

Get involved in inclusive tourism

Communicating and marketing tailored offerings
to people with disabilities



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Four types of disability

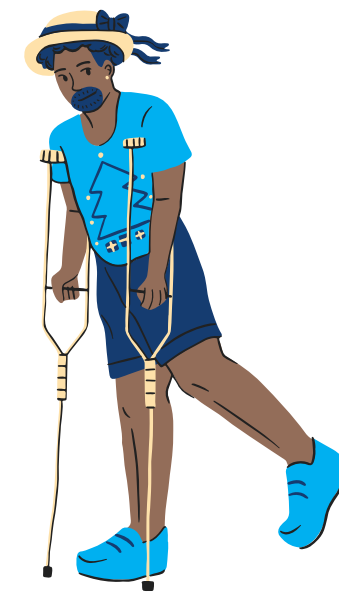
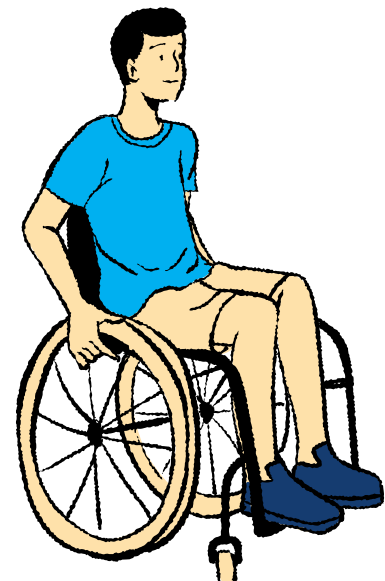
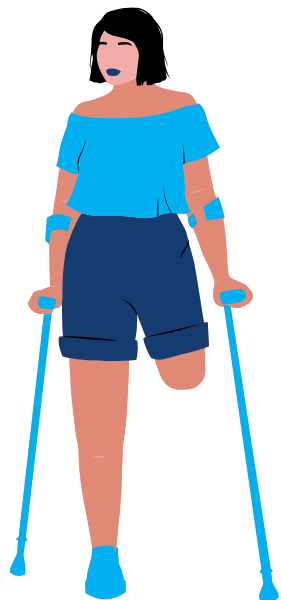
Motor disabilities

People with motor disabilities have limited mobility

Their mobility can be affected:

- temporarily;
- partially;
- totally.

Not all people with motor disabilities use a wheelchair



Intellectual disabilities

People with intellectual disabilities have difficulty with their sense of time and space

Intellectual disabilities include difficulties:

in understanding

in communicating

in decision-making

Hearing disabilities

People with hearing disabilities are deaf or hard of hearing

They find it difficult to decipher conversations and audio messages.

Deafness can be congenital or acquired. Not all deaf people use the same sign language.

Someone who is hard of hearing is not completely deaf. They use devices such as hearing aids and magnetic induction loops.

Visual disabilities

People with visual disabilities are blind or visually impaired

A blind person has no sight at all. They use other senses to apprehend space. Not all blind people can read Braille.

A visually impaired person's perception of the environment depends on their type of impairment (*blurred vision, tunnel vision*).

Their perception of space is influenced by:

- lighting
- clutter
- obstacle contrast
- contours

*Legislative framework:
certification and quality label*

Tourism and Disability quality label

This **quality label** is awarded to organisations that cater to the needs of tourists with:

hearing disabilities



intellectual



motor disabilities



visual disabilities



Tourism and Disability quality label



Certified businesses comply with a number of criteria in terms of accessibility and special arrangements

The label is a guarantee of credibility for tourists with disabilities

Note that many non-certified tourism businesses already cater for people with disabilities. Guests expect accessible amenities for example. You don't have to wait for certification to talk about accessibility!

Handiplage certification

This tells people with disabilities about accessibility to beaches and beach amenities:

- nearby parking
- access: *on foot, via ramp, hard ground*
- equipment: *beach access mat, beach chair, all-terrain beach wheelchair*
- sanitary facilities
- audio systems for people with visual disabilities

Handiplage certification



An association that caters for people with disabilities, Handiplage trains:

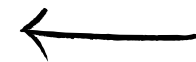
Handiplagists

Handiplage attendants help people with disabilities enjoy the beach safely.

NB: the Handiplage label is an inclusive tourism feature for beach resorts like Côtes d'Armor. Plage de la Banche in Binic-Etables sur Mer has Handiplage certification. Why not follow their example?

Providing a base to ensure your visibility

- Guarantee of credibility for tourists with disabilities
- Gain visibility at tourisme-handicap.gouv.fr
handiplage.fr



You have certification

You don't have certification



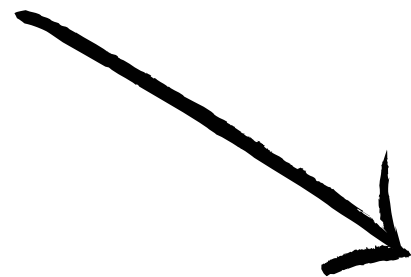
- The criteria are too restrictive for your structure, you don't have the budget, etc.

For example, regulations on protected structures can be incompatible with certification criteria

- Even so, you cater for everyone

For example by offering tailored tours and innovative tools. In short, by adapting to your visitors' requirements!

Let them know!

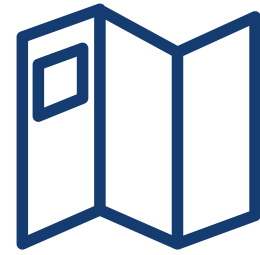


Communicating on your own media



Communication

2 types of communication media



Offline content

- Brochure
- Flyer
- Poster
- Signage



Online content

- Website
- Newsletter
- Social media

Offline content

Easy-to-read offline content

Easy-to-read approach

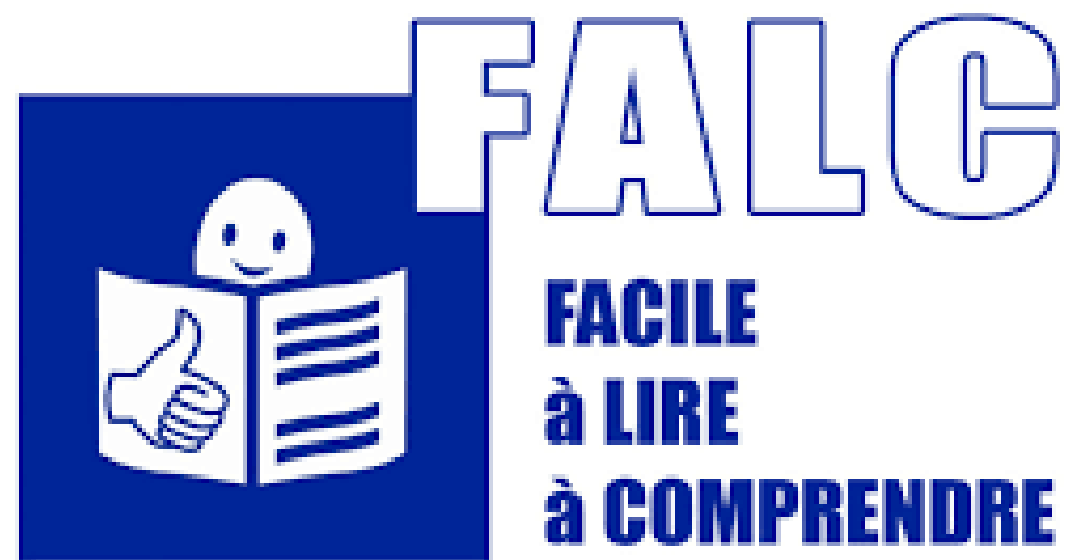
Making written information easier to understand.

Information is **easy to read and understand**.

Suitable for:

- people with **intellectual disabilities**;
- **people with visual impairment**;
- **people with dyslexia**;
- **children**.

Making written information accessible to all



Easy-to-read offline content

Make your offline content easy to read

**Write short
sentences**

**Use everyday
vocabulary**

**Provide pictures
(photos, pictograms)**

Simplify layout

**Repeat important
information**

Focus on the essential

Learn how to write easy-to-read

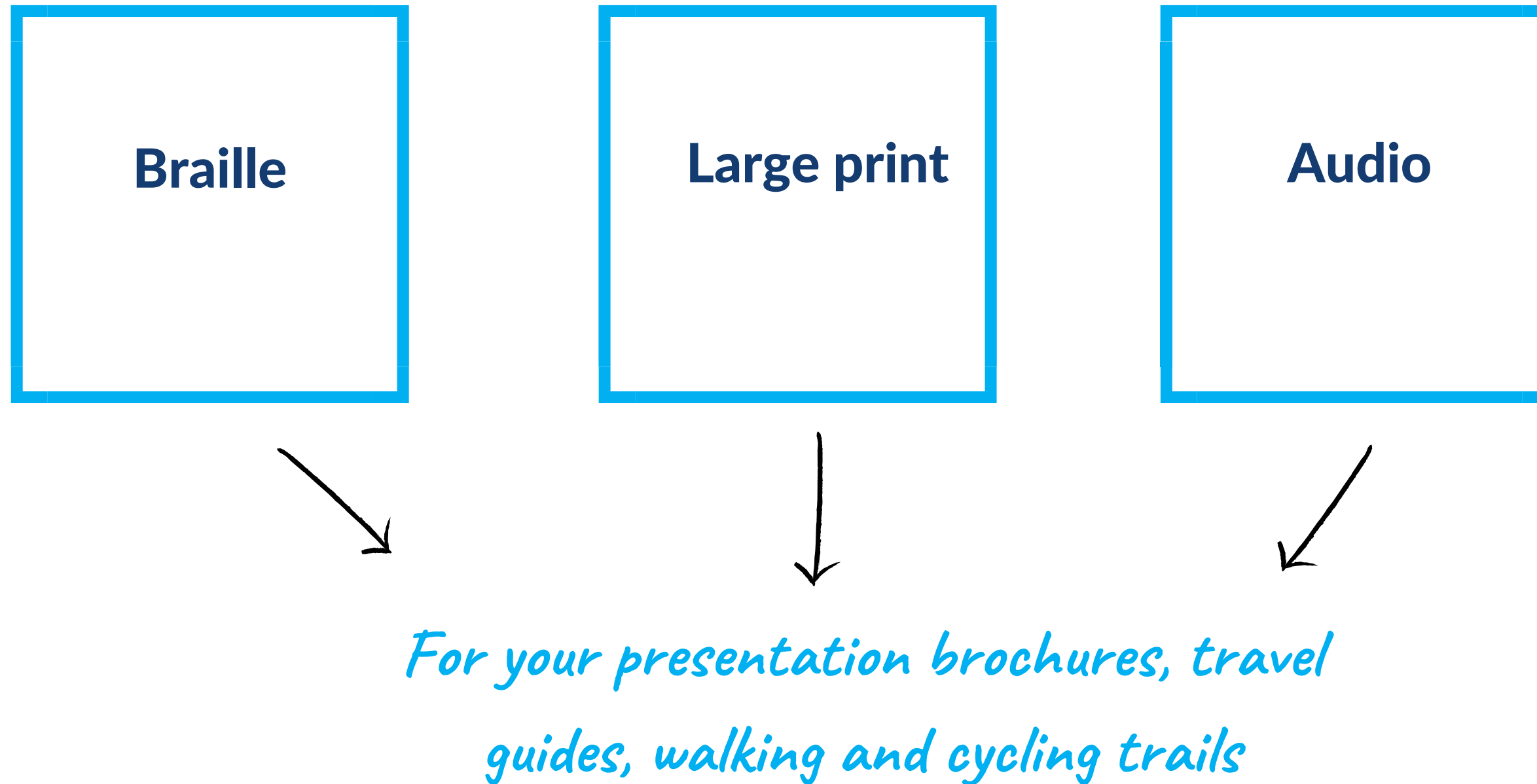
Contact Unapei



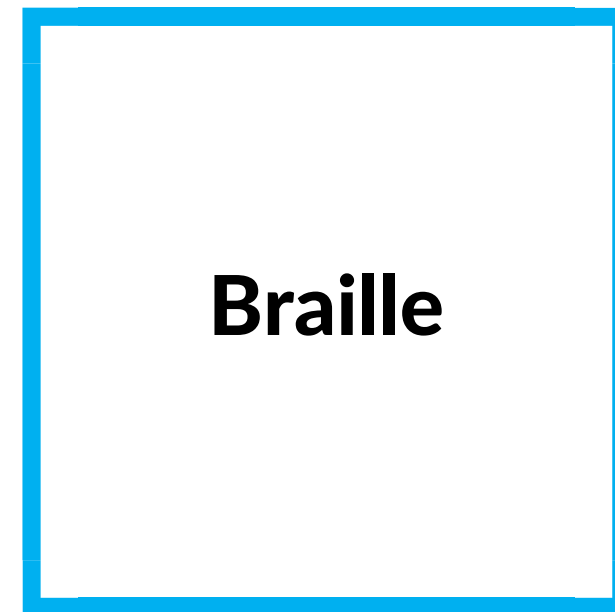
Unapei is the leading French federation of advocacy associations for people with disabilities and their families

It has the **quality mark** for training in the easy-to-read method

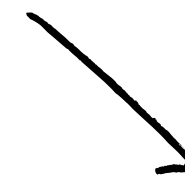
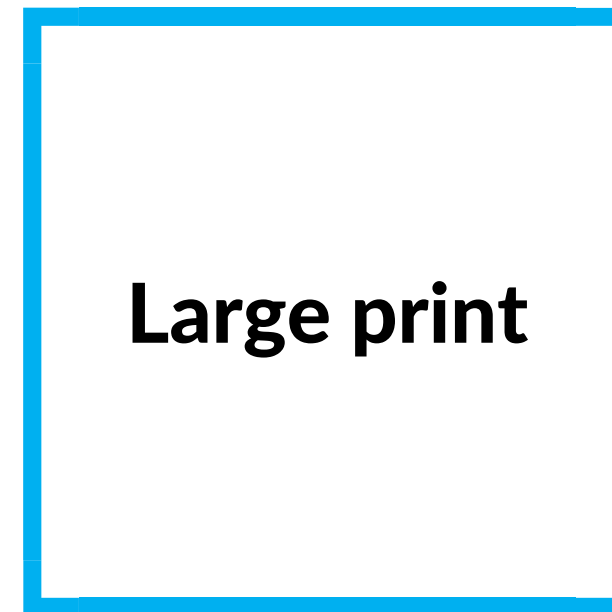
Braille, large print and audio



Braille and large print



Tactile writing system for people with visual impairment



Specially adapted typeface for people with visual impairment

Luciole: a special font for visual impairment

A font specifically designed for people with visual impairment



The font is based on several criteria.

Goal?

Improve the reading experience for people with visual impairment

*For further
information:*



luciole-vision.com

Contact the association HandiCapZéro

HandiCapZéro can help you write inclusive content

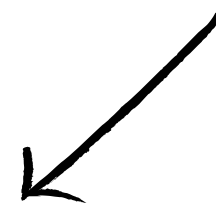


Helps people with visual impairment achieve autonomy in daily life

Partners with businesses and local authorities

Your target: people with intellectual disabilities and/or

People with
intellectual
disabilities



Easy-to-read content

People with visual
impairment



Easy-to-read content

Content in Braille

Content in large print

Audio content

Online content

Website

Making information accessible to all

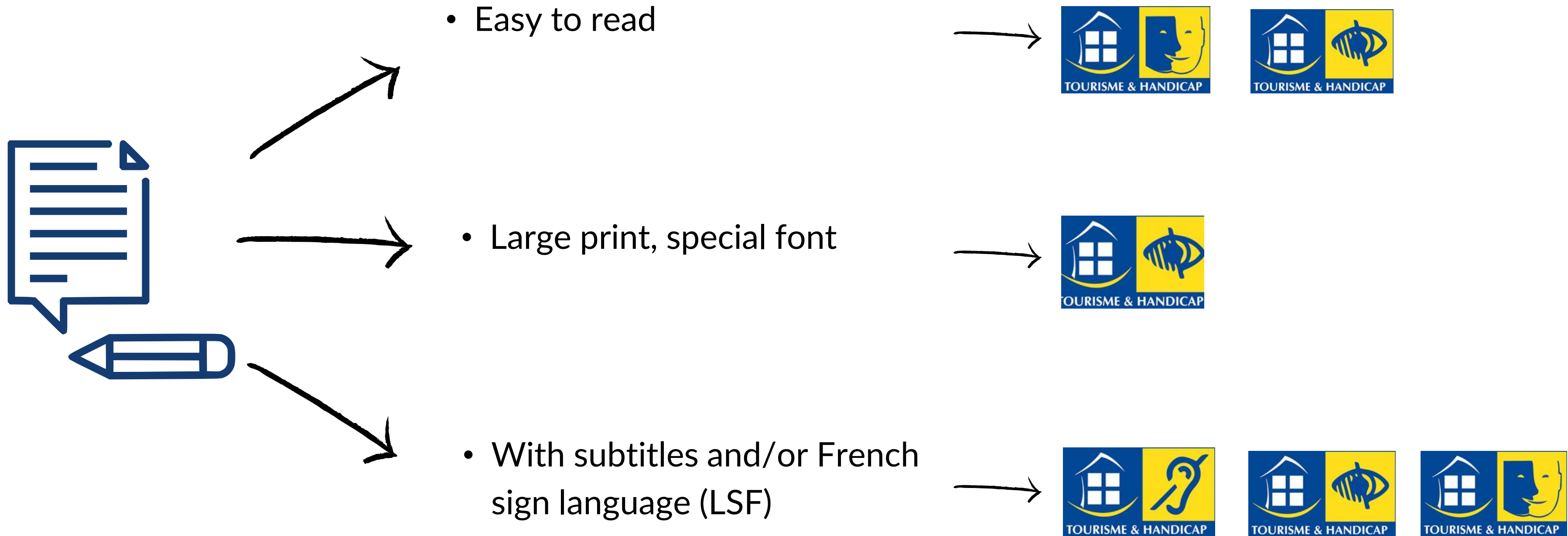


By making your content accessible and easy to read

Using search engine optimisation



Website content

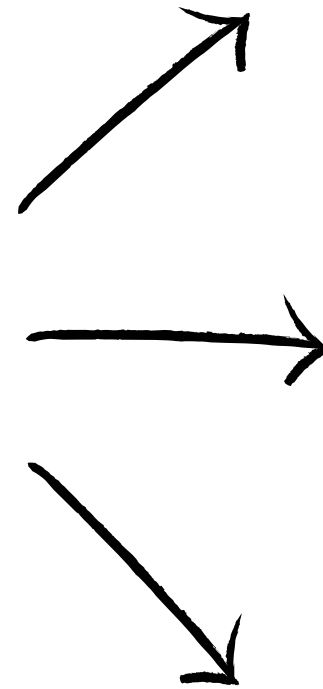


Website searches



Add a search engine with
accessibility criteria in
presentation pages

Database design



- **Tourism and Disability quality label**

By type of disability

- **Accessibility** for spontaneous enquiries/walk-ins

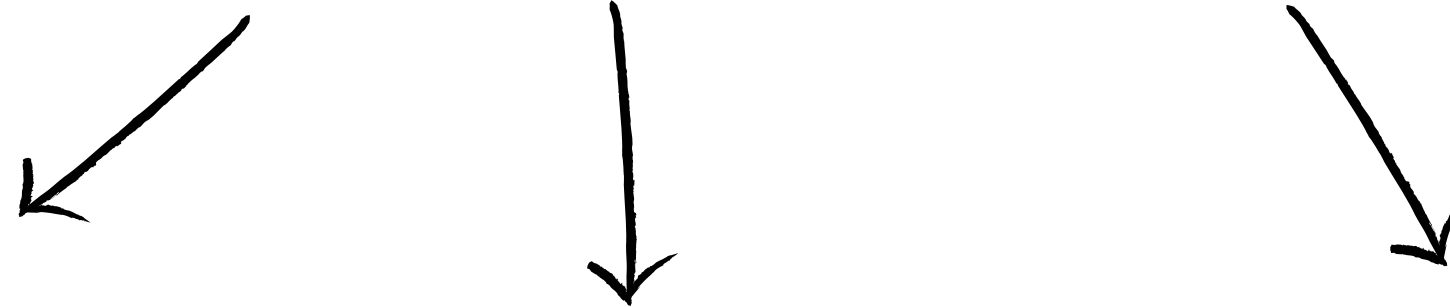
By type of initiative

- *Accessible for people with reduced mobility*
- *Guided tour in French sign language*
- *Easy-to-read signage*
- *Easy-to-read documentation, in Braille*
- *Magnetic induction loop*
- *Audio system*

- **Handiplage certification**

Your newsletters

Talk about about new initiatives in newsletters



Obtain Tourism & Disability
certification

Set up tools and action plans to
improve accessibility

Guest review

Your social media

Talk about your initiatives on social media as well



Adapt the following to each network:

Your content

Video, carousel,
Conventional
post

Your message

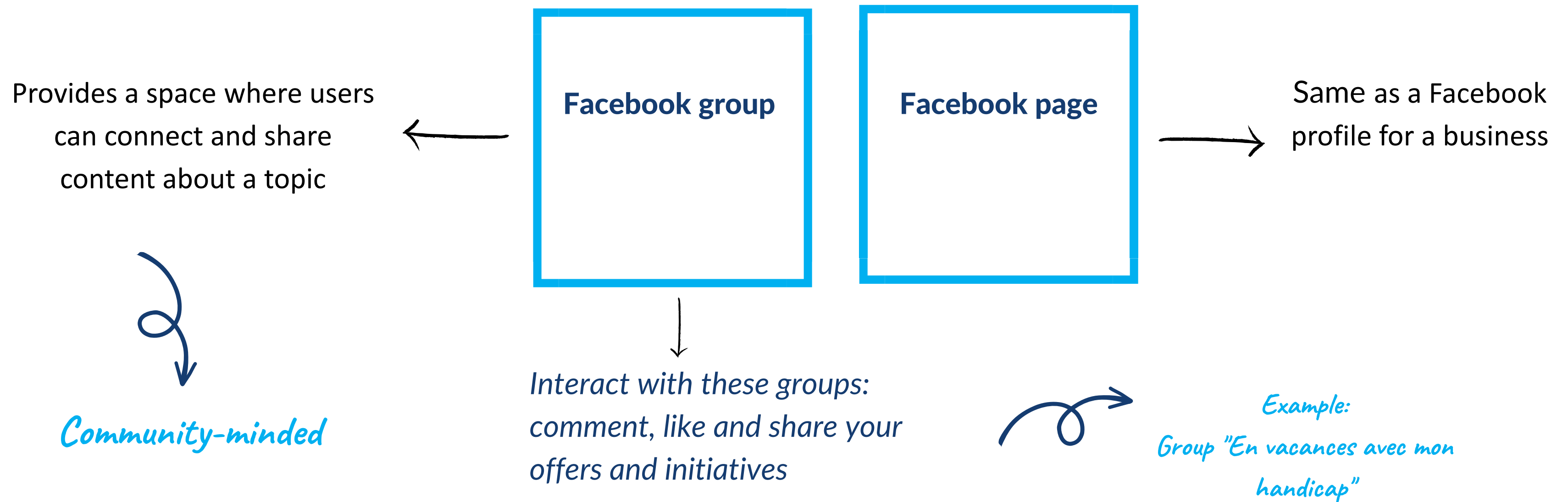
Reassuring,
informal,
relaxed

*User profile according to social
media*

Focus on Facebook

Follow dedicated disability groups

A Facebook group is not the same as a Facebook page



Marketing

Specialist agencies and platforms

Agencies

Platforms

Specially tailored disability all-inclusive packages: transport, accommodation, outings and tours

Accommodation booking platforms specially tailored for people with disabilities

Channels for marketing your offers

Specialist agencies



- access-tourisme.com
- Specialises in all four types of disability
- Caters for individuals and groups
- Tailored packages
- Long-standing expertise: set up in 1986. Founder Dominique Dupuis is a wheelchair user A travel lover himself, Dominique creates tailored packages

Specialist agencies



- adaptours.fr
- Specialises in motor disabilities
- Caters for individuals
- Tailored packages

Specialist agencies



- adaptravel.com
- Specialises in all four types of disability
- Caters for individuals
- Tailored packages
- Unusual, off the beaten track

Specialist agencies



RÉALISER VOS RÊVES,
NOTRE MÉTIER !

- behandi.fr
- Specialises in all four types of disability
- Caters for individuals and groups
- Tailored packages

Specialist agencies



- evadetnous.com
- Specialises in intellectual disabilities
- Caters for individuals
- Tailored packages
- On-the-ground experience: founders work in a residential care home for people with intellectual disabilities

Specialist agencies



- mobeetravel.com
- Specialises in intellectual and motor disabilities
- Caters for individuals and groups
- Customer service 7 days a week

Specialist agencies



- sejours-adaptes.com
- Specialises in intellectual disabilities
- Caters for adult groups
- Package tours

Specialist agencies



- travelhand.fr
- Specialises in all four types of disability
- Launched in 2023

Specialist agencies



- yoola-voyages.com
- Specialises in all four types of disability
- Caters for individuals and groups
- Tailored packages

Platforms



- toolib.fr
- accommodation booking platform catering for people with reduced mobility



- handicasa.fr
- accommodation booking platform catering for people with disabilities (all types of disability)

Innovative tools

Innovation in inclusive tourism



Andyamo is a **route planner** for people with reduced mobility

Provides GPS-based data on:

- accessibility (*height of footpath, slopes, etc.*)
- safety (*intersections with cycling tracks, reduced mobility bollards*)
- comfort (*comfortable seating, surface condition, etc.*)

 *Adapted for tourist information centres*

Innovation in inclusive tourism



Objective: **facilitate people with visual impairment with their mobility**

Virtuoz, the **first tactile map**, helps the visually impaired understand their environment and move about autonomously



*Tool adapted to tourist
information centres*

Contacts



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