TABLE OF CONTENTS

Accessibility Tourism Strategy ................................................................. 1
Accessibility Assessment Rating ............................................................. 1
Available Versions ................................................................................ 3
Logo Colours ....................................................................................... 8
Icon Definitions .................................................................................. 9
Business Website Guidelines ................................................................. 12
On Site ............................................................................................... 18
Staff Education .................................................................................. 19
ACCESSIBLE TOURISM STRATEGY

With one in eight people worldwide living with a disability, accessible travellers make up one of the fastest growing tourism market opportunities.

In North America alone, people with disabilities spend more than $13 billion each year on travel.

The Province of British Columbia, 2010 Legacies Now, Tourism British Columbia, and numerous other partners are working to help make B.C. a premier travel destination for people with disabilities.

ACCESSIBILITY ASSESSMENT RATING

This document outlines guidelines for displaying the accessibility icons in various media including web, print and on-site.

Now that you have participated in the accessibility assessment, icons indicating the accessibility of your business will be sent to you. These icons will serve as a trusted brand of accessibility information to make it easier for people to choose your business when making their travel plans. You can display these icons on your website, in your business and on your promotional materials to share with prospective visitors and travellers. Please refer to these accessibility icon guidelines for tips on using the icons.

For additional information on the Accessible Tourism Strategy or for ways to improve the accessibility of your business, please visit www.accessible-tourism.com.
The following icons are available for use depending on the accessibility rating your business receives. Once your assessment is complete, you will be notified which icons are appropriate for use in your marketing and communications materials. The options include:

**Wheelchair accessibility – partially accessible**
Business has no physical barriers limiting entry into the business; however, barriers are present in or around the business limiting access for people using wheelchairs.

**Wheelchair accessibility – fully accessible**
Business has no physical barriers into or around the building, or to key amenities and services, which would limit people using wheelchairs.

**Visual accessibility**
Business has appropriate emergency alarms and plans, and offers communication material in alternate formats accessible for people with visual impairments.

**Hearing accessibility**
Business has appropriate emergency alarms and plans, and offers communication material in alternate formats accessible for people with hearing impairments.
AVAILABLE VERSIONS

There are three available versions for each icon:

1. Large format with partner logos
2. Medium format version without partner logos
3. Small format for use in very small print and web
Large format with partner logos

There are three different versions of the large format with partner logos. Your business will receive the icon(s) that you have received ratings for in the version that matches your place of business.

1. For use in Tourism Vancouver market area
   Province of B.C., 2010 Legacies Now, Tourism BC, Tourism Vancouver logos

2. For use in Tourism Whistler market area
   Province of B.C., 2010 Legacies Now, Tourism BC, Tourism Whistler logos

3. For use in all remaining markets throughout British Columbia
   Province of B.C., 2010 Legacies Now, Tourism BC logos

1. For use by Tourism Vancouver members
2. For use by Tourism Whistler members
3. For use in remaining markets throughout B.C.
Size

Each icon is available in three different sizes. Each size is designed specifically to work in different situations determined by the space available and end use such as print, web, window decals or other.

1. Large format with partner logos

The large format with partner logos will be used to display your accessibility rating as window decals or a counter display. This format can also be used in large print materials such as posters that can be displayed in your business promoting the program. Because the partner logos are much smaller than the rating icon itself, the final display size of the large format should be 40mm or greater. If the icon will be displayed at a size below 40mm, the medium format without partner logos should be used.

2. Medium format without partner logos

The medium format without partner logos should be used when the icon will appear smaller than 40mm, but greater than 15mm. Uses may include icon descriptions on websites and in print documents.

3. Small format without partner logos

The small format without partner logos does not have the swoosh graphic element included and therefore is more clear when used for very small print or online. This format should be used when the icon will appear less than 15mm, but greater than 3mm. No icon should ever appear smaller than 3mm. This format will be used widely on brochures and on the web.

The height of the icon must always be increased proportionately.
Minimum size

If the icon would appear smaller than 3mm wide, no icon should appear and the text ‘Accessibility Rating’ should appear.
Distance
The minimum space surrounding the icon from adjacent icons or other layout items such as type, borders, image boxes and the page edge, is defined by the clear space between the top point of the symbol inside the icon, and the edge of the icon itself.

Layout
Icons should be displayed horizontally. When space does not allow for this, icons can be stacked vertically. This is applicable across all media (print, web, on-site) and is applicable for all sizes of icons.

Order
If more than one icon is displayed, the order they are to be displayed in is:

1. Wheelchair accessibility - partially accessible
2. Wheelchair accessibility - fully accessible
3. Visual accessibility
4. Hearing accessibility
LOGO COLOURS

Print
In print, the Large format with partner logos and the Medium format without partner logos will only be used as 4 colour process.

![Large format](image1)
![Medium format](image2)

Web
In web, the small format will be used as a GIF.

- Accessibility Icon: R=0 B=75 G=141
- Accessibility Icon with Partner Logo: R=0 B=75 G=141
- Accessibility Icon: R=238 B=46 G=36
- Accessibility Icon: R=71 B=170 G=66

Black and White
When colour printing is not available, logos should appear in black and white as below

![Accessibility Icon](image3)
![Accessibility Icon](image4)
![Accessibility Icon](image5)
ICON DEFINITIONS

The following guidelines are applicable when featuring the icon definitions on the web and in print.

Print
In print, the definition of the icons should always appear within the same document. The definitions should be referenced on a separate page as close to the section where the icons will appear as possible.
Wheelchair accessibility – *partially accessible*
Business has no physical barriers limiting entry into the business; however, barriers are present in or around the business limiting access for people using wheelchairs.

Wheelchair accessibility – *fully accessible*
Business has no physical barriers into or around the building, or to key amenities and services, which would limit people using wheelchairs.

Visual accessibility
Business has appropriate emergency alarms and plans, and offers communication material in alternate formats accessible for people with visual impairments.

Hearing accessibility
Business has appropriate emergency alarms and plans, and offers communication material in alternate formats accessible for people with hearing impairments.

For further information, please visit accessible-tourism.com

**Web**
On the web, the definitions of the icons should be set as a click-through that links to a separate icon definition page. 2010 Legacies Now will host the definition page and provide your organization with a link to this page to be linked to each icon. This will ensure the definition page is always up to date so consumers have the latest and most complete information.
Partner Acknowledgement
There are a number of partners who have made this program possible and acknowledgement of their support is requested when referencing the program.

Partners that always need to be acknowledged are: Province of British Columbia, 2010 Legacies Now and Tourism British Columbia.

Where possible, the following partners should also be acknowledged:

Founding Tourism Partners
- Tourism Vancouver
- Tourism Whistler
- Tourism Richmond

Regional Tourism Partners
- Tourism Vancouver Island
- Vancouver, Coast & Mountains Tourism Region
- Thompson Okanagan Tourism Association
- Kootenay Rockies Tourism Association
- Cariboo Chilcotin Coast Tourism Association
- Northern BC Tourism Association
BUSINESS WEBSITE GUIDELINES

The following guidelines apply when featuring the icons on your website.

Homepage
Your accessibility rating icon(s) should be incorporated onto the homepage of your site so visitors know that your business has been rated, and they can access information on your accessibility rating.

Depending on page layout, the icon(s) should sit at the bottom right of the page (see minimum size and space guidelines). In the instance where this is not feasible due to limitations of the webpage, the following text should be used ‘Accessibility Rating’.

Both the text and the icon need to be hyperlinked to www.accessible-tourism.com, a page hosted by 2010 Legacies Now, providing definitions of accessibility icons and details on the Accessible Tourism Strategy.

Icon name for alt tag (mouse over description)

- Wheelchair accessibility – fully accessible
- Wheelchair accessibility – partially accessible
- Visual accessibility
- Hearing accessibility

Hearing accessibility
Homepage featuring Icons

We encourage all businesses to include information on your accessibility rating on the relevant interior pages of your website, linked to the icon definitions as on page 15.
Welcome to Whistler

Welcome to Four Seasons Resort Whistler. Experience one of North America’s top year-round mountain resorts, wrapped in Four Seasons comfort and intuitive care. Enjoy a superb spa and mountainside dining, plus easy access to the awe-inspiring ski slopes of Whistler Blackcomb, site of the 2010 Olympic Winter Games.

“The Golf Elite Program at the Four Seasons Resort Whistler is what the swing doctor ordered for honing your handicap. It includes a one-hour private lesson prior to an eighteen-hole playing session each day with your own certified instructor.”

(Golfstyle, November 2007)

Accessibility Rating

When you click on the text here, you will be directed to the definitions page as shown on page 15.
Definitions Page on 2010 Legacies Now website

Accessible Tourism Strategy
The Province of British Columbia, 2010 Legacies Now, Tourism British Columbia and numerous other partners are working to help make BC a premier travel destination for people with disabilities, seniors and others with similar accessibility needs.

Accessibility Rating
Tourism businesses participate in an accessibility assessment which indicates how accessible they are for people with disabilities. Businesses that are rated accessible for visitors with mobility, visual or hearing impairments receive icons displaying this information.

Wheelchair accessibility – partially accessible
Business has no physical barriers limiting entry into the business; however, barriers are present in or around the business limiting access for people using wheelchairs.

Wheelchair accessibility – fully accessible
Business has no physical barriers into or around the building, or to key amenities and services, which would limit people using wheelchairs.

Visual accessibility
Business has appropriate emergency alarms and plans, and offers communication material in alternate formats accessible for people with visual impairments.

Hearing accessibility
Business has appropriate emergency alarms and plans, and offers communication material in alternate formats accessible for people with hearing impairments.

For further information, please visit accessible-tourism.com
Business Print Guidelines
To help your business capture the accessible tourism, it is in your best interest to showcase the program and your rating as broadly as possible. It is recommended that the icons be displayed in print material wherever possible; in association with your business within your own promotional material, such as advertisements. When referencing the program within an organization’s existing look and feel in print materials, the following should be displayed:

1. If space is available:
   - Accessibility rating icon(s) or the text ‘accessibility rating’ plus the website ‘accessible-tourism.com’ plus the text ‘The Accessible Tourism Strategy is supported by the Province of British Columbia, 2010 Legacies Now, Tourism British Columbia and other organizations plus the icon definition(s)

2. If less space is available:
   - Accessibility rating icon(s) or the text ‘accessibility rating’ plus the website ‘www.accessible-tourism.com’ plus the text ‘The Accessible Tourism Strategy is supported by the Province of British Columbia, 2010 Legacies Now, Tourism British Columbia and other organizations.

3. If even less space is available:
   - Accessibility rating icon(s) or the text ‘accessibility rating’

4. If very little space is available:
   - Accessibility rating icon(s) or the text ‘accessibility rating’

Wheelchair accessibility – partially accessible
Business has no physical barriers limiting entry into the business; however, barriers are present in or around the business limiting access for people using wheelchairs.

Wheelchair accessibility – fully accessible
Business has no physical barriers into or around the building, or to key amenities and services, which would limit people using wheelchairs.

Visual accessibility
Business has appropriate emergency alarms and plans, and offers communication material in alternate formats accessible for people with visual impairments.

Hearing accessibility
Business has appropriate emergency alarms and plans, and offers communication material in alternate formats accessible for people with hearing impairments.
Font can be revised to suit the existing look and feel. Icon colours must not be altered.

When referencing the Accessible Tourism Strategy in its entirety the following ad can be provided in vertical and horizontal layout. Please contact ‘marketing@2010LegaciesNow.com’ for a copy of this ad for your use.

Accessible Tourism Strategy
The Province of British Columbia, 2010 Legacies Now, Tourism British Columbia and numerous other partners are working to help make BC a premier travel destination for people with disabilities, seniors and others with similar accessibility needs.

Accessibility Rating
Tourism businesses participate in an accessibility assessment which indicates how accessible they are for people with disabilities. Businesses that are rated accessible for visitors with mobility, visual or hearing impairments receive icons displaying this information.

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For further information, please visit accessible-tourism.com
ON SITE

The following guidelines apply when using the icons at your place of business.

When used at entrance point
Icon(s) should be positioned on the exterior glass of an entrance point slightly above eye level of wheelchair users (approx. 4.5ft from the base). Icon(s) must never sit below 3.5ft from the base, nor higher than 5.5ft from the base. Where space allows, icon(s) must sit to the right of an entrance way, displayed horizontally. Consider order of appearance and minimum space guidelines when featuring more than one icon.

When used at reception area
Icon(s) should be positioned where they will be most visible to the user. Consider layout, order of appearance and minimum space guidelines when determining this. It is recommended that all staff members are provided with the icon definition page to use as reference when responding to accessibility inquiries. This page can also be found at www.accessible-tourism.com.
**STAFF EDUCATION**

It is recommended that all staff members are provided with the icon definition page to use as reference when responding to accessibility inquiries. It is recommended that this sheet is referenced during new employee orientation and concierge training and is kept on hand at the front desk or by the till. This page can also be found at www.accessible-tourism.com.

**Get the most out of your accessibility rating**

**Know it.**
- Ensure all staff are aware of the program and know the accessibility rating of your business
- Ensure staff know where to find more information about the program and icons
- Include this information in new staff orientation packages and training
- Participate in a Customers with Disabilities SuperHost workshop, hosted by Tourism BC

**Share it.**
- Display decal(s) proudly to raise awareness that B.C. is a disability-friendly market
- Ensure the accessibility rating information is displayed on your website - travellers with a disability do most of their trip planning before they leave home, so this is an opportunity not to be missed
- Make the rating information available to guests and consumers, through register/concierge signs, print and email promotions, in room service guides, and other ways you communicate to consumers

Thank you for helping make B.C. a premier travel destination for people with disabilities. For additional information on the Accessible Tourism Strategy, please visit www.accessible-tourism.com.
The Accessible Tourism Strategy is a partnership between the Province of British Columbia, 2010 Legacies Now, Tourism British Columbia, and numerous other organizations throughout B.C.

For additional information on the Accessible Tourism Strategy, please visit www.accessible-tourism.com