



TOURISM FOR ALL

Making Accessible Travel Better

Promotion Media Pack



Reach visitors with accessibility and disability needs and promote your facilities directly to people that matter.

www.tourismforall.co.uk



Tourism for All is a national charity, the leading voice of accessible tourism and travel in the UK and a recognised authority trusted by tourists, travellers and businesses alike.

Helping disabled tourists and travellers to find the places to stay and things to do that meet their access needs and helping businesses to improve the welcome, service and facilities that they offer to disabled tourists and travellers.

Accessible tourism and travel – a huge market...

- There are around 13.5 million disabled people in the UK (almost one in five of the population)
- Disabled visitors currently spend 14 billion on trips and holidays each year.
- There are a vast number of people, particularly the elderly who do not class themselves as disabled

but have some specific accessibility requirements.

- Visit England promote Tourism For All to visitors looking for information on travelling in the UK.

...and a huge opportunity

Our travel planner www.tourismforall.co.uk promotes businesses, activities and destinations that provide the best possible facilities for individuals with physical disabilities, hearing or visual impairments, autism spectrum conditions, learning disabilities or other sensory and communication disorders.

From knowing little things such as the museum has ramps, the restaurant has a large print menu or guide dogs are allowed to major accessibility issues such as sensory rooms, bathroom hoists or staff who can sign.....all this information can make a huge difference to a person with a disability booking a holiday or weekend break.

What can I do?

If your business provides a services for visitors with accessibility and disability needs, and want to promote these directly to people that matter through a 'go to' trusted information channel, then you need to sign up to one of our promotion packages.

- Give disabled tourists and travellers the information they need
- Include videos and downloads (like menus and vouchers) in your page.
- Accommodation providers, showcase your online availability and take bookings through your page.
- Access to FREE training and much much more.





Website Promotional Packages All prices plus VAT	Bronze £175	Silver £250	Gold £395	Platinum £695
Name, address, tel no, email and website link	✓	✓	✓	✓
Prices and Opening times	✓	✓	✓	✓
Text description and Facilities	✓	✓	✓	✓
Location Map and directions	✓	✓	✓	✓
Number of pictures	5	10	15	20
Priority in search results	4th	3rd	2nd	1st
Online Booking : linking availability with polling partner Booking.com, Late Rooms, Expedia etc.)	✓	✓	✓	✓
Online ticketing : using web ticket manager	✓	✓	✓	✓
Access to FREE Tourism For All Training	✓	✓	✓	✓
Social media feed on page		✓	✓	✓
Special Offers - promote any special offers you have		✓	✓	✓
Additional pages in other categories : highlight other area's of business (e.g. Hotel with restaurant and spa)	£75 +vat	£75 +vat	£75 +vat	✓
You Tube and Vimeo integration : displaying your own video			✓	✓
Add your own downloads : menu's, vouchers etc.			✓	✓
Appear in the highlights carousel: relevant category (hotels, restaurants, shopping etc.)			✓	✓
Appear in the highlights carousel : relevant main landing page (accommodation, food and drink etc.)			✓	✓
Newsletters : inclusion in our consumer newsletter		✓	✓	✓
Newsletters : inclusion in our members newsletter				✓
Tile display advert on the home page for 1 month			✓	✓
Banner display advert on the home page for 2 months				✓

**For further information or to discuss being part of
Tourism For All, please call Chloe.
Telephone 01761 458199 or
email: partnerships@tourismforall.co.uk**



ACCOMMODATION OPTIONS

	BRONZE	SILVER	GOLD	PLATINUM
1 to 5 rooms	£100 +VAT	£150 +VAT	£275 +VAT	£525 +VAT
6 to 19 rooms	£140 +VAT	£195 +VAT	£325 +VAT	£595 +V AT
20 plus rooms	£175 +VAT	£250 +VAT	£395 +VAT	£695 +VAT

Premium Advertising Options

- **Home Page Banners :**
£80 + VAT per month
Only 1 available each month
- **Home Page Tile adverts :**
£50 + VAT per month
Only 3 available each month
- **Tile adverts on main category pages :**
£45 + VAT per month
(Appear on accommodation, things to do etc.)
- **Tile advert on sub category pages :**
£45 + VAT per month
(Appear on restaurants, shopping etc)





Tourism for All has a targeted audience within the disability and accessibility market - making every click count for your budget.

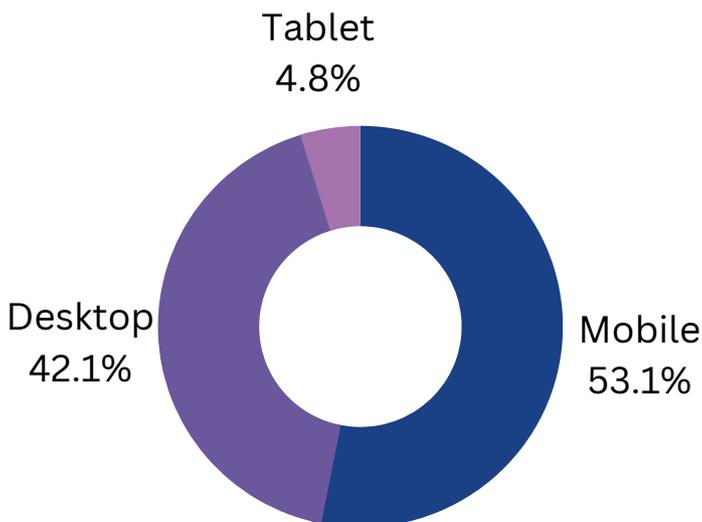
Website Statistics for 2022

315,180 page views
90,000 users with disability & accessibility needs
2.45 pages per session
63.22% of visitors are from the UK

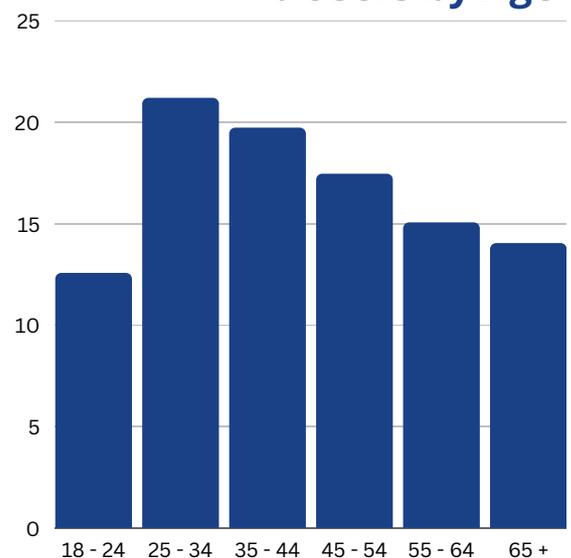
Social Media:

Facebook 3235
Twitter 9,074
Instagram 1,340

Sessions by device



% Users by Age



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