

Accessible Travel and Tourism Seminar

22 February 2023

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

09:30 **Registration, tea and coffee**

10:00 **Welcome and introduction from the moderator**
Susan Deer, Director of Industry Relations, **ABTA**

Accessibility today

10:00 **The accessible travel market**

- The scope and value of the accessible tourism and travel market
- The business case for inclusive travel
- Meeting the changing needs and wishes of customers
- Shifting the mindset to 'inclusivity' for all

Ross Calladine, Head of Business Support, **Visit England** and the **Government's Disability and Access Ambassador for Tourism**

10:25 **Panel discussion: catering to different accessibility requirements and disabilities**

Hear from individuals representing different accessibility needs. Listen to the speakers share their thoughts on what travel businesses should be offering and how to cater for different requirements

Moderator: Carol Rose, Senior Sustainability Manager, **ABTA**
Angus Drummond, CEO, **Limitless Travel**

Alison Smith, General Manager, **Mobility At Sea**
Nic Lander, Director, **Willy Wonka Travel**

An accessible guide through the customer journey

11:10 **Digital accessibility – providing clear information across your marketing and website**

- Creating an access statement and where to list it
- What information and details to provide for your products and services
- Making websites usable for all visitors, including those with disabilities, impairments, and limitations
- Appropriate use of wording, terminology and images (including the use of videos)

11:35 **Tea and coffee break**

12:05 **Communicating with your customers**

- Insight into TUI's approach across customer teams and other channels

Marina Snellenberg, PRM & Accessibility Manager, **TUI Group**

12:25 **Rail transport – inclusivity and accessibility**

- Update on current levels and types of assistance requests
- Hidden disabilities

ABTA Member

13:00 **Lunch break**

14:00 **Enhancing accessibility within airlines**

- Steps to improving customer experience for people with additional assistance requirements
- Relationships with travel businesses to assist with customer information
- Training staff – 'Beyond Accessibility' training programme and digital learning resources

ABTA Member

14:25 **Accommodation accessibility requirements**

- Working with suppliers in destination
- Information criteria – what do you need to be asking?

Jason Burnett, Technical Director, **Intertek Cristal**

14:40 **A focus on touring**

Simon King, Co-Director, **Inside Japan Tours**

15:00 **A focus on ocean cruising**

Sam Peplow, Manager, Accessibility, **Carnival UK (P&O Cruises & Cunard)**

15:20 **Tea and coffee break**

15:30 Roundtables

Attendees choose to attend one of the following 30 minute roundtable discussions to take part in.

1. Communicating about accessibility with your customers

- What information are people looking for? Alleviating common fears of travelling with a disability
- Ensuring you are asking the right questions
- Using appropriate and inspiring images and language
- Creating strong links with suppliers to ensure you know the accessibility of their products

Marina Snellenberg, PRM & Accessibility Manager, **TUI Group**

2. Defining your responsibilities and understanding regulation

- What the law requires from you when serving disabled customers
- Requirements of package organisers and agents under the Package Travel Regulations
- Providing clear information relating to suitability of holidays
- Managing complaints and claims

ABTA Legal partner

3. Mental health of UK travellers in destination

- Understanding the difference between mental health, mental disorders and neurodiversity
- How do various mental health conditions affect your customers when travelling?
- Handling mental health disorders in destination

Chris Heywood, Consular Social Work Adviser (Mental Health), **Foreign, Commonwealth and Development Office (FCDO)**

16:30 **Moderator's closing remarks**

16:40 **Close of seminar**

Event partners



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About the event

ABTA's Accessible Travel and Tourism seminar will provide guidance and insights into how you can ensure your business, services and products are accessible to all. Hear from speakers across the travel supply chain on how to embrace all customer needs, and enhance customer service and revenue by doing so.

Whether physical disabilities, invisible disabilities, temporary illnesses, older age or those with partial sight loss or hearing difficulties, accessibility can mean different things to everyone. Attend this one day practical event and hear inspirational case studies and guidance on how to set and achieve accessibility standards as part of your on going responsible tourism strategy.

Hear from experts on topics such as your legal responsibilities, tour design inspiration, providing clear information about the accessibility of your products, inclusive customer service and marketing accessible travel. Listen to inspirational case studies from travel businesses, hotels and other suppliers around how they have created exceptional accessible products and processes.

Accessibility is not only about individuals rights, but it is also a business opportunity for destinations and companies to embrace all visitors and enhance their revenues. Learn how to incorporate inclusivity into your business and product offering in order to broaden your target markets.

Moderated by ABTA this event will also provide an update on guidance available to the industry including ABTA's accessible tourism training.

Benefits of attending

- Understand the **breadth of customers** who benefit from accessible tourism.
- Understand how **different accessibility needs can be catered for** by listening to a panel of different disability and accessibility specialists.
- Learn how to demonstrate the **business case and mainstream accessibility** within your organisation.
- Ensure the **products and services you offer are accessible to all**, from the first contact to the post-trip review.
- Learn from **case studies from other companies** offering accessible travel products and get inspiration on how to incorporate quality and design with accessible travel products.

Who should attend?

The event is ideal for anyone working in the travel industry including large, medium and small firms in travel and tourism.

REGISTER NOW!

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **07766 517 611** or email **mturton@abta.co.uk**

Prices

ABTA Member / ABTA Partner* **£235 plus VAT**
Non Member **£355 plus VAT**

This includes lunch and refreshments throughout the day, all delegate materials, presentations and an attendee certificate.

**To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit abta.com/join*

Group booking discounts

Book **three places** and get **50% off the third place**
This discount will be automatically applied when you book online.

If you are looking to book for a larger group please contact events@abta.co.uk for a bespoke discount.

Upcoming events

Delivering Sustainable Travel Conference

15 March 2023, London

An Essential Guide to the Package Travel Regulations

20 April 2023, Manchester

Travel Law Seminar

10-11 May 2023, London