



Accessible and Inclusive Tourism



Supporting Resource - Access Welcome Guide

Sensory Story Guidelines





What is a Sensory Story?

A sensory story is a descriptive, immersive narrative that walks guests through what they might see, hear, smell, taste, and touch during their visit.

It helps reduce anxiety, build excitement, and foster inclusion for anyone who would benefit to know what to expect in advance of visiting your venue.

How do I create my Sensory Story?

Step 1: Define your audience and purpose

- **Who are you writing for?** Consider autistic guests, families with children, elderly visitors, or those with sensory processing differences.
- **What is your goal?** To reduce anxiety, build trust, and create a welcoming experience.

Step 2: Describe your business in one sentence

Example: "Welcome to The Emerald Hotel! This sensory story will help you imagine what your visit might be like, so you can feel relaxed and ready to enjoy your stay".

Step 3: Sensory breakdown by location

- Use the five senses - sight, sound, smell, touch, taste - to describe each key area of your business.
- Include photos of both indoor and outdoor spaces.

Example Sensory Story – Kilkenny Castle

Check it out



Now it's your turn

Create your own
Sensory Story



**Fáilte
Ireland**