

Access Information Research

March 2012



Background & Methodology

- 70 respondents completed the survey using an online link in March 2012
- All respondents either had a health condition or impairment themselves, and/or cared for someone who does, and/or arrange travel for someone who does
- 81% of respondents had a health condition or impairment; 67% had a mobility impairment, 34% a long-term illness, 14% hearing loss (deaf or partial hearing loss), 10% vision impairment (blind or partially sighted), 7% a learning disability or mental illness, and 17% other conditions or impairments.



Background & Methodology

- 36% of respondents were a carer or personal assistant for someone with a health condition or impairment. Almost all (36%) cared for someone with a mobility impairment; and they also cared for those with vision impairments (19%), hearing loss (14%), long-term illnesses (11%), and other conditions or impairments (11%).
- 66% of respondents helped arrange travel and day trips for someone with a health condition or impairment. 77% helped for someone with a mobility impairment, 36% for someone with vision impairment, 31% for someone with hearing loss, 26% for someone with a long-term illness, 20% for someone with a long-term illness, 7% for a temporary ailment and 20% for other conditions and impairments.
- 64% were female. 33% were aged over 60, 24% 50-59, 24% 40-49 and 17% under 30. 67% live in England and 23% in Scotland.



Key Findings

- Almost all (94%) say it is important to be able to find information on a destination's provision for the relevant condition before travel – but only 39% find it easy to find this information, **a gap of 56% between the importance of accessibility information and how easy it is to find**
- Information on accessibility of things to see and do, the surrounding environment and accommodation are the most important – but again, respondents find this information difficult to find, particularly for the surrounding environment and places to eat & drink
- **A lack of information has a large effect on respondents' likelihood to visit a destination**, with 66% saying they would be 'much less' likely to visit a destination if unable to find the information required and 74% 'a lot more likely' to visit the destination with the best information available.

Key Findings (cont.)

- **Tourism websites for the destination are the key information source for accessibility information**, with 83% of respondents using them and 42% using them as their main source of information.
- Respondents to this survey prefer to access information online, with 84% saying information on web pages is 'very useful', though it should be noted as this survey was conducted online all respondents have internet access, and other formats may be useful to those without.

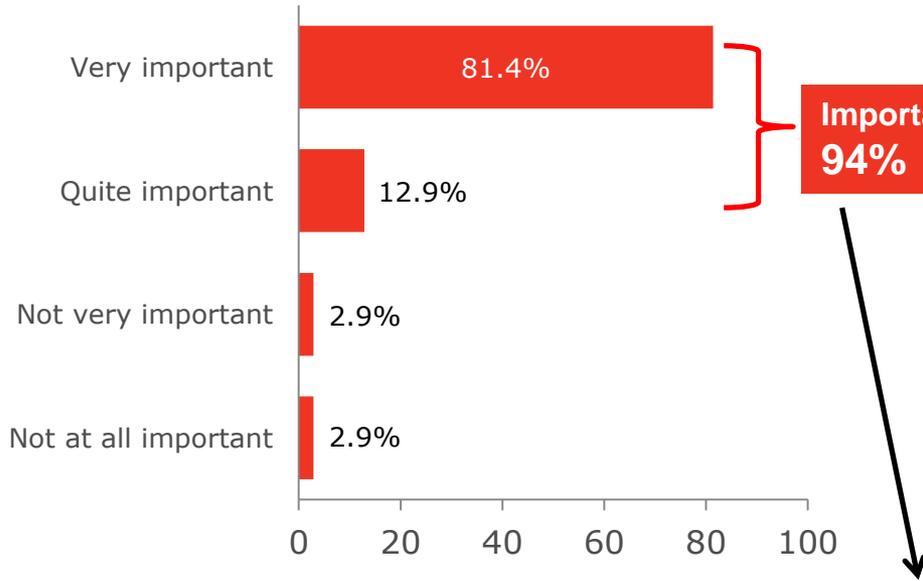


Detailed findings

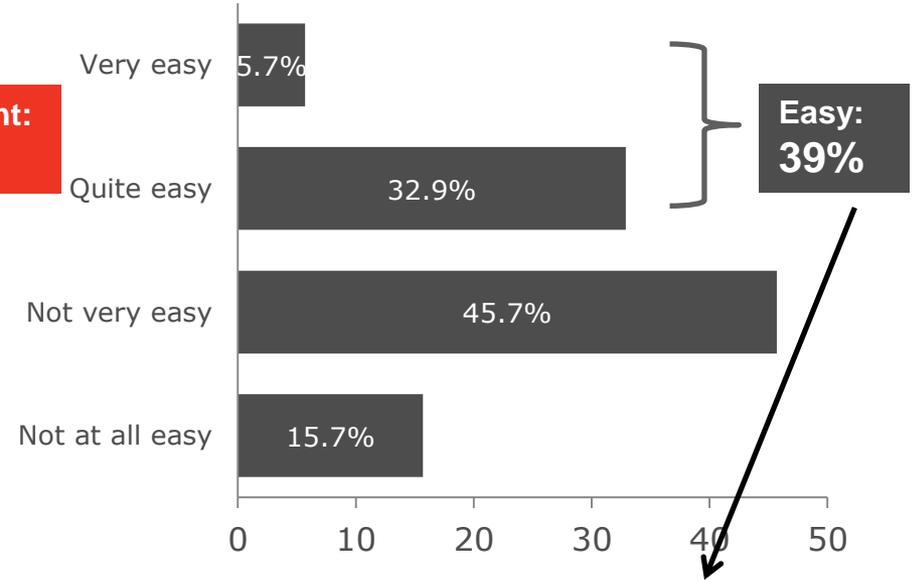


Information on a destination's provision for conditions is critical to those who organise travel – but is not easy to find

Importance of finding information regarding destination's provision for condition before travel



Ease of finding information regarding destination's provision for condition before travel



Gap between Importance and Ease of finding information – 56%

Accessibility of entertainment / things to do top the list of the types of information required, but information about the surrounding environment and accommodation also key

Type of Information*	% Very Important or Quite Important
Accessibility of attractions (Things to see and do)	97.1
Accessibility of places to eat and drink e.g. restaurants/bars/pubs	95.7
Information about the general environment e.g. hilly	94.3
Accessibility of accommodation e.g. National Accessible Scheme rated	91.0
Accessibility of trails / walks	88.4
Condition / accessibility of pavements & road crossings	88.2
Accessibility of public toilets	86.7
Accessibility of shops	85.5
Accessibility of Tourist information centre	85.5

In words – types of information required

VisitEngland Access Information Survey

“How suitable an area is for wheelchairs is the area flat or hilly. List of Radar Toilets in the area. Are all the places of interest suitable for wheelchairs”

“Distance between bus or train station and accommodation. Distance to local amenities (shops, pub, etc.) from place of stay.”

“Ease of travel by public transport. terrain and walking conditions. Steps in property. assistance with luggage and seating.”

“Wheelchair accessibility to venue/bedrooms/restaurants/bars.”

“Accommodation suitable for disabled people, parking, entrance--no steps, suitable for wheelchair users -- -toilet, kitchen suitable for disabled.”

“Urgent medical provision if needed due to nature of chronic illness”

“Access, terrain, facilities e.g. toilets, eating, parking (how near, type of spaces & how many) etc.”

“Disabled toilets”

“Lifts, dark corridors, lighting”

“the terrain I am likely to come across including whether it is tarmac or gravel.”

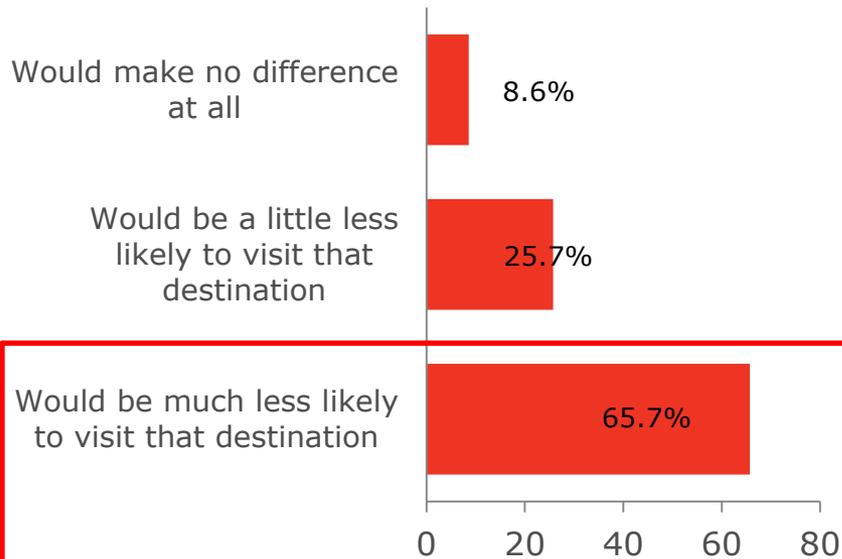
“To enter a 'tourist' destination, are there steps and, if so, how many? Are there staff who can help with enquiries?”

Again, however, there is often a large gap between the type information required and the ease of finding the information – particularly for the surrounding environment and places to eat & drink

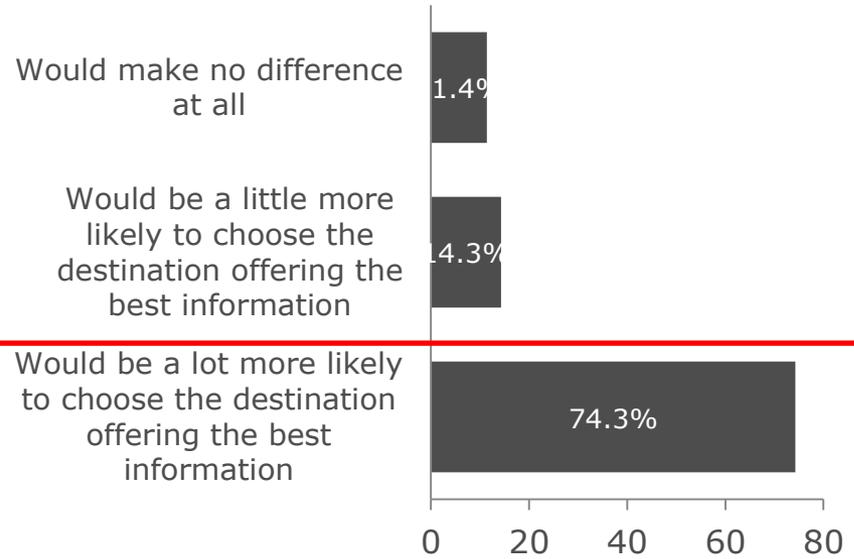
Type of Information*	% Very Important or Quite Important	% Very Easy or Quite Easy to Find	Gap
Accessibility of public toilets	86.7	21.7	65.0
Condition / accessibility of pavements & road crossings	88.2	24.2	64.0
Accessibility of trails / walks	88.4	26.0	62.4
Accessibility of places to eat and drink e.g. restaurants/bars/pubs	95.7	38.6	57.1
Information about the general environment e.g. hilly	94.3	42.9	51.4
Accessibility of shops	85.5	35.7	49.8
Accessibility of accommodation e.g. National Accessible Scheme rated	91.0	42.9	48.1
Accessibility of attractions (Things to see and do)	97.1	50.0	47.1
Accessibility of Tourist information centre	85.5	53.7	31.8

Accessibility information provision has a large impact on the choice of destination among those booking travel for themselves or others with accessibility needs, particularly where one destination offers better information than another

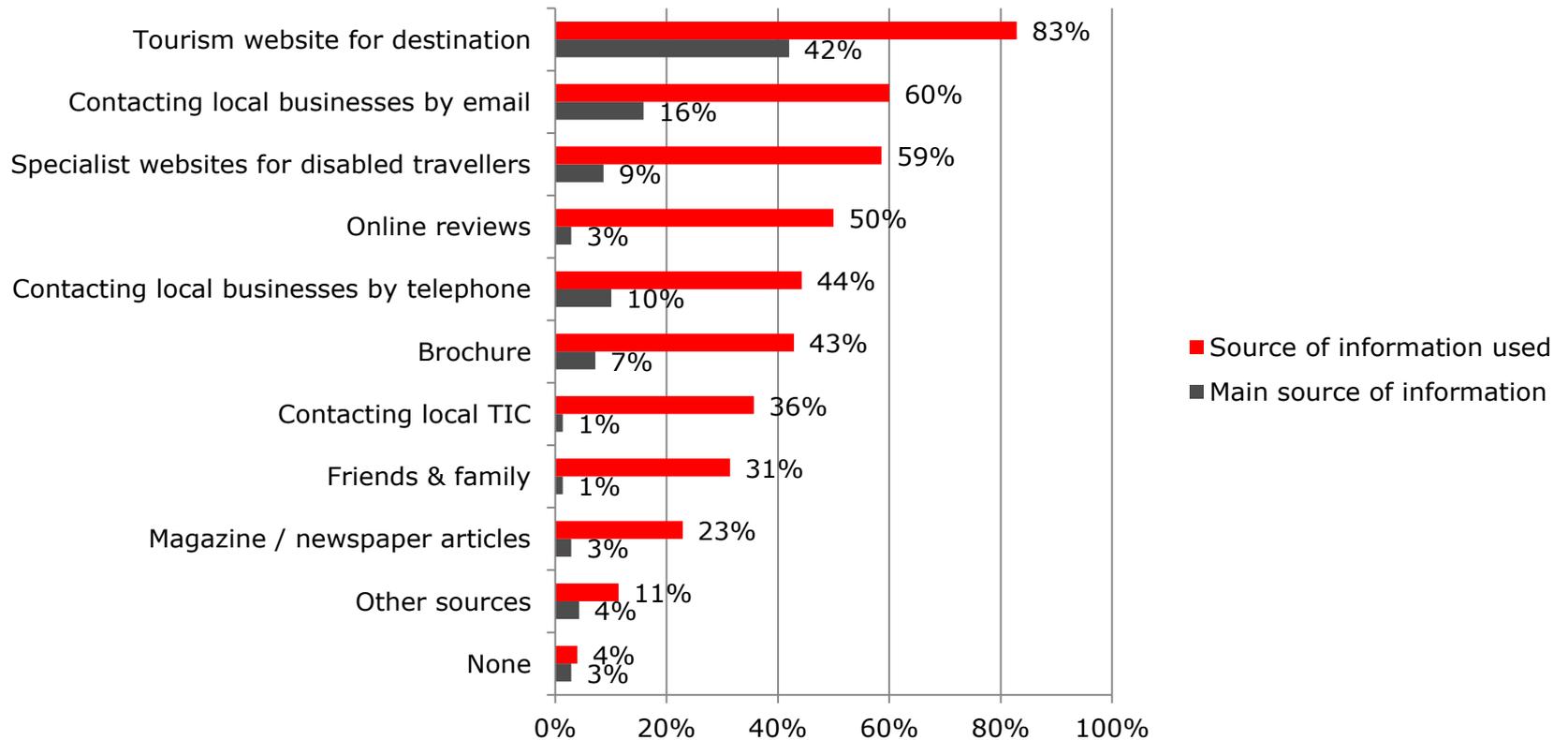
Affect on plans of being unable to find information for particular destination



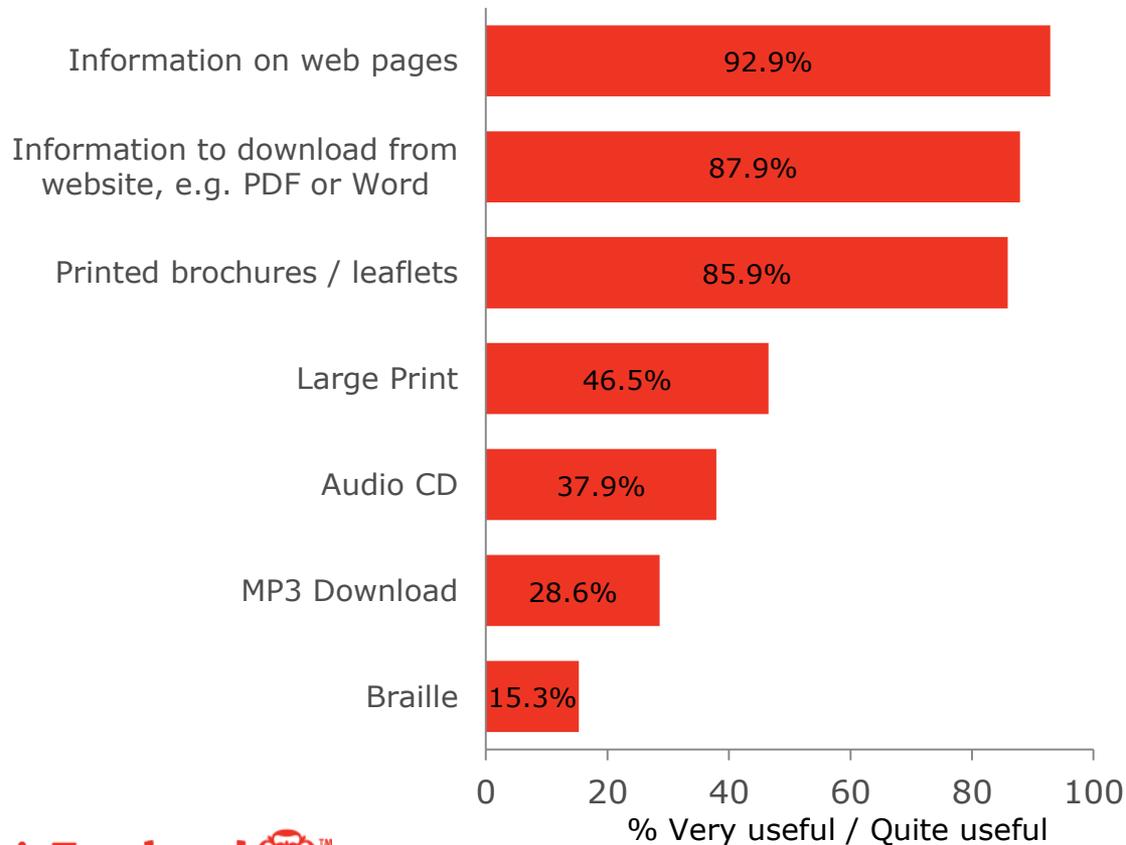
Choice between destinations, where one offered better information than others



Websites are the key source of information used – but most particularly destination websites, which are used by a majority (83%) and are the main source for one in four (42%)



Information on web pages or printed brochures are the most useful for those arranging travel with accessibility needs



“It would be good just to know when you go to a website that it had the accessibility in a prominent place instead of having to search for it.”

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Appendix



Appendix – Importance of Information Types ranked

