Parks for All

Marina Di Duca, VisitScotland
Our goal is to make holidays in Scotland accessible to all
Making holidays in Scotland accessible to all

Stimulate sustainable inclusive growth

Eliminating discrimination, and Promoting equality

Building quality product and visitor experiences

Strategic goal

Equality Policy

Sustainability Policy
Disabled travellers

In Scotland:

- Total market value: £1.33 billion
- Day visits: £822 million
- Domestic trips: £504 million
- Travel in larger groups and stay longer
- Spend more per trip than non accessible market
Senior Travellers

In Scotland, 55+:

• Total market value: £1.27 billion

• Spend 20% more than average consumer on leisure and hospitality

• 19% of all domestic trips (1/3 by 55-64)

• 42% of over 65 year olds have a disability (and 33% of 55 to 65 year olds)

• Between 2006 and 2015 there was a 31% increase in the number of domestic trips taken by people over of the age of 55 and this trend is set to continue.
Multi-generational travel

Research by Saga Travel Insurance found:

• Almost half of over 50’s have been on holiday with their children or grandchildren in the last five years.
• Self Catering is the most popular accommodation choice
• Three-Quarters just wanted to spend more time together
Current value of the market verses potential

Growing Market
(31% increase in domestic trips by over 55s)

Loyal, repeat customers
(86% make a return visit, more loyal compared with 18-34 years)

Powerful word of mouth
(83% of disabled customers tell others about it & 49% share on social media)
Information provision – a key challenge
Influence Product Development

Share expertise, provide advice (Internal & External)

Provide support tools for businesses, industry groups and destination marketing groups

Encourage community involvement & collaboration to improve product/visitor experience

Main Areas of Support

Easy does it
Simple, low-cost changes to benefit you and your visitors

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Supporting businesses to do things differently

Understanding the market

Creating Inclusive Events

Welcoming customers with assistance dogs
Helping to improve customer service

Euan’s Guide Access Survey, 2017:
“77% agree: staff training increases venues’ accessibility”

“72% are more likely to visit new places if they feel welcomed by staff or venues appears to care about accessibility”
Appropriate information provision

Euan’s Guide Access Survey, 2017:

- 95% try to find accessibility information before visiting a venue
- 54% avoid going to new places if they can’t find accessibility information
- 67% agree that information provision is a way of increasing accessibility
Group Marketing Funding

- Match fund grant award scheme for collaborative tourism marketing projects
- Match funding of 50% with 50% coming from private sector funds
- Only constituted groups can apply for funding,
- Applications must align with the national Tourism 2020 strategy, VisitScotland’s strategy and any relevant regional/sector strategies
Rural tourism infrastructure fund

- To support public infrastructure improvements at visitor pressure points
- Applicable to rural areas excluding settlements above 3000 people
- Awards available from £50,000 - £300,000 for up to 70% of approved project activity
- Some level of match funding or resource provision from public sector, community group or private sector e.g. in-kind support such as land for development
Collaboration between VisitScotland & The Family Holiday Association

- Supports families on low income to benefit from Short breaks and days out in Scotland

- VisitScotland – secures industry support

- Family Holiday Association – distribute to network of Scottish charities

670 families in first two years (2,500 people) benefited from a break
The business benefits

Utilise spare capacity
77% believe its beneficial for business & reputation

Helps address seasonality
65% think social tourism can bring additional visitors

Support year-round employment
94% would encourage other businesses to participate
Thank you

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Cairngorms National Park, 19th September 2018