



Checklist – Accessible & Inclusive Tourism

Hotels, B&Bs & Serviced Accommodation

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Introduction

Ensure everyone feels genuinely welcome at your hotel, B&B, or serviced accommodation



To make sure that everyone benefits from a great experience and becomes an ambassador for your accommodation, you need to demonstrate a thoughtful, empathetic approach to people's varied abilities.

Best practice can help you win repeat bookings and market your accommodation effectively to the widest possible audience. However, factors like poor information, inaccessible infrastructure and inadequate customer service can cause frustration and have a negative impact on a visitor's experience.

This checklist is designed to help you assess how ready your accommodation is to provide a welcome for all guests. You can use it to spot oversights and points of friction in the guest experience you offer. The information you gather as you work through the checklist will become an asset you can share with prospective visitors. It will also help you to identify areas where there is room to improve your offer and its appeal to a wide audience.

Use the checklist to:

- ✓ Guide you through the process of evaluating the accessibility of your communications, infrastructure, and customer service.
- ✓ Identify practical changes you can make (from quick wins to more ambitious changes).
- ✓ Benefit from peace of mind and handy reminders of necessary actions as you prepare to welcome guests.
- ✓ Maintain standards of excellence.
- ✓ Track your progress as part of a process of continuous improvement.

Please note: This action checklist is part of a wider range of resources provided by Fáilte Ireland, and it is aimed at owners and managers of hotels, B&Bs and serviced accommodation. Use it with other resources, including our [Effective Communications Guide](#) and the food and beverage business access checklist, to make sure that you provide an authentic and inclusive welcome.

For more information, visit the [Accessible and Inclusive Tourism Business Support Hub](#).



Inclusion and Accessibility

The terms 'accessible' and 'inclusive' are often used interchangeably, and they should go hand in hand. However, they have quite different meanings, and it is important to keep both in mind when you are striving to offer a genuine welcome for all.

'Inclusion' means including and accommodating people so that everyone can participate in and enjoy the experiences you offer.

The word 'accessible' means 'easy to approach, reach, use, and understand'.



Inclusive

An inclusive accommodation business goes beyond accessibility to actively welcome and accommodate diverse guests. It provides equal opportunities for all to enjoy their stay, respecting the fact that adjustments may be required to deliver these opportunities.

Accessible

Accessible accommodation is physically, technologically, and socially easy to access and approach, as well as comfortable to eat, sleep and relax in.



Improving accessibility and inclusion is a continuous and rewarding process. Some of the actions you identify as you work through the checklist will be quick, simple, and affordable fixes. Others – like issues caused by infrastructure or training gaps – may need more time to solve. These more complex actions may also require collaboration with colleagues, managers, and other stakeholders, such as local disabled people's organisations.

Revisiting the checklist frequently will help you stay actively engaged in this process. It will also ensure that you are regularly renewing your commitment to continuously improve your welcome for all. Use the checklist and the wider resources available through Fáilte Ireland to spur you on and chart your progress.



Checklist – Accessible & Inclusive Tourism

Hotels, B&Bs & Serviced Accommodation

Business Name:

Year:



Pre-Visit Information & Booking

To ensure good governance, completion and review of these actions is the responsibility of the person who is the Task Owner.

Use the following options to indicate task status in Completed column: **Y = Yes, N = No, P = Partly or A = Active**

If Action is not completed, use the Notes column to provide more detail.

Action	Task Owner	Completed (Y/N/P/A)	Notes
Does your website include a dedicated section that outlines your accommodation's accessibility features and supports visitors in understanding how you provide an accessible experience? An Access Welcome Guide is a section on your website that provides clear, reliable information about your business's accessibility features, helping visitors with access needs make informed and confident booking decisions. To support you in developing an Access Welcome Guide section on your website, please visit Fáilte Ireland's Access Welcome Guide Hub			
Have you gathered or updated your accommodation's accessibility information in a single document?			
Do you offer your guests a few different ways to contact you (e.g. telephone, email, text message, and the Irish Text Relay service which is available for use by D/deaf people and people with speech impairments)?			

Action	Task Owner	Completed (Y/N/P/A)	Notes
When people are making a booking, are they asked, 'Do you, or those you are travelling with, have any accessibility requirements?'			
In any follow-up communication, do you provide peace of mind by repeating the information the guest has provided so that they know it has been received and understood? Also, do you provide any details about how you can or cannot meet the guest's needs (e.g. by providing a cot for babies)?			
Have you checked that information about your accessible facilities on third-party websites and booking channels, as well as local destination sites, is accurate?			
Have you considered offering – if it is practicable – a complimentary room for support workers/essential companions, particularly in cases where the accessible bedroom cannot entirely meet the guest's needs?			
Have you checked that the information you provide about your locality includes accessible activities and services (e.g. accessible taxi services, hotels, attractions)? Think about working with a local destination group on this project so you can share insights and information.			

Your website

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Does your website meet the standards set out in the international Web Content Accessibility Guidelines (WCAG2)? ¹ You may need to seek advice from your site designer here, but simple steps towards compliance include providing alternative text for all images. Training in web accessibility is also available via Fáilte Ireland's Business Hub and learnIFI (Fáilte Ireland's learning platform), where live learning and self-paced courses are available. ²			
Are the values of accessibility and inclusion clearly reflected in your website's content (text, imagery)? How are you making this judgement call (e.g., are you seeking feedback from users)?			
Do you provide detailed and accurate information on your rooms and communal areas, along with useful measurements and photos? If you use an Access Welcome Guide section for this information, ensure that information provided elsewhere on the site is also clear about accessibility, as not all guests will regard their requirements (e.g., lift access to upper floors, quiet areas) as accessibility needs.			

¹ WCAG 2 Overview | Web Accessibility Initiative (WAI) | W3C.

² Find resources at: [Live Learning](#) and Fáilte Ireland's learning platform, [learnIFI](#).

Action	Task Owner	Completed (Y/N/P/A)	Notes
Do you provide information on accessible transport options to your accommodation, including: • Accessible public transport and car hire options. • Licensed taxis services that can reliably accommodate wheelchair users and people with assistance dogs, including Autism assistance dogs. • Parking (include distances if disabled parking options are not immediately outside your accommodation's entrance).			
Is the information you provide about the destination in general equally useful to all guests (e.g. in a list of restaurants, playgrounds, or attractions, note their levels of accessibility, including factors such as suitability for wheelchair users and people who need to avoid allergens)?			
Do you provide a list of available accessibility equipment and details of reputable suppliers should visitors need to hire specific equipment you do not have? Examples of assistive equipment include ear defenders, walkers, wheelchairs, and air mattresses. Details of reputable care providers will also be helpful.			
Have you provided your local tourist information office and destination group with a list of your accessible facilities and any recent changes you have made?			

Wayfinding & Navigation

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Is clear external signage provided, including to an accessible entrance if the main one does not provide step-free access? Where possible, the main entrance should be accessible.			
Is signage installed at a height visible to wheelchair users?			
Is signage easy to interpret (adequate font size, strong colour contrast, clear symbols)?			
Do you offer to provide an orientation tour to visitors with disabilities and provide help with luggage, wayfinding, and navigation?			
Have you developed a set of standard Emergency Evacuation Plans (EEPs) for the safe evacuation of people with disabilities? Are they reviewed at regular intervals (e.g., twice a year)?			
Do you ask all guests if they require any assistance with evacuation in an emergency? Discuss the standard options available and agree and record any specific arrangements made with individual people.			

Arrival & Reception

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Are all staff aware of, and using the inclusive communication strategies set out in Fáilte Ireland's Effective Communications Guide? Helpful strategies include: • Providing a clear welcome. • Using plain language and non-discriminatory terms. • Adjusting pace and tone to suit the people you are addressing. • Actively listening to and focusing on the people you are communicating with. • Reminding guests about sources of information and support.			
Do reception areas, information points and/or help desks include a lower-level section for people who are using wheelchairs? Where this is not available, is an area with lower-level seating and tables available?			
If there is a reception desk or check-in point where a queue for access is expected, do you provide some rest seating in this space for people to use as they queue/wait?			
Do you facilitate people with Autism and/or mobility challenges to be excused from queueing?			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Do you welcome customers with trained assistance dogs? This is a legal requirement even if you have a 'no dogs/pets' policy.			
Are staff trained in assistance animal etiquette (e.g., do not touch, talk to, feed, or distract)? ³			
Have you designated an assistance animal relief area, and exercise area, ideally within the grounds of the venue or nearby, along with a handwash station for owners? Have you also provided a biowaste bin and some dog-poop bags or a pooper scooper?			
Do you consider the impact of background music and refrain from playing music in areas where staff interact with customers? Are quiet areas available and clearly identified, and are staff trained to lower music on request?			
Do you provide a means of written communication at key service points to assist D/deaf customers, if required? A simple pen and paper or handheld white board and wipeable marker pen will be useful.			
Do you provide written information in alternative formats (e.g. digital, large print and easy-to-read versions, QR code) on request? Is information provided in visual format for guests who cannot read or who may have limited fluency in English?			
Where people have requested additional support in advance, are details, directions, or equipment shared discreetly?			

3 For more information, see [Guide Dog Foundation](#).

Public Areas

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Are water bowls available for use by assistance dogs?			
Have you designated an assistance animal relief area, and exercise area, ideally within the grounds of the event venue or nearby, along with a handwash station for owners? Have you also provided a biowaste bin and some dog-poop bags or a pooper scooper?			
Are external paths kept clear of obstacles, debris, moss, ice and fallen leaves and do they have firm, well-maintained surfaces? Are any permanent features (e.g., statues) securely fixed?			
Do you use doormats with colour contrast? Due to issues with depth perception, people with Dementia can experience a distressing 'visual cliff' effect if you use plain black mats.			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Does internal signage help visitors to orientate themselves throughout their visit?			
Do staff know not to obstruct corridors with housekeeping trolleys and other equipment?			
Have you clearly indicated the availability of accessible and unisex facilities using signage that uses easily understood symbols and Braille as well as words?			
At bars or shops on your premises, are there lower counter tops for wheelchair users or people of short stature?			
Do you provide clear information about the accessibility of leisure facilities from garden areas to pools, changing rooms, and spas? Supports could include: • Paths accessible to wheelchairs and pushchairs. • Accessible changing rooms (including spaces that can accommodate more than one person, with space for wheelchair access and grab rails). • A hoist to support access to pools, jacuzzi, and saunas. • Accessible treatment beds. • Equipment and clothing options to suit a variety of sizes. • Specially trained therapists.			

Bedrooms

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Do you provide blocks and adjust bed heights on request to allow people to transfer from a wheelchair or make a portable hoist available?			
Have you considered fire safety for D/deaf guests who may not hear the smoke alarm. Strobe light fire alarms, a vibrating pillow pad and/or a domestic paging system may be appropriate? Do you inform guests in advance about such provisions?			
Do housekeeping staff know not to move furniture and personal items in a guest's bathroom or bedroom? In most cases, they will have been placed in positions that are accessible to the guest.			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Do you take any room service orders via both phone and a text-based service to allow guests to use their preferred method?			
Do you provide meals in rooms (on request) for disabled guests? Do you identify if there is an additional cost for this service?			
In rooms with televisions, do you provide a remote control that allows guests who are D/deaf or visually impaired to access audio descriptions and subtitles?			
Have you considered fitting out a room or rooms fully optimised for accessibility (e.g. a ground-floor room with space for a wheelchair or scooter user to roll into; a bathroom fitted with handrails and a slightly higher toilet to help with wheelchair transfers, as well as a roll-in shower)? ⁴			
Are features like mirrors and other resources set at heights where they are accessible to all?			

⁴ Note that the Government of Ireland advises that a 1800mm turning circle is required for wheelchair users and 1200mm minimum circulation space, as per building regulations. See 'Technical Guidance Document M: Access & Use', available from [Government of Ireland](#).

Guest En-suites/Bathrooms

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Do emergency pull-cords hang to the floor and are they regularly tested?			
Are support rails provided by the shower/bath?			

Toilets & Comfort Facilities

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Where an accessible toilet requires a key or code to gain access (e.g. RADAR key), do you provide clear guidance on the door as to where a key or code can be readily obtained?			
Do emergency pull-cords hang to the floor in facilities in public areas, and are they regularly tested?			
Do you provide support rails at urinals, toilets, washbasins, and on the back of toilet doors, in line with the government's current technical guidance on access and use of the built environment?			
To assist blind or partially sighted guests, have you ensured that any support rails contrast in colour to the wall and that toilet seats have colour contrast with the toilet and floor?			
Have you clearly indicated the availability of accessible and unisex facilities using signage that uses easily understood symbols and Braille as well as words?			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you clearly indicated baby changing facilities and any private spaces suitable for feeding babies?			
Have you indicated the availability of a quiet space with an electrical outlet that can be used by visitors who may need to rest, express breastmilk, or take medication?			
Have you considered providing a sensory room?			
Do you provide storage, when requested, for mobility devices, care equipment, medication, or other essential items? For example, staff may be asked to store crutches or a walker or to refrigerate certain medication. • Do staff have training, as well as facilities, so they can respond appropriately to related requests? • Do you provide clear signage to public areas and clear instructions and/or support so a person can retrieve stored items when needed? • Are there any issues or procedures around the storage of expensive items or equipment?			

Marketing

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you ensured that the marketing channels you use are reaching people with accessibility requirements? For example: • Have you ensured your marketing materials are accessible to people with disabilities, such as those who are blind or have low vision, by including alt text and captions? • Have you mentioned your Access Welcome Guide, or used information about the accessibility and inclusivity of your event, in your online listings on third-party websites?			
Is information provided online in forms that can be read by screen readers (i.e. you do not rely on people being able to read text on images, and you ensure adequate levels of contrast between text and background)?			
Does promotional material specify the name and details of the person who can take enquiries about the accessibility of your venue or event? Do you incorporate learnings from the enquiries they receive into your general information for presenters and attendees?			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Are all print materials designed to meet high standards of accessibility? • Prepare print materials with care, ensuring colour contrast and legibility. • Avoid using small font for details, such as allergens and consider providing a QR code to link to an online, accessible version of the same information. • Ensure all information (e.g., pdfs) is accessible before sharing it with others.			
Do you regularly promote your accessible facilities and services through your communication channels, including social media?			
Do you integrate representation of all disabilities naturally in the imagery and text used in your marketing communications? Avoid representing people with disabilities as heroic when they are simply taking part in everyday activities your other visitors enjoy.			

You and Your Team

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you given all staff and people involved in receiving visitors a copy of your Access Welcome Guide so they can see immediately the facilities and services that are available?			
Do all staff wear name badges, and do they make it clear if they can provide specific types of support (e.g. wearing a Dementia-friendly badge, if they have received appropriate training to show that they can support people with Dementia)?			
Do you regularly check that all staff, including part-time and seasonal team members, have been provided with tips and guidance on inclusive customer service practices, such as inclusive language use? It is important to ensure that everyone receives a copy of Fáilte Ireland's Effective Communications Guide.			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Are relevant staff trained to use the Irish Text Relay Service and are they confident about using it?			
Do you ask your staff to make note of questions or issues they encounter in relation to accessibility? You can use the data you gather to: • Improve pre-visit information. • Identify practical changes that need to be made (e.g. improved interior signage). • Identify training needs, information gaps. • Inform inclusive policies and procedures.			
Do you regularly discuss workplace adjustments with your team to ensure you are all responding to each other's needs and identify issues that need to be addressed through more accessible and inclusive policies and procedures?			
Does the communication in your team reflect best practice (e.g., do you ask a person what is the best way to help, treat each person with dignity, use respectful language, and use the communication channels and strategies that suit each person best)?			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you identified a member of staff to be an Accessibility Champion, and do you encourage others to be ambassadors for accessibility? An Accessibility Champion is someone who acts as the voice for access and inclusion in your business – they have oversight of all your accessibility actions and policies (training for Accessibility Champions is available through Fáilte Ireland's Business Hub and learniFI).			
Do disabled staff members have personal evacuation plans? Are they reviewed at regular intervals (e.g., twice a year)?			
Have you identified knowledge gaps and training needs in your team?			
Do you regularly review opportunities for upskilling available through the Fáilte Ireland Business Hub and learniFI? Your Accessibility Champion can track training levels and opportunities for your team.			

Hiring Staff

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Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you ensured that roles at every level of your business, including leadership roles, are accessible to people with disabilities?			
Are your job adverts and job descriptions accessible and inclusive?			
Do you encourage applications from people with disabilities?			
Do you post job adverts via inclusive websites such as the Open Doors Initiative site?			
Do you provide several ways in which applicants can contact you?			
Do you provide an onboarding service so you can learn about employees' needs and identify ways to help them thrive in their roles? Is an onboarding manual used to streamline the sharing of basic information that is useful for all?			
If you hire seasonal or temporary staff, do you have a strategy and procedures in place so that they understand the importance of, and how to deliver, accessible and inclusive services?			

Feedback & Continuous Improvement

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Do you use a guest survey to gather feedback? Both positive and negative feedback give you opportunities to improve your offer.			
Do you use your findings to update your policies and practices and inform things like training and staff development plans?			
Where requested, do you provide feedback to guests about how you have responded to their queries? Showing that you are willing to listen and learn is a great way to demonstrate a real commitment to providing a welcome for all.			

Action	Task Owner	Completed (Y/N/P/A)	Notes
Have you made 'accessibility and inclusion' a standing item in any team meetings and end-of-year reviews?			
Are accessibility and inclusion embedded in your governance practices, through inclusive policies and procedures, and do you monitor progress so you can ensure standards and identify areas for improvement?			

This action checklist is aimed at owners and managers of hotels, B&Bs and serviced accommodation. Please also read the 'food and beverage' checklist for actions that relate to dedicated catering areas and formal dining.

Consider sharing the Access Welcome Guide and information you have gathered with your local tourism office and destination organisation, as well as any agents who help to market your accommodation to support the accessibility and inclusivity of your area. For training opportunities and further information, visit the [Accessible and Inclusive Tourism Business Support Hub](#), and visit [learnIFI](#) for resources, Live Learning and self-paced courses.

