



TOURISM FOR ALL

Making Accessible Travel Better

Partnership and Promotion Media Pack 2018/19



www.tourismforall.co.uk

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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.

We have been around since 1981 and have over 35 years' experience providing a unique and highly valued service, 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...

More than 1 in 6 people in the UK are disabled or have an activity-limiting health problem which causes them issues accessing premises and services.

Disabled visitors from the UK and overseas currently spend over £14 billion on trips and holidays in the UK each year.

Add to this the many thousands of visitors – particularly the elderly – who do not characterise themselves as disabled, but who experience very many of the same issues in accessing premises and services, and it is clear that not only is the accessible tourism and travel market huge, it is growing fast along with our ageing population.

...and a huge opportunity

In an increasingly competitive tourism sector, few businesses can afford to ignore such a major proportion of their available customer audience. Improving and promoting the accessibility of your business will help you to quickly reach the accessible tourism and travel market.

It's not difficult – and takes only 3 steps:

- Train your staff so that they (and you) understand how to give great service to disabled customers. The disabled tourists and travellers with whom we work on a daily basis are consistent in their message: that **the welcome they receive and the service they are given are just as important as any specialised facilities**;
- Look carefully at the facilities your business has and the changes you could make to them to improve the service you give to disabled customers and then implement those that are feasible and reasonable. Remember, **every disabled person is different and the smallest (and least expensive) of changes can improve your accessibility to all customers**;
- **Promote your business to disabled people, by giving them accurate and comprehensive information about your business, through a 'go to' information channel that they trust.** In our experience, disabled people who are planning trips and holidays want to know three main things: 'How can I get there?', 'What can I do?' and 'Where can I stay?'. The more information you can give about your business's accessibility, the better the chance that disabled customers will choose you over your competition.

Tourism for All can help you to take these 3 key steps to a share of this huge and growing market, through our Partnership Packages and our Promotion Packages.

**For further information or to discuss Partnership or promotion, please call
Claire: Telephone 01761 409836 or email claire@tourismforall.co.uk**

Partnership Packages

If you want to understand how to give great service to disabled customers, or to identify the changes you could make to further improve the service you already give to disabled customers, then you need one of our Partnership Packages*.

Understand the market

- Get a subscription to our monthly e-news bulletin, with the latest accessibility news and information.
- Get access to our market intelligence bulletin "TFAQs", with insights into the accessible tourism and travel market based on surveys we carry out with our 'panel' of disabled tourists and travellers and interviews with experts.
- Include your own questions in surveys we carry out with our 'panel'.

Train your staff

- Get access to our range of TFA Training online training courses, to help your staff (and you) understand how to give great service to disabled customers.
- Get access to TFA Training online training courses which are tailored to the specific needs and priorities of your business.
- Enjoy preferential rates on classroom based training from organisations with which we partner

Improve the accessibility of your business

- Enjoy preferential rates on consultancy and business services from experts with whom we partner
- Receive a dedicated half or full day consultancy session with our team, to help you identify and plan improvements and get the most from your Partnership
- Enjoy preferential rates on membership of professional and business associations with which we partner.
- Make the benefits of Partnership available individually to up to 25 branches or small businesses of your choice.

Build your network

Reach out to individuals and other businesses through:

- Articles in our monthly e-news bulletin and our social media channels.
- A searchable entry and a click through detail page in the Partner Directory on our charity website www.tourismforall.org.uk.
- Your logo featured on all pages on www.tourismforall.org.uk.
- A featured advertisement in the landing page for your category of business in the Partner Directory on www.tourismforall.org.uk.

* The above are subject to Partnership level commitment

Promotion Packages

If your business provides services that are available to customers at specific locations - such as hotels or attractions - and you want to promote your business to disabled people through a 'go to', trusted information channel, then you need one of our Promotion Packages**.

- Give disabled tourists and travellers the information they need to choose you over your competition with a page on our consumer directory website www.tourismforall.co.uk.
- Include videos and downloads (like menus and vouchers) in your page on www.tourismforall.co.uk.
- Promote any special offers through your page on www.tourismforall.co.uk.
- Accommodation providers, showcase your online availability and take bookings through your page on www.tourismforall.co.uk.
- Attractions, sell tickets through your page on www.tourismforall.co.uk.

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STATISTICS FOR 2017/18

864,350 page views

160,000 users with disability and accessibility requirements

2.45 pages per session

63.22% of visitors are from the UK 36.78% of visitors are from overseas

1st USA

2nd Germany

3rd Finland

4th France

5th Italy

Social Media:

Facebook likes 2,112

Followers on Twitter 8,684



TARGETS FOR 2018/19

Page views – **1,000,000**

Sessions – **350,000**

25% of returning visitors

Unique visitors – **185,000**

across our two websites

www.tourismforall.org.uk

and www.tourism.co.uk.

Partnership Package Rates

Our Partnership Packages are designed to suit the size and the needs of any business.

Partnership Packages with Tourism For All	Bronze £150 + VAT 12 months	Silver £750 + VAT 12 months	Gold £2,250 + VAT 12 months	Platinum £3,750 + VAT 12 months
Monthly e-news bulletin with latest accessibility news and information	✓	✓	✓	✓
Access to our Tourism For All online training courses for up to 15 staff	✓	✓	✓	✓
Access to our TFA Training online courses for up to 50 staff		✓	✓	✓
Access to our TFA Training online courses for unlimited staff			✓	✓
TFA Training online training courses personalised to your business			✓	✓
Preferential rates on membership of associated business organizations	✓	✓	✓	✓
Subscription to our TFAQ's market intelligence bulletin	✓	✓	✓	✓
Access to in-depth supplementary articles from TFAQ's	✓	✓	✓	✓
Searchable entry in our Partner Directory (B2B providers)	✓	✓	✓	✓
Detail page in our Partner Directory (B2B providers)		✓	✓	✓
Promotion through our e-News bulletin and social media channels	✓	✓	✓	✓
Discounts on classroom based training from our Associates		✓	✓	✓
Discounts on business consultancy from our Associates		✓	✓	✓
Half day introductory consultancy session		✓	✓	✓
Full day introductory consultancy session with follow up sessions every 6 months			✓	✓
Logo in Partner list featured on all website pages			✓	✓
Your own questions in our market intelligence surveys				✓
Promotion on category landing page in our Partner Directory				✓
Bronze Partnership for up to 25 branches / businesses of your choice				✓

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Promotion Package Rates

Our Promotion Packages are designed to get any size of business that provides services at specific locations in front of users of our consumer directory website.

Website Promotional Packages	Bronze £175 + VAT	Silver £250 + VAT	Gold £400 + VAT	Platinum £800 + VAT
Name and address	✓	✓	✓	✓
Telephone Number	✓	✓	✓	✓
Email Address	✓	✓	✓	✓
Website address and link	✓	✓	✓	✓
Grading's	✓	✓	✓	✓
Prices	✓	✓	✓	✓
Opening times	✓	✓	✓	✓
Facilities	✓	✓	✓	✓
Location map and directions	✓	✓	✓	✓
Description; text used to promote the business	✓	✓	✓	✓
Number of pictures:	5	10	15	20
Priority in search results	4th	3rd	2nd	1st
Social media feed appears on the page		✓	✓	✓
Online Booking : linking availability with polling partner (Booking.com, Late Rooms, Expedia etc.)	✓	✓	✓	✓
Online ticketing : using web ticket manager	✓	✓	✓	✓
Special offers : promote your special offers		✓	✓	✓
What's nearby Carousel : appear on other category pages		✓	✓	✓
Social Media : benefit from our social media sharing on Facebook and Twitter		✓	✓	✓
Additional, tailored 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 integration : displaying your own video			✓	✓
Add your own downloads : menu's, vouchers etc.			✓	✓
Appear in the highlights carousel : under the relevant category (e.g. hotels, restaurants, shopping etc.)				✓
Appear in the highlights carousel : relevant main landing page (e.g. accommodation, food and drink etc.)				✓
Appear in the homepage highlights				✓
Display advert on the category page : a bespoke advert to appear on a category page				✓
Newsletters : inclusion in our consumer newsletter for 2 months				✓

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PREMIUM ADVERTISING OPTIONS

If your business provides services that are available to customers anywhere, such as insurance or vehicle hire, and you want to promote your business to disabled people through a 'go to', trusted information channel - or if you have a page on www.tourismforall.co.uk and want to increase your profile - then you need one of our Advertising options to get your business in front of users of our consumer directory website.

Home Page Banners : £100 + VAT per month

Only 1 available each month

Home Page Tile adverts : £75 + VAT per month

Only 3 available each month

Home Page MPU adverts : £125 + VAT per month

Booked for a minimum of 3 months

Footer adverts which appear across every page on the website

MPU adverts on main category pages : £75 + VAT per month

Appear on accommodation, things to do etc.

MPU advert on sub category pages : £50 + VAT per month

Appear on camping and caravanning, restaurants, shopping etc.



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Tourism is for Everybody is a movement to improve the experience for disabled tourists and travellers in the UK. It involves individuals, businesses & policy makers acting together.

Show every customer you care by making simple commitments to improve the experience for disabled tourists and travellers, displaying the campaign badge and empowering your staff.

Becoming a Partner of Tourism for All will open up the Tourism is for Everybody opportunities too.