



Accessible
and Inclusive
Tourism



Supporting Resource - Access Welcome Guide

Photography Guidelines





Photography Guidelines

Incorporating images in your Access Welcome Guide will help you to showcase the accessibility features and facilities you have and will support your visitors in planning their visit with ease.

These photography guidelines have been created to help you to take images which are accurate, relevant, representative, and engaging.

What photos should I include?

A 'welcome' photograph

This could show:

- Your staff team
- Your venue
- Visitors enjoying your venue



Example 'Welcome' Photograph

Consider having at least one image for each of the sections within the Checklist

Gallery of images

This is a selection of images which summarises your visitor journey. This will help visitors to familiarise themselves with your venue before they arrive and may include things like:

- Arrival and parking arrangements
- Main entrance
- Staff members and the uniforms they wear
- Cafes and restaurants
- Main visitor areas
- Toilets
- Outdoor spaces

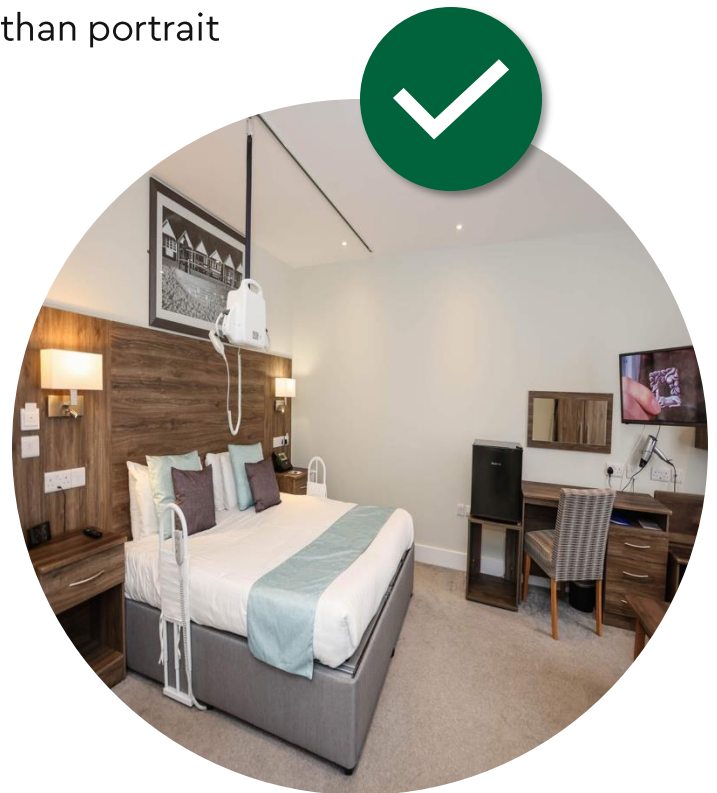
Photography Top Tips

- ✓ Take images which accurately depict what you have
- ✓ Prepare the room or space so that your venue looks at its best
- ✓ Ensure that the room or area is well lit
- ✓ Shoot into a corner – this will typically help you to incorporate a wider range of features than taking photographs 'straight on'
- ✓ Take photographs in landscape rather than portrait
- ✓ Complete the 'Alt Text '(Alternative text) field for any images you use. This is a short description of what is depicted in an image.

This description is 'read out' for blind and partially sighted people using a screen-reader software

- ✓ Use inclusive imagery in your Access Welcome Guide, and across your website generally.

This should include disabled people as well as non-disabled people.



Since around 80% of impairments are hidden, it can sometimes be hard to represent them visually. It can be helpful to include auxiliary aids in the image to provide a visual cue for some impairments e.g. a hearing aid, an assistance dog, a walking stick, frame or a cane.



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