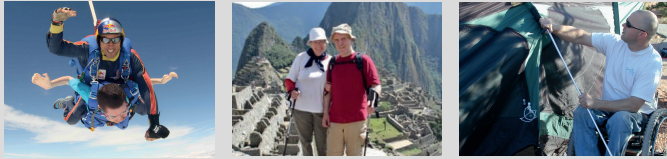
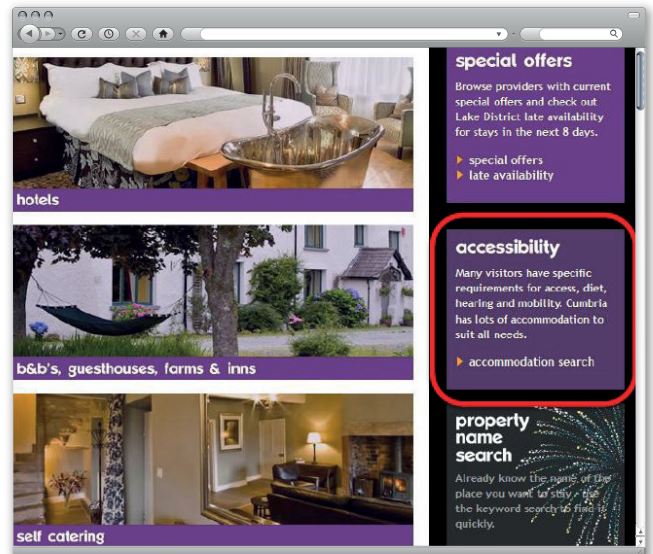


Is your website attractive to all your customers?

For more information visit
<http://hub.eaccessplus.eu>



All kinds of **customers** are looking for Accessible Tourism **information** that can **help** them choose and enjoy **YOUR destination**



Provide accessibility information on your Tourism Website

- Gather objective and reliable accessibility information for venues, accommodation, attractions, transport and other tourism services, using an accredited accessibility audit partner where possible.
- Publish accessibility information routinely in your mainstream marketing.
- Include access as part of every promotion, whether it about events, special offers or things to do. Access information should always be present.
- Create an easily identifiable button or section on your Home Page for "Accessible Tourism" information. (Do not bury the information in a deep level of the site).
- Include user-generated content such as testimonials, photos and perhaps videos which show disabled people and others with access requirements enjoying the services you offer.
- Provide downloadable documents with summaries of accessibility information where possible.
- Use alternative accessible formats, e.g. audio books and video guides, to get your information out to all customers.
- Have a dedicated help-line for enquiries about access, with trained staff that are aware of the needs of customers with access requirements.
- Set up social media links on your website so that customers can bookmark, share and recommend you to others.
- Seek out access guide books, mobile apps, blogs and websites that refer to your destination, region or locality and link to these from your website. This will enable visitors to find accessible things to do and increase the chances that they will choose to visit.

