Braille House

Making Tourism Accessible for Visitors who are Blind or have Low Vision

Introduction

Project Background

In 2023 Queensland Braille Writing Association (known as Braille House) was one of only five successful applicants to be awarded an Accessible Tourism Enabler Grant by the Queensland Government (as part of its 2023 Y*ear of Accessible Tourism*).

Since late 2023, Braille House has been advancing the project, engaging in a collaborative process amongst stakeholders to ultimately enable people who are blind or have low vision to function more independently and with equity and dignity in the tourism and visitor setting.

The focus of the project is to deliver an online package of resources to accommodation, hospitality and tourist and event destination providers. The materials are designed to assist these businesses to:

- better understand the blind and low vision visitor business case
- undertake a self-assessment audit of facilities, staffing, procedures, customer experience, and marketing and communication to identify barriers, gaps and areas for improvement
- develop their accessible tourism business strategy
- enhance their provision of accessible information and marketing, particularly to blind and low vision visitors.

Project Framework

The key elements of the project include:

- ***The Business Case***
  - At a Glance
  - In Detail

- **Self-Assessment Access Audits**
  - Framework and Guidelines
  - Whole of Venue Access Audit
  - Accommodation Venue Access Audit
  - Hospitality Venue Access Audit
  - Tourism or Event Destination Access Audit

- **Case Studies**
  - Accommodation Venue Case Study: - *Shangri-La, Carins*
  - Hospitality Venue Case Study: *Murrumba Downs Tavern*
  - Tourist Or Event Destination Case Studies
    1. *Suncorp Stadium*
    2. *Outback at Isa*

- Ideas for **Enhancing Venue / Destination Business Planning Through Access**

- **Resources** to enhance support for visitors who are blind or have low vision, including
    - A glossary of key terms
    - Meeting a person with vision loss
    - How to guide a person with vision loss
    - Examples of supportive destination design elements
    - Examples of unsupportive destination design elements
    - Various sample scripts to provide information and welcome visitors
    - Helpful tips for accessing materials / resources / providers

- **Marketing and Communication** ideas to attract visitors who are blind or have low vision, as well as their travel party

- **References**

To better support you and provide resources to suite your access and inclusion needs, you are asked to complete a very short Questionnaire by following this link.