

Access & Inclusion Tourism Information Sheet

Northern BC Tourism Association

Northern
BC
Tourism
Resiliency
Program

WHAT YOU NEED TO KNOW

People choose to spend their money where they feel valued, which includes being able to get in the door and access all areas and amenities. A small investment in accessible infrastructure or programming will draw more customers and therefore more business. The business will have the opportunity to be known as accessible and inclusive which means an increase of people who visit and spend money. Accessible and inclusive businesses offering a quality experience will generate new and repeat customers who will visit and spend money in your community and the region.



1.3 BILLION

It is estimated that there are more than **1.3 Billion people worldwide with disabilities** globally, many of whom travel for work, leisure and to visit friends and family.



25% OF BRITISH COLUMBIANS

More than **926,000 people** in BC over the age of 15 live with some form of disability, representing nearly **25% of British Columbians**.



88% TAKE ANNUAL VACATIONS

88% of people with disabilities take a holiday every year.



AGING POPULATION

As BC's population ages, the number of people with disabilities and the severity of their disabilities are likely to increase.

TIPS

PROMOTE

Promote all accessible features in your marketing materials and on your website.

TRAIN

Train staff on how to be welcoming and respectful to your customers with disabilities.

PREPARE

Remove, reduce, and prevent accessibility barriers in your facilities and services.

LEARN MORE

Northern BC Tourism's Access and Inclusion team will gladly help you assess the steps that you can take to become an Accessible and Inclusive business.

Lori Slater, Northern BC Tourism Association's Access and Inclusion Team Member is here to help! Lori is well known for community development and sport tourism and she has advocated for over 15 years for access and inclusion across Northern BC. She does accessibility and inclusion audits for outdoor spaces and businesses. If you are interested in having your business added to the list for an audit, please contact Lori at **lori@nbctourism.com**

Spinal Cord Injury BC **InfoLine** info@sci-bc.ca or **1.800.689.2477**

QUICK LINKS

[SCI-BC Database](#)

[Destination BC Accessible Tourism](#)

Register for the Tourism Resiliency Program to learn more and work one-on-one with a program advisor.

REGISTER NOW



NORTHERN BC
TOURISM ASSOCIATION

<https://tourismresiliency.ca/nbctrp/>

