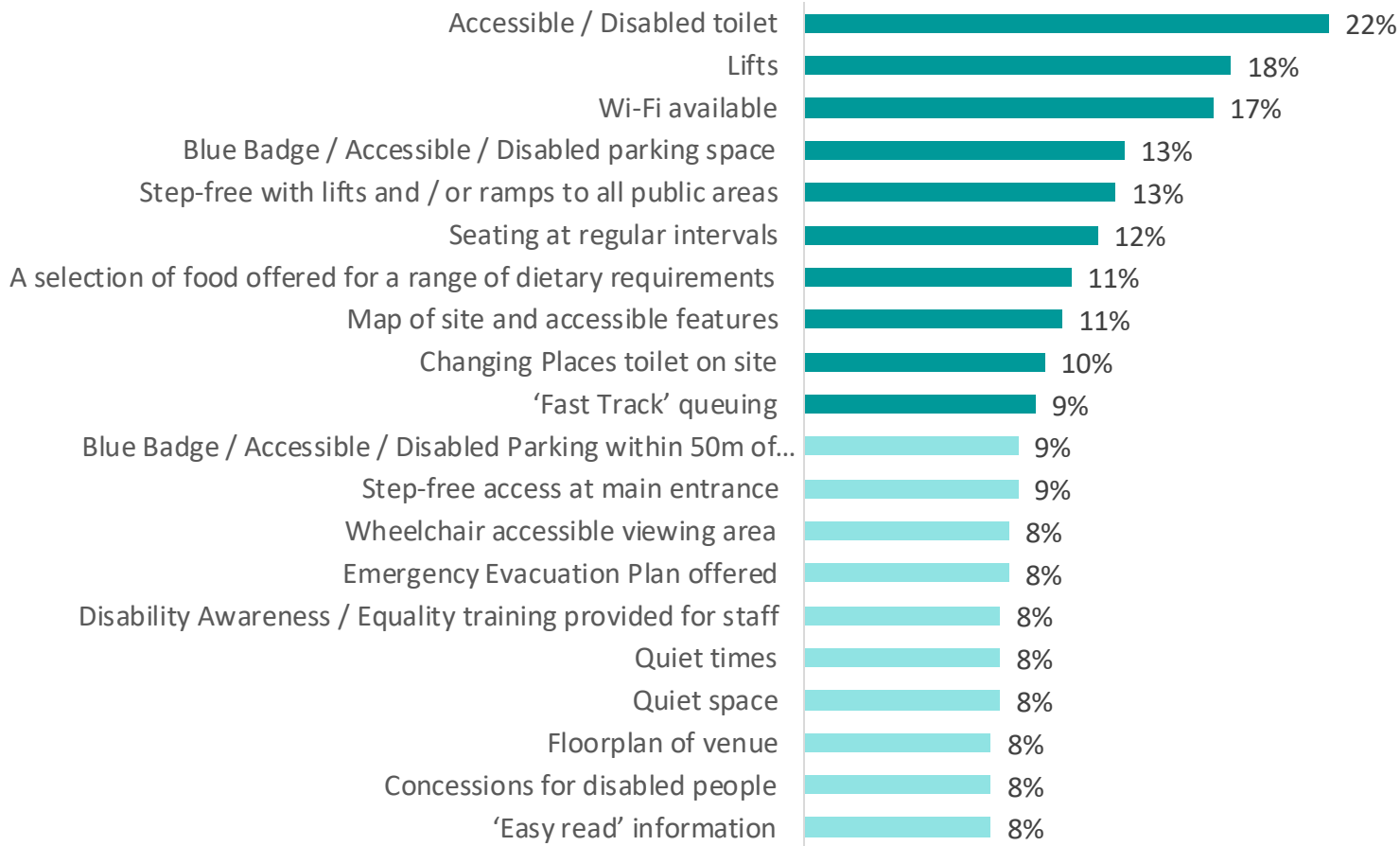| Attraction/experience type	Feature
Farms	Dietary requirements Regular seating
Country parks	Map of site
Leisure / theme parks and farms	Quiet space
Gardens & historic houses	Regular seating
Other historic properties	Accessibility guide / statement
Visitor/heritage centres	Staff training
Steam railways (small sample size)	Carer concessions Wheelchair viewing areas Staff training Regular seating
Sporting & active	Quiet times Step-free changing room

Attractions

Wildlife attractions / zoos	56%
Museums / art galleries	51%
Leisure / theme parks	51%
Country Parks	50%
Gardens	48%
Historic houses / castles	46%
Visitor / heritage centres	38%
Farms	32%
Other historic properties	24%
Steam / railways	22%
Places of worship	10%
Workplaces	6%
Other	0%

Experiences

Wellness and well-being	49%
Environment and nature	46%
Arts & culture	44%
Sporting and active	35%
Culinary & Tasting	31%
Other tourism activities	4%

Priorities by business type: Events

The top 20 "deal-breakers" for events

% identifying features as "deal-breakers" for events
Top 20 features

Feature	%
Accessible / Disabled toilet	22%
Lifts	18%
Wi-Fi available	17%
Blue Badge / Accessible / Disabled parking space	13%
Step-free with lifts and / or ramps to all public areas	13%
Seating at regular intervals	12%
A selection of food offered for a range of dietary requirements	11%
Map of site and accessible features	11%
Changing Places toilet on site	10%
'Fast Track' queuing	9%
Blue Badge / Accessible / Disabled Parking within 50m of…	9%
Step-free access at main entrance	9%
Wheelchair accessible viewing area	8%
Emergency Evacuation Plan offered	8%
Disability Awareness / Equality training provided for staff	8%
Quiet times	8%
Quiet space	8%
Floorplan of venue	8%
Concessions for disabled people	8%
'Easy read' information	8%

Base: all answering on events (274)

Summary: priority features for **events**

OTHER CORE FEATURES

MINIMUM CRITICAL REQUIREMENTS

OTHER CORE FEATURES

Easy to read information

Staff disability / equality training

Floorplan

Map of site & accessibility features

Table service

Accessible toilet

Accessibility Guide / Statement

Accessible parking space

Lifts

Cater for range dietary needs
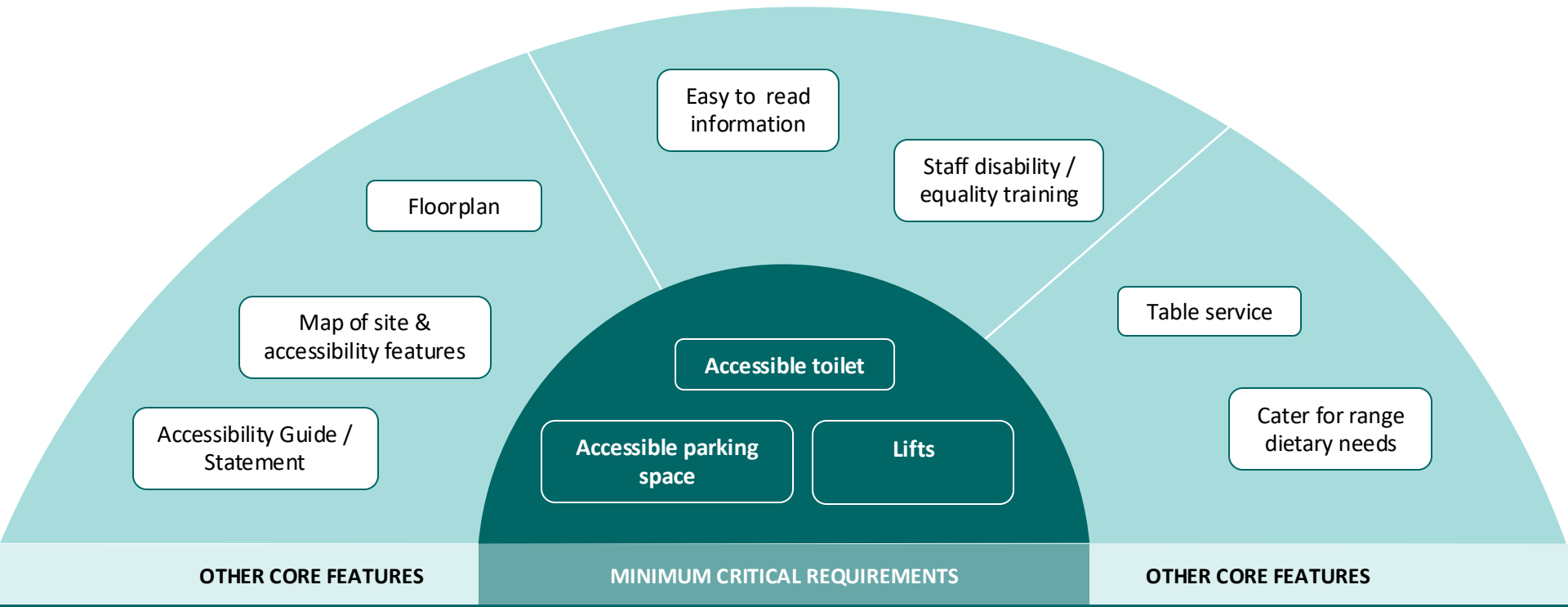
OTHER HIGH PRIORITY FEATURES FOR SPECIFIC GROUPS

| Step-free access (with lifts / ramps): main entrance, public areas | Fast-track queuing | Wheelchair accessible viewing area (where relevant) | Quiet spaces | Seating at regular intervals | Changing places toilet | Quiet times |

Those who attend cultural/historical events identify more deal-breakers

Features of importance that appear more relevant to specific event types:

Event type	Feature
Live music festivals or events	Seating at regular intervals
Cultural/historical exhibition or event	Floorplan of venue Accessible / Disabled toilet Blue Badge / Accessible / Disabled parking Step-free access Seating at regular intervals Wheelchair accessible viewing area
Food festivals	Seating at regular intervals Wheelchair accessible viewing area
Sporting events	Floorplan of venue Changing Places toilet on site 'Fast Track' queuing 'Easy read' information

Leisure Event Preferences

Event	Percentage
Live music festivals or events	58%
Cultural/historical exhibition or event	52%
Food festivals	49%
Sporting events	28%
Other	2%

People are interested, on average, in 2 types of events

Implementation: across leisure and tourism businesses

Optimising feature descriptions

The research highlights potential refinement in how features are communicated to optimise clarity for those seeking information, including
- More detail to clarify exactly what the feature comprises – noting the balance between succinct descriptors and the more detailed information that can be included within an Accessibility Guide/Statement
- Addressing ambiguity in descriptions that may lead to concern/confusion for potential visitors, though this is typically seen in broader terms (accessible, step-free, secure etc.) where more information is needed to clarify what is available
- Suggestions on how features are implemented on site (e.g. sign-posting, volume, cleanliness etc.)

Minimum Critical Requirements

Lifts

Rarely causes any confusion
Acknowledgement that not always relevant
Queries around there being **sufficient lifts**, **located in main areas** or well **sign-posted**

Accessible Parking

Need to specify **location** and **proximity** to entrance/site/main areas etc.
Reassurance of **sufficient** spaces
Whether there is any guarantee of availability/**booking system**
Clear **sign-posting**
Whilst some shortened the description from "Blue Badge / Accessible / Disabled parking space" to just one of the descriptors, there is no consistency and therefore the combined description is recommended

> Will this be guaranteed

> I know I could park near my accommodation

Accessible Toilet

Some use 'disabled toilet' as a descriptor, therefore '**Accessible/Disabled**' may be appropriate
'**Changing Places**' toilets are recognised and if present should be identified for those familiar with them
Availability of **sufficient toilets** and their location may be relevant, along with sign-posting
More **detailed specification** – features within the toilet including size, wheelchair accessible, etc.

> I need it to be stoma friendly clean shelf , sink and bin and a chair would be so helpful

> There should be adaptable changing area for kids

> Size and easy slide door

Optimising feature descriptions (1)

Other Core Features

Accessibility Guide/ Statement

Assumed to include details of what's available
Where understood it is felt to be important
Availability all the time, for some online or sent at the time of booking

> It's very important because it gives an idea of what we are expecting upon arrival.

Site Visualisation

Several descriptors tested:
- Floorplan of venue - often simply **not understood** as a description
- Map of site and accessible features – online or on paper, in advance or at the venue
- 360 degree tour – often **not understood** and when it is there is confusion over where it is online or in person

Suggestions for clarity include: site map (included in welcome pack), inclusion of photos

> Showing what specific things are and where they are

Emergency calling and contingency plans

Several descriptors tested including
- Personal/General Emergency Evacuation Plan – needs to be **clear** and **easily accessed**
- Emergency alarm with flashing lights/vibrating pillow – explanation of the system and **how it works**
- Emergency call system in bathroom/bedroom/toilet – **information on functionality** e.g. pull cord, buzzer etc.

Depending on impairments there are different suggestions for emergency systems – sound, light, staff notification etc.

Whilst individual emergency features tested are not always top deal-breakers, collectively information on emergency support is important to include in accessibility information

> Very important I don't care how as long as it's clear as can be

> Clear instructions of when and how to use

Cater for range of dietary needs

While the phrases tested (A selection of food offered for a range of dietary requirements and Comprehensive allergen information available) are typically not ambiguous, people tend to want to know specifically about their **own dietary needs**, that are not always allergen-related e.g. Gluten free, autism friendly beige foods, Halal etc.
There is also a focus on their being **plenty of choice** available

Optimising feature descriptions (2)

Other Core Features

Staff disability/ equality training

- Important for many, though not always a deal-breaker, **staff behaviours** are often commented on as a **key aspect** of a venue being accessible.
- Sometimes the requirements relate to **specific training**, but often they might simply be seen as '**good customer service**' behaviours
- Expectations of training range from **awareness** of through to **active support** for those with impairments

Customer Service ⟶ **Trained Staff**

| Staff who are approachable. | Staff happy to serve at table at customer request. | Employees are aware of disabilities | just making sure that the staff are fully aware that I'm disabled and could need help | Qualifications of staff made clear |

| Staff aware of people's needs | Support from dedicated staff | Staff follow equality and diversity policy | Full training for staff | staff trained on disabilities and supporting those with disabilities |

- Ambiguity in the description (Disability Awareness/Equality training provided for staff) tends to be around the level of training and what accessibility needs they are then equipped to deal with
- Some references to discrimination training
- Comments suggest that there is some level of assumption that staff training would always happen

Staff trained in all areas of disability visible and invisible

Essential for all staff of all businesses I think

45

Other Core Features

Easy to read information

Although the phrase tested was 'Easy Read' information, the link to a specific format was not always made

The concept of **easy-to-read** extends beyond the **language and style** of writing to format, availability and **tactile/visual content**

Big writing so he can read

In normal clear understandable wording.

If available in advance of visit it would really help

Accessible wash/ bathroom facilities

A number of bathroom features were included and collectively they are important. Features tested include wheelchair accessible bathroom with bath/shower, step-free shower, bath, fixed shower seat, freestanding shower chair etc.

These features **are rarely ambiguous** to those who need them, but there are **differing requirements** e.g. some require a bath, others a shower etc.

Using an all-encompassing term such as 'accessible' may lead to calls for more details around exactly what features are present within the bathroom /washroom

Secure Garden

The word '**secure**' requires further explanation for people to be sure of whether the garden meets their specific needs

Many interpret it as meaning there is **high/strong fencing/walls** around the garden. Some reference the need for it to be **locked**

The best way to illustrate what secure means for an individual venue may well be through **photos** on the **website** and/or in the **Accessibility Guide**

Consideration might also be given to **accessible play equipment**

Comments around the security of the garden would also apply to '**secure children's play area**'

photo of garden

How secure?

Garden a child couldn't leave while playing outside

Among the features less likely to be selected as important, there are several that have some ambiguity or lack of understanding of what they are.
Clarification of what they are may increase slightly their importance, but is unlikely to change greatly where they are ranked overall

Sensory Story

> I'm just not sure what this is but I'm interested so wish it was more clear

> Have no idea what this is.

> I would love to know what this feature entails

Sensory Equipment

> Would this take the form of fidgets and stim 'toys' or more substantial equipment, like a sensory swing or weighted blankets, for example?

> This is very useful and should be signposted and made bookable upon checking in

> What kind of sensory equipment?

Familiarisation Visits

Feedback mainly related to whether these are free or not
Also, a wish to be clear on whether they are virtual or in-person
Rarely a deal-breaker, but something that could enhance visitor experience

> Does it mean ,the people will come earlier to familiarize themselves with the place? That's what makes it unclear to me.

Quiet Space

The feature is generally understood and appreciated
Some refer to it as 'quiet room' perhaps giving greater reassurance of it being a protected space?

> Plan of these areas

> Time out for when overwhelmed

Quiet Time

Again, feature is generally understood as a concept and is one that many people appreciate, though perhaps some ambiguity over whether it is a time at which all noise is reduced, or simply confirmation of less-busy times of day
Information in advance is important for planning purposes

> So I can plan that there will not be too many people

> periods of times which there is little noise

> 2-4 pm and after 11pm

47

Optimising feature descriptions (5)

Among the features less likely to be selected as important, there are several that have some ambiguity or lack of understanding of what they are.
Clarification of what they are may increase slightly their importance, but is unlikely to change greatly where they are ranked overall

'Fast-Track' queuing	Where applicable, 'fast track' queuing is appreciated for a range of impairments Clarity of offer would be important to communicate in order to manage expectations (e.g. straight to front of queue, who 'fast track' is available to, how to book etc.)	Fast track queue including disabled entry / Ability to skip queue completely and not deal with crowds. He cannot queue for long periods so this would give us flexibility to enjoy our visit
The camping site is flat or only on a slight slope	It is important for some people to know if there is a slope and if so what the gradient of that slope is	How much of a slope? / Distance between facilities and accommodation
Surface of path leading from pitch to site facilities is gravel	Gravel is not necessarily a positive feature, as for some it's presence may be an issue. If present, further clarification may be needed	Unsure on type of gravel / Not suitable for small wheel electric wheelchair.

Optimising feature descriptions (6)

Other Core Features

Step-free access into/around the venue

- Step-free access was covered in many of the features, including access to the main and alternative entrances with and without ramps, shower, all public areas, changing rooms etc.
- Comments are generally consistent across them in terms of clarity around whether access is flat or requiring of a ramp, but otherwise generally understood

Step Free vs Level Access

For most people **Step-Free Access** simply means 'no steps', though further interpretation does then vary between flat access and access via ramp or lift.

Level Access is interpreted more precisely as all on one (ground) level with no slopes or steps. It can imply equal access for all

Step free access can also be defined as absent of staircase or any bumps on the way..in which movement is made easier

No step to entrance the building or any part of the premises

Access routes that allows all people, including people living with disabilities, to have barrier free or equal access

Even surfaces so that it is easy to push my rollator

Access to a location without the need to go up stairs or steep inclines

Ramps and lifts suitable for wheelchairs and people using walking aids

Flat surfaces that a wheelchair could cross easily without assistance

Level access signifies that access is able to a user on a flat surface - no steps or ramps

No heights or big curbs or potholes you could fall in

No clear preference for one or the other
Step-free is a broader term that can be widely used, but may need clarification (to identify level surfaces, slopes, ramps etc.)
Level access is a more precise term with more stringent interpretation

Q10.1 There are many different ways in which features could be described, but it may not always be clear what exactly is meant. For each of the descriptions shown below please describe in your own words what you understand by them and which terms you prefer to use
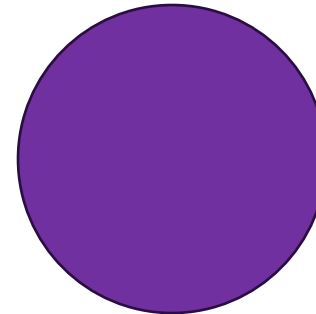
49

In describing features which are important to them when planning leisure trips and activities, before any prompting, both of these terms were used frequently.

However, on balance, **more survey respondents used the word "accessible", suggesting this may feel more intuitive and meaningful overall**

Accessible
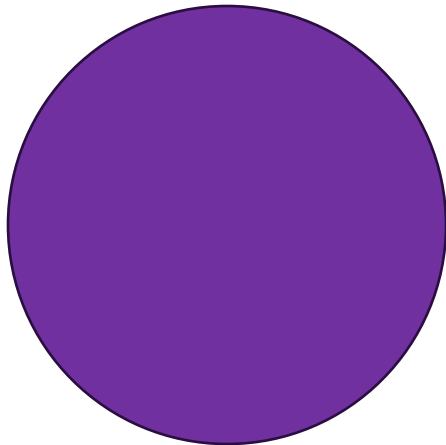
Disabled Access

Optimising feature descriptions: "accessible" vs "disabled access" (2)

Accessible conveys a sense of equality allowing access for everyone and also flexibility to adapt to meet the needs of each individual.

As with most all-encompassing terms it can lead to ambiguity, suggesting that when used it may need supporting with further detailed explanation.

Clearly accessible to and by everyone regardless of age, gender, status or health conditions

Usable by those with mobility issues and possibly using specialist equipment. Usable by those with sensory issues or mental health issues

Accessible means that anybody is able to enter no matter their health, condition, gender, size etc and usually includes ramps and bigger entrances

Usable by those with mobility issues and possibly using specialist equipment. Usable by those with sensory issues or mental health issues

Vague: Could mean level access for wheelchairs. Could mean accessible for non verbal children, as have interpreters. Could mean content is aimed at children so ok for older children who have a limited understanding of the world . Could mean secure for children who run when overwhelmed

Disabled Access is more likely to be linked to physical disabilities, in particular for wheelchair users.

access for anyone with limited mobility or other requirements

preferential and assistive access for people with a disability

Disabled access usually means that the venue tailors to people with specific needs and that the staff are trained

Means it will be equipped for wheelchairs and easier for people who can't walk properly

Easily accessible to those with physical disabilities

Not sure about this now. Was just for people in wheelchairs or using walking aids. Accessible took over on this.

This is really a "catch all" generalisation, but normally it refers to people with mobility difficulties, or wheelchair/scooter accessible.
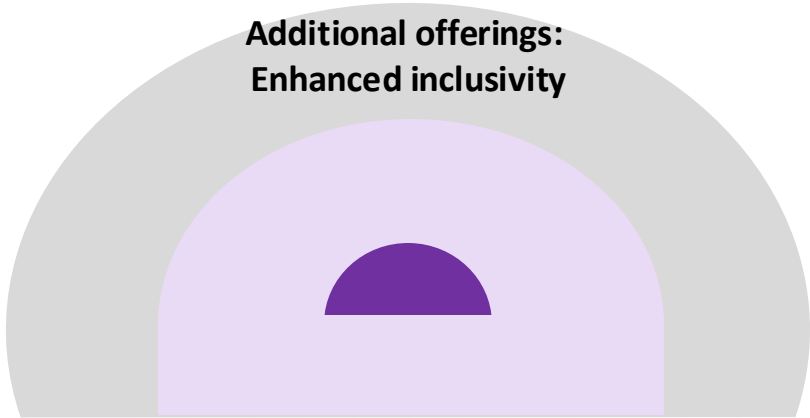
Disabled access appears to be more restricted in its interpretation and may not be seen as relevant to some people. Accessible is widely understood and clearly interpreted and would therefore be the recommended terminology.

Q10.3 There are many different ways in which features could be described, but it may not always be clear what exactly is meant. For each of the descriptions shown below please describe in your own words what you understand by them and which terms you prefer to use.

51

Additional offerings for enhanced inclusivity

Analysis approach

**Additional offerings:
Enhanced inclusivity**

In addition to the priorities which meet the needs of the majority, there are some features which are important to minority groups

Individual businesses and organisations may choose to include information about these additional features, in pursuit of more comprehensive inclusivity

These features are typically ones that overall have very low incidence of being important (outside of the top 20 list). At a total sample level they are rarely deal breakers and so are not top priorities to include in any summary list, though they may be included within a detailed accessibility guide or a more comprehensive list of features/support available in the business.

However, when looking at specific low incidence disability/impairment types, individual features can increase in their importance and may be dealbreakers for some people with those impairments. For example, Braille services, hoists or facilities for assistance dogs are very specific features that are relevant and important to only a small cohort within all people with impairments. These contrast to features that are relevant to multiple impairment types that would then be included within the Priority Feature lists.

VisitEngland

Additional features which are not deal-breakers for sufficiently large market, but improve inclusivity for those with less common accessibility needs

Serviced accommodation

- wheelchair / scooter charging point
- Automatic door: entrance
- Large-print info on site
- Secure children's play area / accessible play equipment
- Changing Places toilet (public areas)
- English Braille information
- Furniture rearranged on request
- English Braille / tactile signage
- Table service
- Fridge for medication in bedroom
- Assisted hearing device
- Adapted equipment
- Detailed specification on emergency features (pillows, lights, etc.)
- Accessible kitchen facilities
- Zip & Link bed
- Assistance available 24 hours
- Non-allergenic bedroom
- Fixed shower seat
- 360 degree tour
- Bath

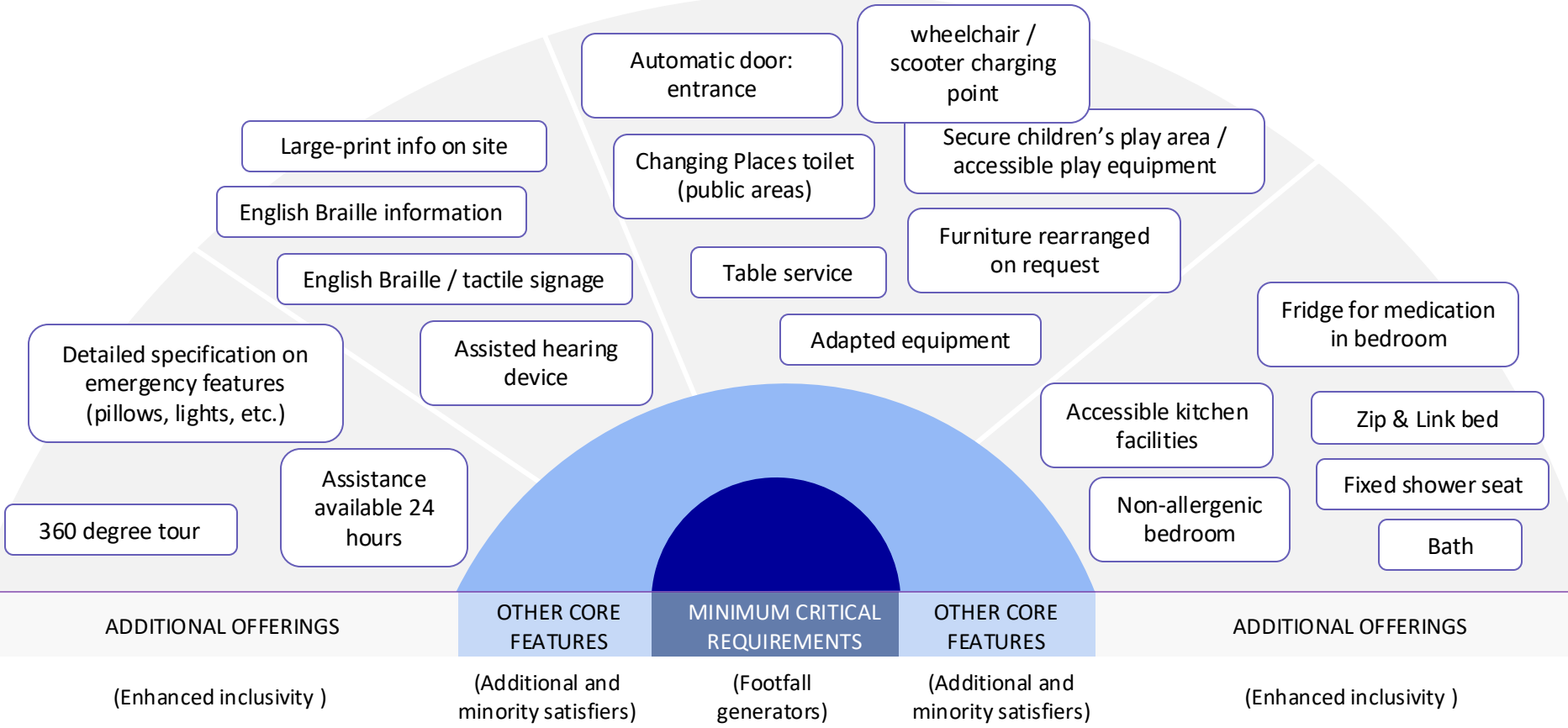| ADDITIONAL OFFERINGS	OTHER CORE FEATURES	MINIMUM CRITICAL REQUIREMENTS	OTHER CORE FEATURES	ADDITIONAL OFFERINGS
(Enhanced inclusivity)	(Additional and minority satisfiers)	(Footfall generators)	(Additional and minority satisfiers)	(Enhanced inclusivity)

Individual businesses and organisations may choose to include information about these additional features, in pursuit of more comprehensive inclusivity

Additional features which are not deal-breakers for sufficiently large market, but improve inclusivity for those with less common accessibility needs

Self-catering accommodation

Wheelchair / scooter charging point

Secure children's play area / accessible play equipment

Large-print info on site

Adapted equipment

English Braille / tactile signage

Sensory equipment

Solid surface to entrance

Assistance available 24 hours

English Braille information

Assistance dogs welcome

Non-allergenic bedroom

Detailed specification on emergency features (pillows, lights, etc.)

Electric profiling bed

Bath

Free familiarisation visits

360 degree tour

Fixed shower seat

ADDITIONAL OFFERINGS	OTHER CORE FEATURES	MINIMUM CRITICAL REQUIREMENTS	OTHER CORE FEATURES	ADDITIONAL OFFERINGS
(Enhanced inclusivity)	(Additional and minority satisfiers)	(Footfall generators)	(Additional and minority satisfiers)	(Enhanced inclusivity)

Individual businesses and organisations may choose to include information about these additional features, in pursuit of more comprehensive inclusivity

Additional features which are not deal-breakers for sufficiently large market, but improve inclusivity for those with less common accessibility needs: camping / glamping / caravanning

Camping / glamping / caravanning

Facilities for assistance dogs

Sensory equipment

Assistance dogs welcome

Accessible children's play equipment

Large-print info on site

Automatic door: entrance / reception area

wheelchair / scooter charging point

Accessible kitchen facilities

English Braille / tactile signage

Assisted hearing device

Furniture rearranged on request

Fridge for medication

Electric profiling bed

Detailed specification on emergency features (pillows, lights, etc.)

Non-allergenic bedding

Free-standing chair (bathroom)

360 degree tour

Assistance available 24 hours / daytime

Fixed shower seat

ADDITIONAL OFFERINGS	OTHER CORE FEATURES	MINIMUM CRITICAL REQUIREMENTS	OTHER CORE FEATURES	ADDITIONAL OFFERINGS
(Enhanced inclusivity)	(Additional and minority satisfiers)	(Footfall generators)	(Additional and minority satisfiers)	(Enhanced inclusivity)

Individual businesses and organisations may choose to include information about these additional features, in pursuit of more comprehensive inclusivity

Additional features which are not deal-breakers for sufficiently large market, but improve inclusivity for those with less common accessibility needs: food & beverage
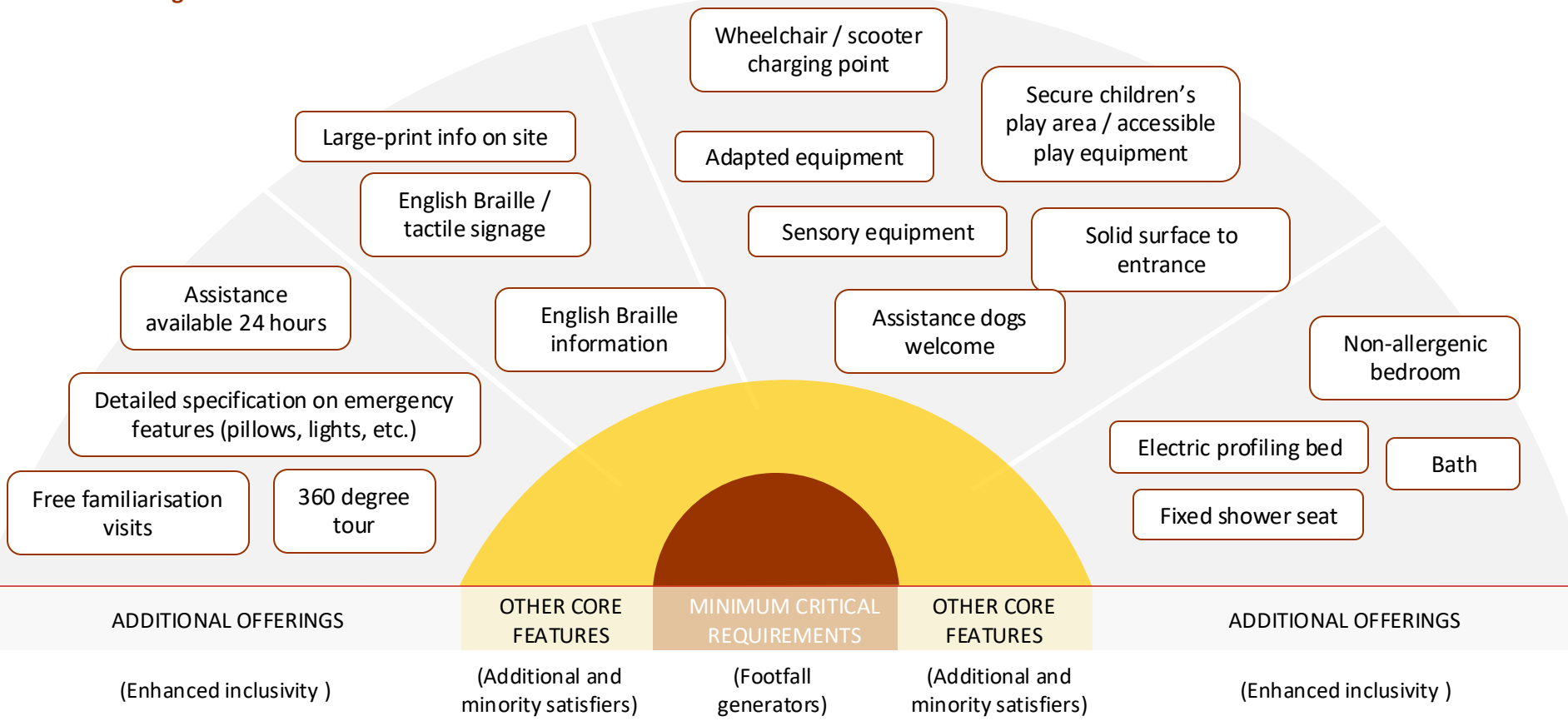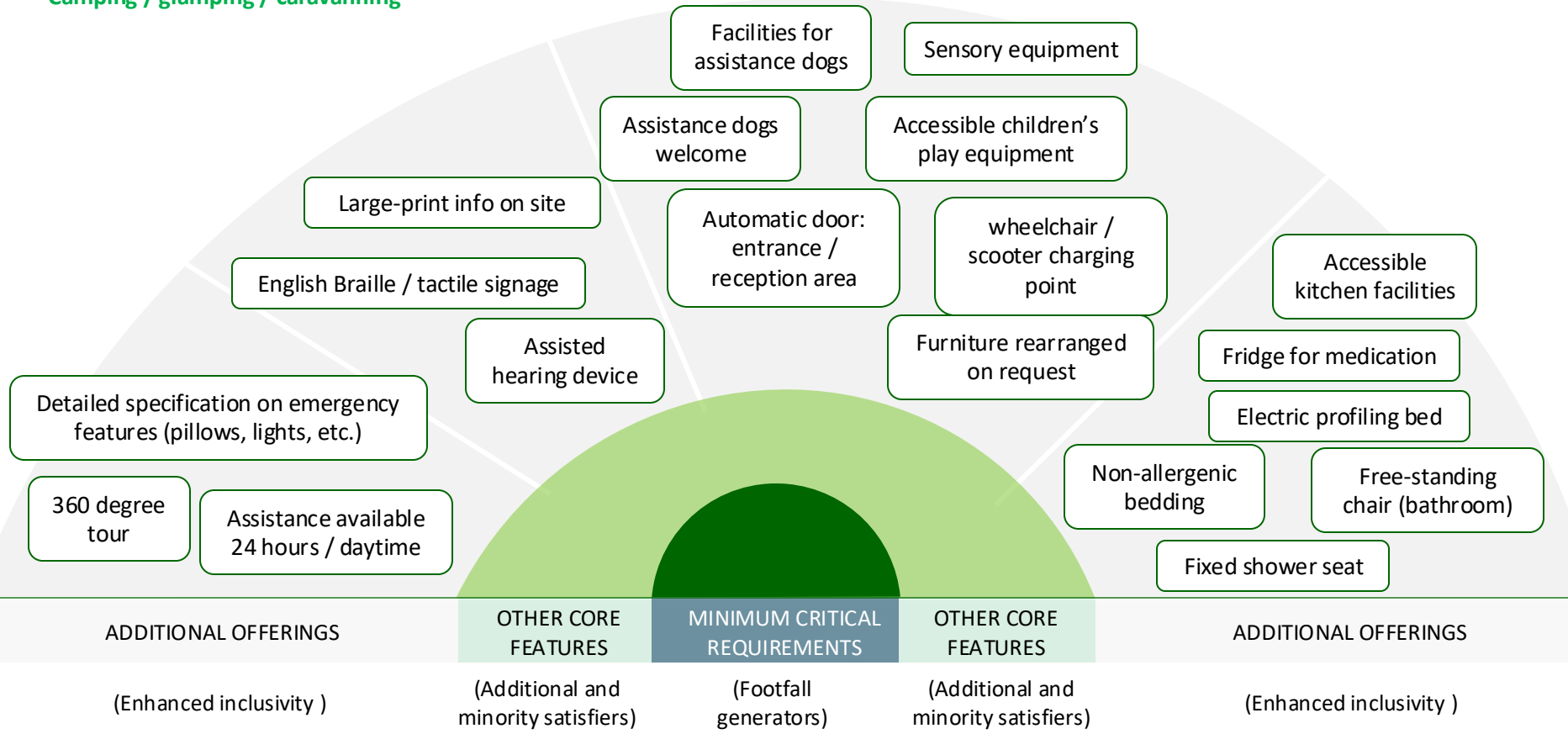
Food & beverage

Furniture rearranged on request

Sensory equipment

Comprehensive allergen information available

Secure kids' play area

Large-print info on site

Solid surface to entrance

Autism accreditation

ADDITIONAL OFFERINGS	OTHER CORE FEATURES	MINIMUM CRITICAL REQUIREMENTS	OTHER CORE FEATURES	ADDITIONAL OFFERINGS
(Enhanced inclusivity)	(Additional and minority satisfiers)	(Footfall generators)	(Additional and minority satisfiers)	(Enhanced inclusivity)

Individual businesses and organisations may choose to include information about these additional features, in pursuit of more comprehensive inclusivity

Additional features which are not deal-breakers for sufficiently large market, but improve inclusivity for those with less common accessibility needs: attractions and experiences
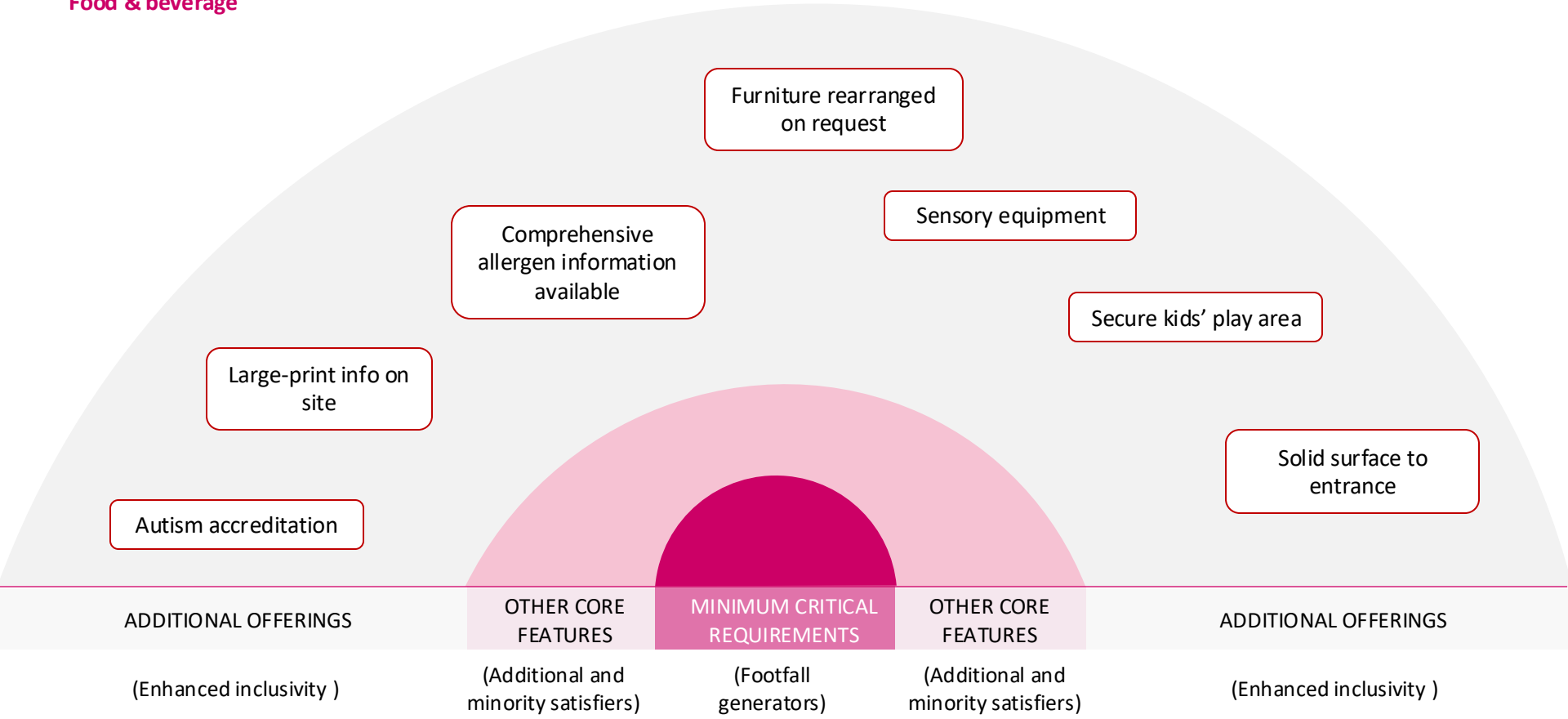
Attractions & experiences

Wheelchair / scooter charging point

Secure children's play area

Wheelchair / scooter loan available

Large-print info on site

Table service

Solid surface to entrance

Assistance available during opening hours

Autism accreditation

Automatic door: entrance

ADDITIONAL OFFERINGS	OTHER CORE FEATURES	MINIMUM CRITICAL REQUIREMENTS	OTHER CORE FEATURES	ADDITIONAL OFFERINGS
(Enhanced inclusivity)	(Additional and minority satisfiers)	(Footfall generators)	(Additional and minority satisfiers)	(Enhanced inclusivity)

Individual businesses and organisations may choose to include information about these additional features, in pursuit of more comprehensive inclusivity

Additional features which are not deal-breakers for sufficiently large market, but improve inclusivity for those with less common accessibility needs: events

Events
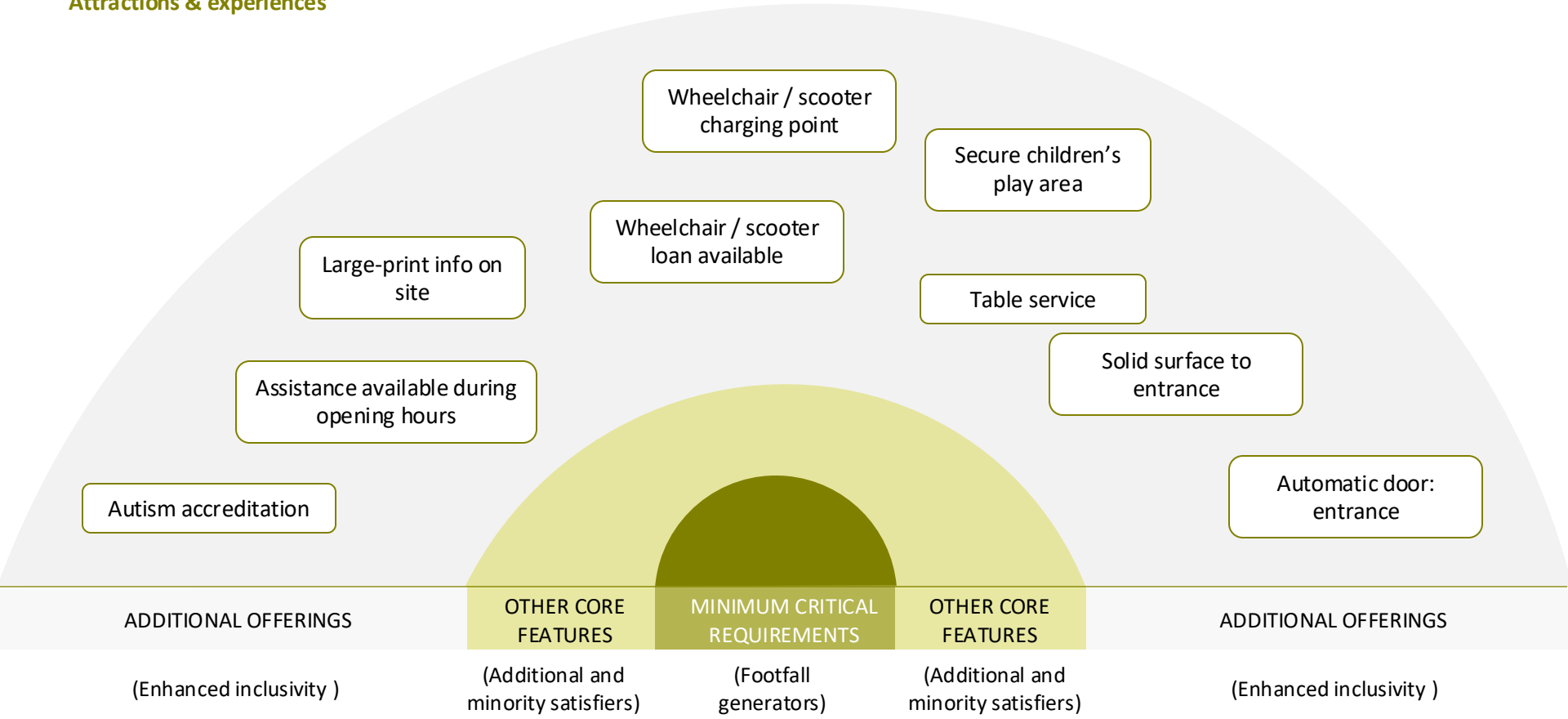

Assistance dogs welcome

Relaxed performances

Virtual experiences

wheelchair / scooter charging point

Assisted hearing device

wheelchair-accessible food & beverage outlet

Touch tour

Mobile hoist

Autism accreditation

Secure children's play area / accessible play equipment

360 degree tour

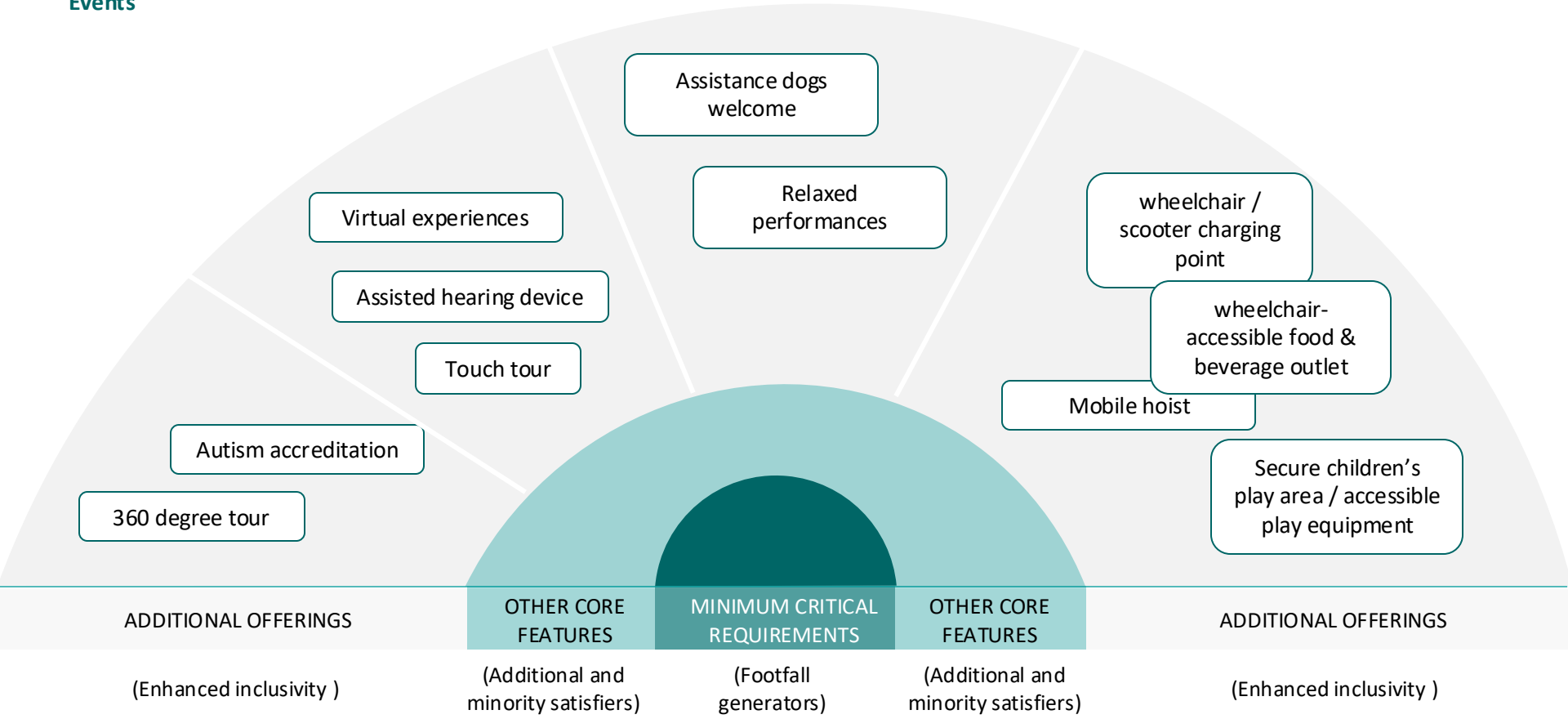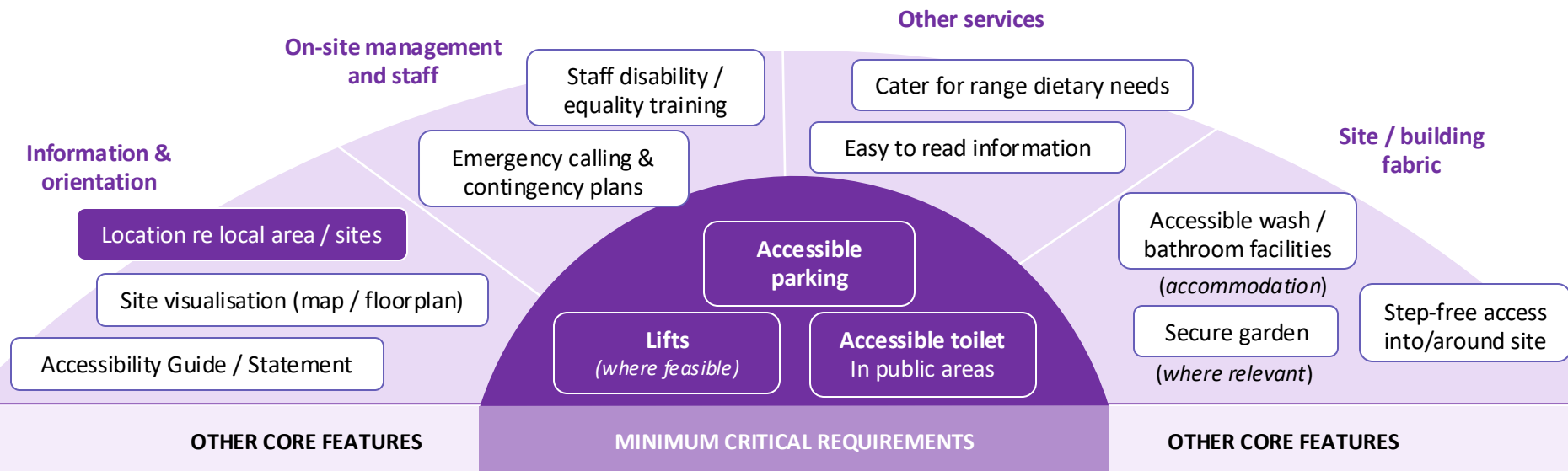| ADDITIONAL OFFERINGS	OTHER CORE FEATURES	MINIMUM CRITICAL REQUIREMENTS	OTHER CORE FEATURES	ADDITIONAL OFFERINGS
(Enhanced inclusivity)	(Additional and minority satisfiers)	(Footfall generators)	(Additional and minority satisfiers)	(Enhanced inclusivity)

Individual businesses and organisations may choose to include information about these additional features, in pursuit of more comprehensive inclusivity

Findings summary

VisitEngland

Priority feature information across all **tourism & leisure businesses**

On-site management and staff

Other services

Information & orientation

Site / building fabric

Staff disability / equality training

Cater for range dietary needs

Easy to read information

Emergency calling & contingency plans

Location re local area / sites

Accessible wash / bathroom facilities
(*accommodation*)

Site visualisation (map / floorplan)

Accessible parking

Secure garden
(*where relevant*)

Step-free access into/around site

Accessibility Guide / Statement

Lifts
(where feasible)

Accessible toilet
In public areas

OTHER CORE FEATURES

MINIMUM CRITICAL REQUIREMENTS

OTHER CORE FEATURES

OTHER CORE AND HIGH PRIORITY FEATURES FOR INDIVIUAL SECTORS

SERVICED ACCOMMODATION	SELF-CATERING	CAMP / GLAMP / CARAVANNING	FOOD & BEVERAGE	ATTRACTIONS & EXPERIENCES	EVENTS
Bedroom layout (access, bathroom link, carer access)	Bedroom layout (access, bathroom link)	Solid surface into / around site	Quiet space	Seating regular intervals	Seating reg. intervals
Autism accreditation	Autism accreditation	Site is flat / slight slope	Table service	Changing Places toilet	Changing Places toilet
Solid surface to entrance		Secure kids' play area	Changing Places toilet	Fast-track queuing	Fast-track queuing
		Wheelchair-access F&B		Quiet space & times	wheelchair-access view area
		Accessible units (step-free / ramp / for Wheelchair)		Wheelchair access F&B	Quiet space & times
				wheelchair-access view area	Table service

Accessibility features at tourism businesses

Consumer Research

Report on the findings

May 2024

More analysis and data available on request via VisitEngland:
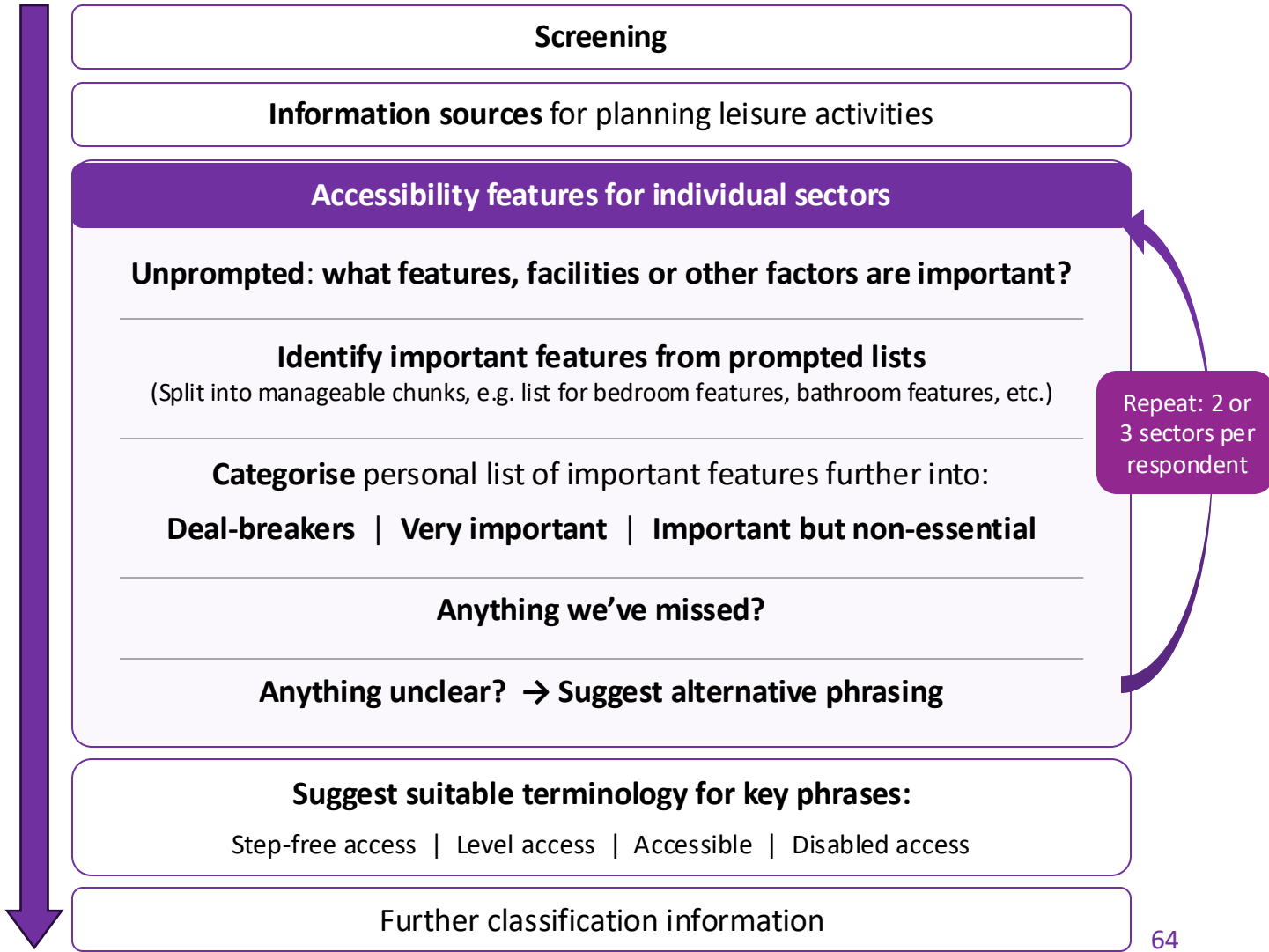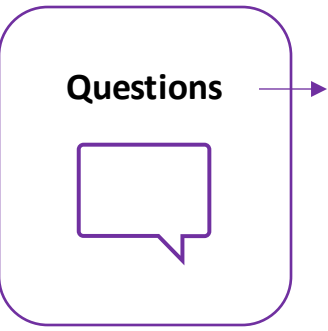Ross.Calladine@visitengland.org
Hannah.Lowe@visitengland.org
Katerina.Rysova@visitbritain.org

VisitEngland

XV Insight

Appendix

VisitEngland

XV Insight

Nationally representative, online panel

Questions

Screening

Information sources for planning leisure activities

Accessibility features for individual sectors

Unprompted: what features, facilities or other factors are important?

Identify important features from prompted lists
(Split into manageable chunks, e.g. list for bedroom features, bathroom features, etc.)

Categorise personal list of important features further into:

Deal-breakers | Very important | Important but non-essential

Anything we've missed?

Anything unclear? → Suggest alternative phrasing

Repeat: 2 or 3 sectors per respondent

Suggest suitable terminology for key phrases:

Step-free access | Level access | Accessible | Disabled access

Further classification information

64

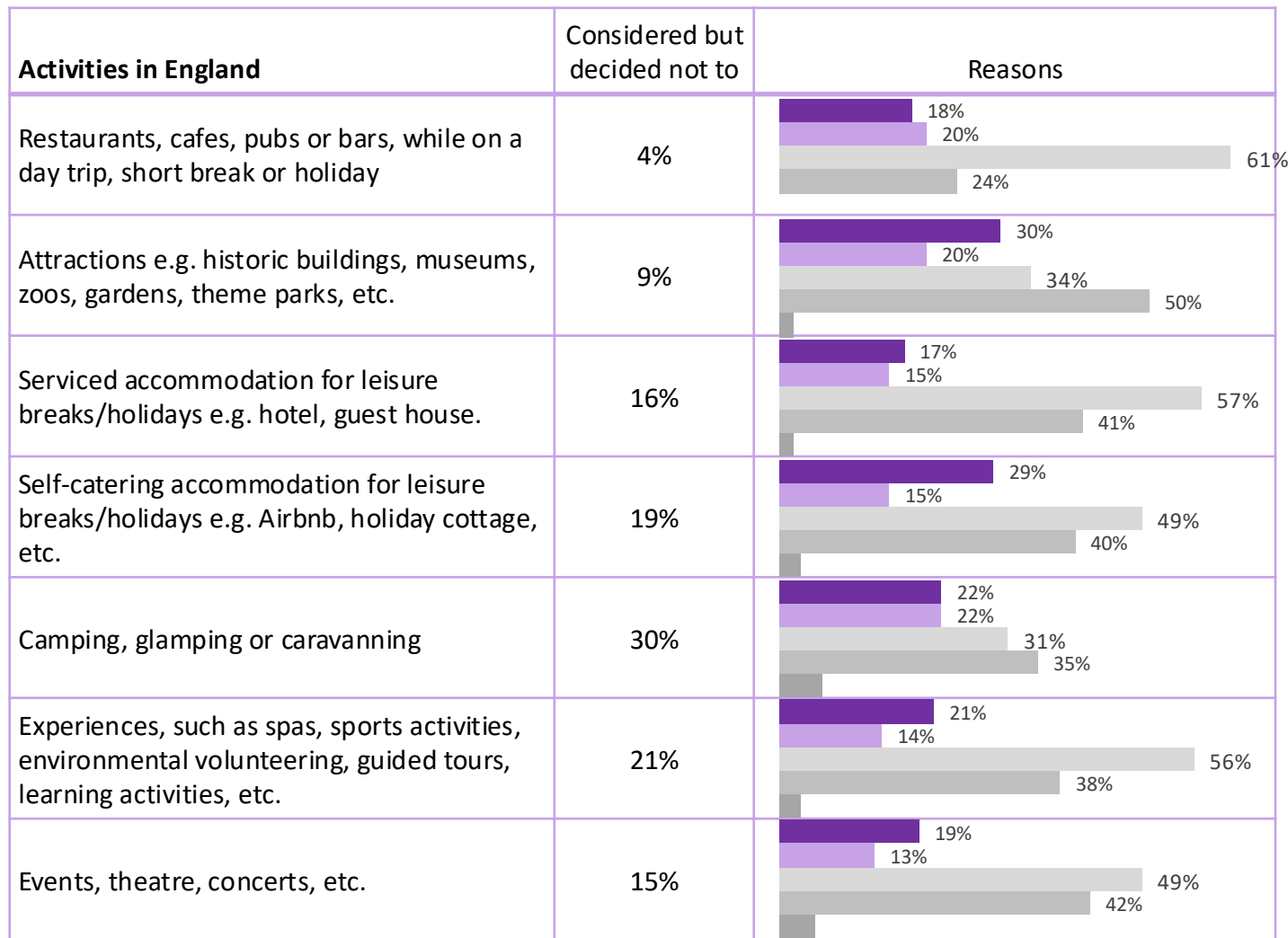# The survey respondents – Categories participated in

Activities in England	Visited/ Taken Part In in last 3 years	Considered but decided not to in the last 3 years
Restaurants, cafes, pubs or bars, while on a day trip, short break or holiday	91%	4%
Attractions e.g. historic buildings, museums, zoos, gardens, theme parks, etc.	81%	9%
Serviced accommodation for leisure breaks/holidays e.g. hotel, guest house.	64%	16%
Self-catering accommodation for leisure breaks/holidays e.g. Airbnb, holiday cottage, etc.	60%	19%
Camping, glamping or caravanning	38%	30%
Experiences, such as spas, sports activities, environmental volunteering, guided tours, learning activities, etc.	51%	21%
Events, theatre, concerts, etc.	65%	15%
None of the above	0%	23%

Base sizes per category	Survey participants	Completing the detailed category questions*
Serviced accommodation	500	316
Self-Catering accommodation	496	316
Camping, glamping & caravanning	322	230*
Food & beverage	692	446
Attractions and Experiences	694	441
Events	527	274*

*Each respondent was asked to complete questions on two categories with an option to complete three if they wished Two categories (Camping, glamping & caravanning and Events) were capped in order to maximise the volume or responses for other categories.

Barriers to participation in tourism: by sector

Accessibility barriers to taking part by sector (1)

Activities in England	Considered but decided not to	Reasons
Restaurants, cafes, pubs or bars, while on a day trip, short break or holiday	4%	18% / 20% / 61% / 24%
Attractions e.g. historic buildings, museums, zoos, gardens, theme parks, etc.	9%	30% / 20% / 34% / 50%
Serviced accommodation for leisure breaks/holidays e.g. hotel, guest house.	16%	17% / 15% / 57% / 41%
Self-catering accommodation for leisure breaks/holidays e.g. Airbnb, holiday cottage, etc.	19%	29% / 15% / 49% / 40%
Camping, glamping or caravanning	30%	22% / 22% / 31% / 35%
Experiences, such as spas, sports activities, environmental volunteering, guided tours, learning activities, etc.	21%	21% / 14% / 56% / 38%
Events, theatre, concerts, etc.	15%	19% / 13% / 49% / 42%

Legend: Was not (or did not seem) accessible for me / us; Lack of information on accessibilty; budget/financial reasons; My/our circumstances at the time; Other

Accessibility barriers to taking part in tourism by sector (2)

Recurring themes:
1. **Not enough information available**
2. **Facilities not right**
3. **Too busy**

Camping, glamping or caravanning

> Uneven ground, not accessible in terms of accessing accommodation. Care needs would be difficult to manage ie keeping equipment clean

> I don't know how accessible the place will be for a disabled person

> Caravans are too small for wheelchairs and not autism friendly

Experiences

> I would have to remove my hearing aids for some activities, then I wouldn't be able to hear anything. Sport and spa it is necessary to have someone available to be able to communicate with you at a level you can understand, I didn't think this would be possible...similar activity in the past has proved this...ie paddle boarding activities

> It's not very clear what actually happens or what I need to bring with me

Events

> Unsure of how to get to the seats we wanted to book

> Theatre seating often not clear on accessibility. Wheelchair users often set out to side or back of audience

> Loud and crowded, I am unable to cope with these things so although it was considered it was never really an option

> No information about any lifts up or down to the theatre

Base: all those who say 'Was not (or did not seem) accessible for me / us' or 'Lack of information on accessibility' as reasons for not visiting Q What concerns did you have around accessibility that prevented you from doing this?

Accessibility barriers to taking part in tourism by sector (3)

Restaurants, cafes, pubs or bars

> Very busy and very loud. Busy and being overcrowded

> No seating or open area or wheelchairs

> Not forthcoming in information about access

Attractions

> Too many people

> Needed more information than I could find and was too far away to risk going

> Built at a time when less consideration given to disabled people

> Couldn't identify any disabled parking or get menus for catering outlets, lack of information about stairs

Serviced accommodation

> Wasn't clear that this could be accessed by my family and that adjustments could be put in place if needed

> Unavailability of accessible lift for people with visual impairment

> Seemed too crowded and therefore noisy and the access info wasn't great.

Self-catering accommodation

> Wasn't clear that this could be accessed by my family and that adjustments could be put in place if needed

> No idea of lay out, or noise levels

> Lack of staff or workers available to support in an emergency if needed

Base: all those who say 'Was not (or did not seem) accessible for me / us' or 'Lack of information on accessibility' as reasons for not visiting Q What concerns did you have around accessibility that prevented you from doing this?