



Fáilte
Ireland

Accessible
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Tourism



Supporting Resource - Access Welcome Guide

Creating Your Access Welcome Guide



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Access Welcome Guide

An Access Welcome Guide is a section on your website that helps people who may have specific access requirements make informed booking decisions and feel confident that their requirements will be met.

This guide will support you through the process of creating an Access Welcome Guide helping you identify and share information about your business that will make visitors with access needs feel welcome.

Recent industry analysis shows that 62% of tourism businesses do not provide any pre-visit information for guests with accessibility requirements. The 18% of businesses who do offer Access Welcome Guides report higher customer satisfaction, repeat visits, and improved reputation. These findings underscore the importance of proactive communication and inclusive planning.

These documents have been produced as part of a collaborative project led by Visit England and supported by Fáilte Ireland, Tourism Northern Ireland, Visit Scotland and Visit Wales. The accessibility features within the Checklists have been identified through robust consumer research with over 800 people.



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Why is pre-travel information on accessibility important?

Planning a trip is more than choosing a destination, for visitors with access needs, visitors with disabilities, older people, and families with young children. Thoughtful preparation can make all the difference.

Displaying accurate and reliable information about your business's accessibility features allows visitors to make informed choices and feel welcomed from the moment they start planning. That confidence can be the deciding factor between booking or looking elsewhere.

How do I develop my Access Welcome Guide?



Follow the steps below to start developing your Access Welcome Guide. The goal is to share this information on an easy to find accessibility section on your website, for example, on the 'plan your visit' page.

Step 1: Complete the Checklist to identify your accessibility features.

Select the relevant [Checklist for Developing your Access Welcome Guide](#) for your business.

Identify the accessibility features you currently offer across your business.

- Each item in the Checklist represents a specific accessible feature or service.
- For every feature that is available in your business, tick Yes.
- When you tick Yes, the corresponding description can be copied into your Access Welcome Guide.
- For some accessibility features you will need to provide measurements, and you can use the [How to Measure your Accessibility Features Guide](#) to help.
- Some accessibility features (where indicated) on the Checklist should be supported by photographs. You can use the [Photography Guidelines](#) to help you in taking and presenting your photos.

For further supports on how to develop your Access Welcome Guide, it is recommended to engage in the training modules on learniFI.

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Step 2: Publish your Access Welcome Guide on your website.

Sharing information on your business's accessibility features builds trust and helps visitors choose your business with confidence.

Here are some top tips when sharing accessibility information on your website:

- ✓ **Easy to find:** Make it easy for visitors to find your Access Welcome Guide page.
- ✓ **Locate it:** For example, within the 'Plan Your Visit' section of your website.
- ✓ **2-click rule:** Make sure your Access Welcome Guide can be found within 2 clicks of visitors landing on your home page.
- ✓ **Keep track of interest:** Track the number of times the Access Welcome Guide page is viewed and the number of unique visitors. This gives an idea of the interest in your accessibility information.
- ✓ **Digital Accessibility Best practices:** Best practice is to meet the WCAG 2.2 AA standards. For further training on digital accessibility, please sign up to training on [learnIE](#).
- ✓ **Date the guide:** Display "Last Updated" date on the top of the Access Welcome Guide.
- ✓ **Add a feedback note:** "We are constantly reviewing and improving our customer experience. If you have suggestions, please contact us at info@businessname.ie".

To view what your Access Welcome Guide could look like, see our [Example Welcome Guide - Emerald Hotel](#)

Check it out



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