Braille House

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

COMMUNICATION & MARKETING

SAMPLE - Media Release

For businesses engaged with project resources to adapt from...

1 July, 2024

Restaurants move to claim share of disability access tourism.

Accessible tourism a $1.9 Billion dollar industry in Queensland. 14% of this income comes from people who are blind or have low vision. The use of braille on menus and making a restaurant more accessible will create a competitive advantage for proactive restaurants.

A Queensland Department of Tourism, Sport and Innovation grant has supported Braille House to assist the Year of Accessible Tourism and beyond. Braille House has produced a Business Case that gives restaurants, accommodation, and other tourism venue information on why and how they get involved and gain their market share of accessible tourism.

Restaurant Q Manager, Jane Edwards, said “We never knew how to become accessible or where to get the information from. We wanted to do it right and demonstrate our social responsibility.”

“We thought it would cost a lot, with little return. Braille House has shown us that it is mutually beneficial, with positive social impact for people who are blind and an increase in revenue as accessible tourism grows. This is now part of our Business Plan; to be an accessible venue who openly welcomes people with all disabilities. This includes easy access to bookings on our website.”

“Our staff are now trained to guide a person with no or low vision, and another disability. The staff feel the pride of working in a restaurant that cares about people enough to make the changes and this will help with staff retention. The benefits keep coming for visitors, staff and the restaurant,” said Jane.

Supportive design elements at Restaurant Q include tactile ground surface indicators, visually contrasting step edges, internal colour contrasting, braille in elevators and toilet areas, and braille signage.

Braille House developed a tactile map for the venue, available on arrival for visitors who are blind or have low vision, along with menus in braille and large print (twin vision). These also include tactile QR code indicators that take the visitor to an audio description of the menu.

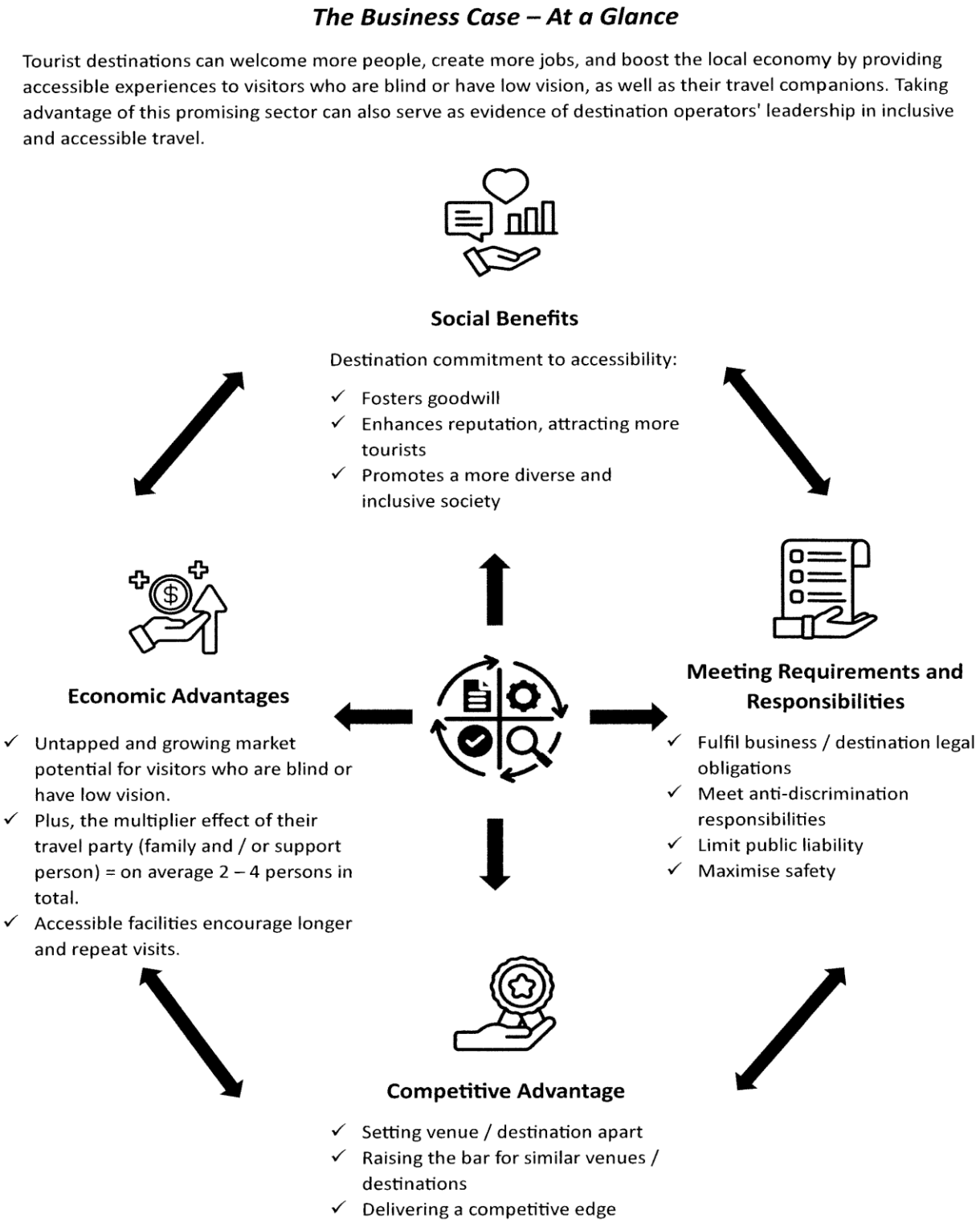
Restaurant Q is proud to promote itself as a dining destination focusing on accessibility and inclusion, thanks to accessing the resources available on the Braille House website. As more tourism businesses adapt to accessible, it will become industry standard to welcome everyone.

You can contact Braille House on (07) 3848 5257.

Photo:

Contact: Braille House 507 Ipswich Road Annerley Margo Carwardine M: 0418 .....

[History | Braille House]

Background

Braille House (Queensland Braille Writing Association) was opened in March 1897. The organisation received funding from The Queensland Department of Tourism, Sport and Innovation to support the project *Making Tourism Accessible for Visitors Who are Blind or Have Low Vision*.