

HOW TO BRING TO MARKET AND PROMOTE AN ACCESSIBLE PRODUCT



1. WHAT IS THIS GUIDELINE ABOUT?

This guideline will summarize practices for making marketing materials easily accessible for all, including people with disabilities. This can help businesses expand their reach and enhance communications, thereby increasing the pool of potential visitors and the brand loyalty of existing customers.

2. WHO CAN BENEFIT FROM THIS GUIDELINE?

This guideline was created for employees in tourism services, whether in the field of marketing and communications, website creators/designers or other staff.

3. HOW TO PROMOTE YOUR BUSINESS IN AN ACCESSIBLE WAY?

In order to ensure accessibility for all, businesses should promote their facilities and services through marketing materials that are accessible and inclusive.

3.1. PLATFORMS

Sharing your business' website and access information on platforms, like review sites and forums for people with special access needs, can be very beneficial in raising awareness of your accessible facilities. Some great examples are:

[TripAdvisor \(Travelling with Disabilities Forum\)](#), [ENAT Accessible Tourism Group on Facebook](#), [Euan's guide](#), [Pantou](#), [Lonely Planet Forum](#), etc.

3.2. WEBSITES

Your website is an important gateway to information, especially for people with special access needs to assess whether your business is a good fit for them. Providing reliable access information is salient in attracting and convincing potential customers to visit.

Ideally, your access information should:

- be detailed, accurate, updated and easy to find
- include photos of accessible facilities and an official access statement
- PDF files with useful information can be downloaded from the website
- offers adapted suggested itineraries and transport options
- show photos with a diversity of visitors and testimonials from previous visitors



Make sure that your website also:

- is available in different formats and is functional on different devices
- is organized and formatted for correct interpretation by screen readers
- offers the possibility to adjust display, font and font size
- has been tested manually to ensure usability by people with disabilities

3.3. SOCIAL MEDIA - CONTENT

Engage and interact with your audience by creating inclusive and accessible social media content:

Accessible text

- use simple language, keep sentences short
- spell out acronyms and abbreviations
- avoid using emojis and GIFs, special characters and fonts
- hashtags and @ mentions can be disruptive for screen readers
- ensure a high contrast ratio of text versus background

Accessible images

- Include descriptive captions and alternative text
- ensure high color-contrast
- avoid placing text over image

Accessible videos

- include closed captions or subtitles, as well as a written transcript of the video

3.4. SOCIAL MEDIA - CHANNELS

Tourism providers wanting to promote their accessible services might want to reach out to certain bloggers and ask them to publish review articles about their facilities on Social media such as Facebook, blogs and YouTube channels. Here are some great examples to check out:

- **Blogs:** [Martin Sibley](#), [Curb free with Cory Lee](#), [The Bimblers](#), etc.
- **YouTube channel:** [Wheels no Heels](#).
- **Active Facebook groups:** [Accessible Travel Club](#) and [Accessible Tourism](#).

3.5. EMAILS

Accessible emails are not only valuable for people with disabilities, but improve usability in general by ensuring more logical and readable content.

- email should be displayed in the correct order, regardless of the device used
- subject line should be brief but descriptive and meaningful
- consider color contrast and font size
- provide text alternatives for images
- when sharing links, include a meaningful link description
- use HTML heading elements in your code

3.6. LIVE EVENTS

Consider participating in trade fairs and other events to promote your business like international fairs, local fairs, fairs specialized in accessible tourism.

Engage with local community groups and clubs, and consider hosting an open day to showcase your accessible facilities and services.