

Incentives To Make Your Business Accessible

Becoming Fully Accessible Can Be Easy:

Under the Tourism Development Act (TDA), incentives are offered to investors who wish to build or refurbish a tourism product. Upgrading a property to meet Fully Accessible Barbados accreditation standards would qualify for such assistance.

Incentives under the TDA include:

Permission for investors of an approved tourism project new or existing, to import building materials, equipment, furniture, fixtures, fittings and supplies free of duty providing that similar items are not produced in Barbados.

Licensing of a Tourism Project:

Licence enables the applicant to import items listed in the Second Schedule of the TDA free of duty for the operation of a tourism project.

For further information please contact:

Barbados Council for the Disabled
"Harambee House", The Garrison,
St. Michael, Barbados
Telephone: 246 427-8136 / Fax: 246 427-5210



Supporting Partners:



Fully Accessible Barbados (Fab) Categories For Accredited Standards

The Fully Accessible Barbados is a programme of evaluation and recognition. It seeks to assess properties for their level of accessibility to a variety of persons with disabilities; including not only physical structures involved but the overall treatment of patrons with challenges.

The FAB Standards and Criteria are based on international accessibility requirements. The facilities are accredited to recipients in the following areas:

1. Independent Wheelchair User

A person who depends on the use of a wheelchair and transfers unaided to and from the wheelchair in a seated position. This person would most likely be an independent traveller.



2. Wheelchair Assisted

A person who depends on the use of a wheelchair in a seated position. This person would also require personal or mechanical assistance (e.g. care-giver, hoist).



3. Mobility Challenged

A person with restricted walking ability and for those that may need to use a wheelchair some of the time and can negotiate a maximum of three steps.



4. Blind & Visually Impaired (Category 2)

Provides key additional services and facilities to meet the needs of visually impaired guests.



5. Blind & Visually Impaired (Category 1)

Provides all required services.



6. Deaf & Hearing Impaired

Provides key additional services and facilities to meet the needs of guests with hearing impairment.



Fully Accessible Barbados - an initiative of the Barbados Council for the Disabled (BCD) in collaboration with:

- Ministry of Tourism
- BTA
- BHTA
- NDU

To have your property reviewed, contact the BCD at 427-8136 or visit us at:
www.fullyaccessiblebarbados.com



Inclusive Tourism

*Not just good for business...
Good for everyone!*



FULLY ACCESSIBLE BARBADOS (FAB)

FAB is designed to encourage the changes needed in our environment that will enable persons with disabilities from Barbados and around the world to have access to all facilities.

FAB plaques will be awarded to facilities that comply with the standard requirements necessary for a Fully Accessible Barbados.

WHY WE NEED FAB

It's not just about respect and regard for persons with disabilities... It's also about service excellence and good business sense. Research has shown that persons with disabilities are very loyal customers, returning over and over again to the places that offer them easy access.

Accessibility is not just about wheelchairs; it's how easy it is for everyone to approach, enter and use buildings, outdoor areas and other facilities, independently, without asking for special arrangements.

Barbados depends on tourism. Persons with disabilities (including the elderly) represent a large and growing tourist market worldwide. Barbados cannot increase its share of this market if it does not offer greatly improved access.

OUR MAIN SOURCE MARKETS

UK Market

- There are approximately 10 million persons with disabilities living in the UK with an estimated £80 billion purchasing power.
- In England alone, over 2.7 million persons with disabilities travel annually.

US Market

- 71% of adults with disabilities (or more than 22 million people) in the US have travelled at least once in the past two years and spent an estimated \$13.6 billion a year on travel.
 - The Caribbean is ranked fourth behind Canada, Mexico and Europe, as their most popular international destination.
- ### Canadian Market
- The Conference Board of Canada reported that Canadians with disabilities account for \$25 billion in consumer spending.
 - The Canadian population of seniors, who most likely will have the time and money to spend on travel, will double in next 20 years.

FACTS YOU NEED TO KNOW

- Persons with disabilities usually travel with care-givers, family or friends.
- Conference venues and locality of conferences, are frequently selected with accessibility in mind.



- Hotel users say they would stay in hotels 2 more times per year if hotels were to accommodate their needs as a person with a disability. This translates into 34.5 million more hotel stays and means that hotel spending by the disabled community could double if hotels were to make necessary accommodations. The same is true for the Airline Industry.
- 85% of those who travel say they share their travel experiences with others, indicating a powerful network among travellers with disabilities.
- Cruise Tourism is a rapidly growing market for persons with disabilities as most cruise liners are catering to their needs. A fully accessible Barbados can benefit from this market.

Source of Data:

- The website: tourismforall.org/advice-for-tourism-businesses.html
- The Conference Board of Canada - 2001
- US Census Bureau - 2005 (obtained through the Harris Poll - Nov 2002)

BENEFITS FOR THE INDUSTRY

- **INCREASED** revenue for accessible establishments and Barbados.
- **ENHANCED** facilities which will improve the market potential of a highly competitive tourism industry.
- **FAB Compliant Plaques.**
- **International recognition** of FAB Properties being linked through the Fully Accessible Barbados website.
- **Duty Free concessions** through the Tourism Development Act on accessible fittings and fixtures.

