Toward an Inclusive and Accessible British Columbia Tourism Industry

A Strategic Framework & Action Plan
2019-2022
Our priority is to make tourism in BC more inclusive and accessible.

To accomplish this, Destination BC will:

- Promote BC as an inclusive and welcoming destination for everyone.
- Build capacity to support more inclusive and accessible tourism products, services and experiences.
- Champion meaningful employment opportunities for people with disabilities.
Leverage What We Have: Improve the Visitor Experience Now
Showcase current inclusive BC experiences.
Develop partnerships with champions, platforms and tourism organizations

Enhance
Grow BC’s capacity
Catalyze private and public sector to add inventory
With partners, set common standards and build content.
Support inclusive employment and customer service through education and training.

Promote
Promote BC as an exceptional and inclusive destination
Actively promote when critical mass of experiences and itineraries are in place.
Continue to grow inventory and travel information

Winning Aspiration:
Share the transformative power of BC experiences with people of all backgrounds and capabilities
Key Observations

- British Columbia has many inclusive travel experiences, however there is no comprehensive source of information curated to make trip planning easy.
- Over 22% of Canadians, over the age of 15, have a disability (physical, cognitive or sensory); this number will grow as our population ages. Thus, a large segment of society is challenged to experience the transformative power of travel (Source: Statistics Canada)
- Research shows that travellers with accessibility challenges have additional and more complex information needs, at all stages of the journey, and the lack of access to this information is the biggest barrier to travel.
- Private sector accessible travel services exist in BC (largely outbound) which can be leveraged (Travel for All).
- Platforms, such as Airbnb, Google Maps and others, are beginning to add more accessibility information.
- Limited tools, training and resources are available for tourism businesses to create inclusive experiences.
- While there are many organizations and advocacy groups in BC that promote greater inclusivity, BC does not have a standalone entity for inclusive travel such as Keroul (Quebec) or Tourism for All (UK).
- The BC Provincial Government is championing improving the lives of people with disabilities. The ability to travel is an important element of life quality and is recognized in the Strategic Framework for Tourism in British Columbia, 2019-2021.
- We can build strong relationships with partners that can be used to drive strategy activation (communities, regions, sectors, Presidents Club, area champions etc.)
- New federal legislation (C-81) has now passed; the BC Provincial Government has launched a series of public consultations to develop complementary provincial legislation.
### THREE YEAR ACTION PLAN: SUMMARY

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<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
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<tbody>
<tr>
<td>Improve information on <a href="http://HelloBC.com">HelloBC.com</a> (content, itineraries)</td>
<td>Build on year 1 actions</td>
<td>Build on year 1 &amp; 2 actions</td>
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<td>Add content to Destination BC’s online industry Learning Centre</td>
<td>Develop business case to encourage investments by tourism industry in accessible products/services/infrastructure</td>
<td>Promote BC as a world leading inclusive destination</td>
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<td>Develop and implement a business listings plan</td>
<td>Build on number of listings</td>
<td>Work with agencies to develop long-term plans.</td>
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<td>Consult with stakeholder organizations, build partnerships, and create an advisory group</td>
<td>Strengthen partnerships – identify and support leading stakeholder organization(s).</td>
<td>Assess ongoing role of advisory group.</td>
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<td>Research global programs and conduct consumer journey mapping.</td>
<td>Align with outcomes of the Provincial accessibility consultation and implement Secretariat recommendations for tourism.</td>
<td>Audit programs for accuracy.</td>
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<td>Support provincial government Accessibility Secretariat</td>
<td>Leverage industry specialists and influencers to implement new programs, where needed.</td>
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<td>Create a business recognition program and award(s) with the Tourism Industry Association of BC</td>
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