



Accessible
and Inclusive
Tourism

Promoting your Access Welcome Guide and Measuring Performance

Supporting Resource – Access Welcome Guide



Your Access Welcome Guide is **both a communication and business tool** — it helps visitors plan confidently, builds trust, and reinforces your commitment to inclusion.

- A communication tool – driving awareness, engagement, and visibility of accessibility information; and
- A business tool – helping convert interest into bookings, visits, or repeat business from guests with accessibility needs.

Effective **promotion** is key to ensuring that visitors find the information they need before and during their stay in an easy manner.

Consistent **measurement** ensures you can tell whether your Access Welcome Guide is reaching the right people, influencing their planning and booking decisions, and improving their on-site experience. By tracking engagement, conversions, and feedback, you can identify what is working, refine your approach, and demonstrate genuine progress in accessibility.

It is important to consider where both promotion and measurement can happen at every stage of the guest journey — from research and booking, through to the on-site experience and post-visit feedback.

Promoting your Access Welcome Guide

**TOP TIP**

Know your audience and channels

- Identify who you want to reach - guests with disabilities, families, older people, carers etc. To help identify specific segments with accessible needs, tourism businesses can leverage the data they already collect. This includes booking information, website analytics, social media insights, and customer feedback, to better understand visitors with accessible needs. Look for patterns in the types of enquiries received, accessibility-related questions, or equipment requests. Tracking these insights over time helps identify who your accessible audience is, what experiences they value most, and where improvements or targeted communications can make the greatest impact.
- Choose online channels (website, booking flow, social media, partner listings) and offline channels (QR codes, signage, reception materials) based on where your audience engages most.
- Use clear, inclusive messaging, a warm tone, and ensure digital accessibility (alt text, captions, mobile-friendly layout, colour contrast).

**TOP TIP**

Make your Access Welcome Guide and accessibility offering seen

- Add your Access Welcome Guide to your homepage or alternatively, 'Plan Your Visit' website section.
- Include a link in booking confirmations, enquiry replies, and email signatures.
- Highlight accessibility on your Google listing and destination partner pages.

**TOP TIP**

Promote consistently and across multiple channels, also offline

- Share your Access Welcome Guide seasonally on social media and through local tourism networks.
- Display QR codes at reception, in guest rooms, and near accessible facilities.
- Encourage staff to reference the guide naturally when assisting guests.

Measuring the performance of your Access Welcome Guide

This section can be used to steer measurement of your Access Welcome Guide as both a communication tool and a driver of business results, in alignment with the three key stages of the visitor journey. To measure how effectively you are communicating and promoting your Access Welcome Guide consider the following steps:



Be clear on what to measure and identify your key metrics - the table below presents examples and rationale.

Visitor Journey	What to Measure	Why It Matters
Pre-Arrival Planning	<ul style="list-style-type: none"> Page views and time on your Access Welcome Guide page Click-throughs from your website, emails, or social media Engagement on accessibility posts or destination listings. 	Indicating how visible and engaging your accessibility information is during the research and planning phase.
On-Site Experience	<ul style="list-style-type: none"> QR code scans or page visits from printed materials Guest use of digital or printed guides Mentions of accessibility in real-time feedback. 	Showing how well guests are finding and using your accessibility information while visiting.
Post-Visit & Feedback	<ul style="list-style-type: none"> Mentions of accessibility in reviews, surveys, or social media Engagement on post-stay emails or thank-you messages 	Demonstrating how memorable and shareable your accessibility communication was after the visit.



Be aware of how your Access Welcome Guide supports bookings, sales, and long-term loyalty - the table below presents examples and rationale.

Visitor Journey	What to Measure	Why It Matters
Pre-Arrival Planning	<ul style="list-style-type: none"> • Conversion rate from Access Welcome Guide visitors to bookings • Number of accessible rooms sold, activities, ticket sales or dining bookings • Enquiries related to accessibility 	Tracks how accessibility information is driving purchasing decisions and confidence to book.
On-Site Experience	<ul style="list-style-type: none"> • Uptake of accessible experiences, menu items, or services • Spend per guest with accessibility needs • Reduction in access-related issues or complaints 	Measures how clear information improves visitors' satisfaction, reduces friction, and boosts in-destination sales.
Post-Visit & Feedback	<ul style="list-style-type: none"> • Repeat bookings from accessible visitors • Referrals or word-of-mouth linked to accessibility • Accessibility satisfaction or ratings 	Demonstrates how memorable and shareable your accessibility communication was after the visit.



Maintain momentum - Review regularly: Schedule quarterly reviews to update your guide and share improvements with your team.

For a deeper dive into how to incorporate the promotion and measurement of your Access Welcome Guide within your overall business sales and marketing plan, attend Fáilte Ireland's Access & Inclusion Training on [LearniFI](#).



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