



Llywodraeth Cymru  
Welsh Government

# **Croeso i Bawb – Business Accessibility Audit**

A Practical Accessibility Audit for  
Tourism & Hospitality Businesses in Wales

# The Whole Visitor Journey

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Creating a welcoming and accessible visitor experience means considering the whole visitor journey.

Barriers can arise at any stage, from finding information before a visit to using facilities and taking part in activities onsite.

The tables below outline a typical visitor journey, highlighting key touchpoints, accessibility considerations and examples of improvements that can benefit a wide range of visitors.

## Things to consider

These themes provide a practical way of considering the different access needs that visitors may have throughout their journey.

They encourage you as a business to think broadly about accessibility, ensuring that facilities, information, customer service, and environments are welcoming and inclusive for people with a wide range of needs and circumstances.

| Creating Inclusive Environments | Examples                                                                                                                                                                                  |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mobility                        | Step-free access via ramps and lifts; accessible routes, rooms and bathrooms, with sufficient space for people who use mobility aids to move around independently.                        |
| Vision                          | Clear, high-contrast signage; unobstructed routes; tactile or audible information where needed; good lighting and handrails on steps and ramps.                                           |
| Hearing                         | Hearing aid loop at reception; visual emergency alerts in accessible rooms; captioned or written information; and access to BSL interpretation or staff who can sign.                     |
| Neurodivergence                 | Clear information in advance and predictable processes; quiet spaces and low stimulation areas; flexible support and staff awareness of different communication styles and sensory needs. |
| Learning Disabilities           | Easy-read information and plain language; clear instructions, extra time where needed, and support from staff who check understanding without making assumptions.                         |
| Mental Health                   | Calm spaces; clear information; flexible arrangements where possible; privacy; and staff who respond respectfully to people experiencing distress or anxiety.                             |
| Non-visible impairments         | Accessible toilets and rooms; clear signage; flexible support, seating, and rest areas; and staff awareness that access needs may not be visible.                                         |
| Families & Carers               | Space for prams and mobility aids; accessible family facilities; recognition of carers and personal assistants and flexible support for people attending with others.                     |
| Older Visitors                  | Seating, lighting and assistance to rooms; rest points; step-free routes where possible; respectful assistance offered without assumptions about what support is needed.                  |

Use this tool to review your business through an accessibility lens and consider what visitors may need at each touchpoint.

Follow the customer journey from planning and arrival through to activities, facilities and departure.

# Accessibility Considerations Across the Visitor Journey – My Business journey audit

| Touchpoint / Space                                         | What Visitors Need to Do            | Accessibility Considerations                                                                                                                                                                                                                                                                                                                          | Potential Improvements                                                                                                                                                         | What have I already got in my business | What could I do to improve the accessibility in my business | On a scale of 1–10, how high a priority would this improvement be for your business (1 = Low priority, 10 = High priority) |
|------------------------------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| Visitor Journey Stage: <b>Before they Arrive / Arrival</b> |                                     |                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                |                                        |                                                             |                                                                                                                            |
| Website and booking system                                 | Find information and make a booking | <p>Accessible website, clear accessibility information, alternative contact methods.</p> <p>Ensuring website is compatible to be used with screen readers for people with a vision impairment.</p> <p>Clear accessibility information including entrance, bedrooms and common areas, particularly for neurodivergent and reduced mobility guests.</p> | <p>New functionality or online tools which improve accessibility.</p> <p>Publish detailed accessibility guides, improve website accessibility, add photographs and videos.</p> |                                        |                                                             |                                                                                                                            |

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|--------------------|---------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------------------|----------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| Journey planning   | Plan travel and arrival                           | Public transport information, parking details, accessible routes     | Create downloadable access guides and journey planners                       |                                        |                                                             |                                                                                                                            |
| Car park           | Arrive and leave vehicle                          | Accessible parking bays, level surfaces, lighting, dropped kerbs     | Increase accessible bays, improve route marking and lighting, close to venue |                                        |                                                             |                                                                                                                            |
| Drop-off point     | Transfer from vehicle to venue                    | Adequate transfer space, shelter, step-free route                    | Create designated accessible drop-off area                                   |                                        |                                                             |                                                                                                                            |
| External approach  | Travel from parking or transport stop to entrance | Smooth routes, seating, gradients, handrails, signage                | Improve pathway surfaces, add resting points                                 |                                        |                                                             |                                                                                                                            |
| Entrance           | Enter the premises                                | Step-free access, ramps, door widths, automatic doors, clear signage | Install automatic doors or improve ramp provision                            |                                        |                                                             |                                                                                                                            |
| Exit routes        | Leave the venue                                   | Accessible routes to exits and transport links                       | Improve signage and assistance provision                                     |                                        |                                                             |                                                                                                                            |

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|----------------------------------------------------------------|-------------------------------------|-------------------------------------------------------------|------------------------------------------------------------------------|----------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| Visitor Journey Stage: <b>Welcome / Orientation / Movement</b> |                                     |                                                             |                                                                        |                                        |                                                             |                                                                                                                            |
| Reception / ticket desk                                        | Check in or request assistance      | Hearing loop, seating, lowered counter, clear communication | Install hearing loop, lower section of counter, improve staff training |                                        |                                                             |                                                                                                                            |
| Signage & information points                                   | Understand how to navigate the site | High contrast signage, pictograms, plain language           | Introduce wayfinding infrastructure and digital supports               |                                        |                                                             |                                                                                                                            |
| Corridors & internal routes                                    | Move around the building            | Adequate width, obstacle-free routes, resting places        | Remove trip hazards, improve circulation space                         |                                        |                                                             |                                                                                                                            |
| Lifts                                                          | Access different levels             | Accessible controls, audible announcements, visual displays | Upgrade lift controls and signage                                      |                                        |                                                             |                                                                                                                            |
| Stairs                                                         | Move between floors                 | Handrails, contrasting nosing's, good lighting              | Improve visual contrast and handrail provision                         |                                        |                                                             |                                                                                                                            |

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|------------------------------------------|---------------------------|------------------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| Visitor Journey Stage: <b>Facilities</b> |                           |                                                                        |                                                                                |                                        |                                                             |                                                                                                                            |
| Toilets                                  | Use essential facilities  | Accessible WC, grab rails, emergency alarm, transfer space             | Upgrade toilet layouts, introduce changing places facilities where appropriate |                                        |                                                             |                                                                                                                            |
| Bedrooms / accommodation units           | Stay overnight            | Accessible rooms, transfer space, visual alarms, accessible controls   | Create additional accessible rooms and improve room information                |                                        |                                                             |                                                                                                                            |
| Bathrooms / shower rooms                 | Wash and shower safely    | Level-access showers, grab rails, shower seats                         | Install wet rooms, improve contrast and fixtures                               |                                        |                                                             |                                                                                                                            |
| Restaurant / café                        | Eat and drink comfortably | Accessible seating, menu formats, circulation space for wheelchair use | Provide adjustable furniture, at-table technology                              |                                        |                                                             |                                                                                                                            |
| Bar / service counters                   | Purchase food and drink   | Accessible counter heights, clear queuing systems                      | Lower service points and improved ordering options                             |                                        |                                                             |                                                                                                                            |

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|--------------------------------------------------|-------------------------------|---------------------------------------------------------|--------------------------------------------------------------|----------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| <b>Visitor Journey Stage: Visitor Experience</b> |                               |                                                         |                                                              |                                        |                                                             |                                                                                                                            |
| Attraction / activity areas                      | Participate in activities     | Step-free routes, seating, interpretation formats       | Add alternative access options and accessible interpretation |                                        |                                                             |                                                                                                                            |
| Play areas                                       | Children play and interact    | Inclusive equipment, sensory play, accessible surfacing | Introduce inclusive play features and quiet play spaces      |                                        |                                                             |                                                                                                                            |
| Meeting or event spaces                          | Attend events and activities  | Hearing loop, flexible seating, clear sightlines        | Invest in hearing technology and accessible layouts          |                                        |                                                             |                                                                                                                            |
| Gardens and outdoor spaces                       | Explore and relax             | Accessible pathways, seating, shelter                   | Improve seating provision and route accessibility            |                                        |                                                             |                                                                                                                            |
| Trails and walking routes                        | Navigate outdoor environments | Surface quality, gradients, route information           | Introduce accessible routes and clear difficulty grading     |                                        |                                                             |                                                                                                                            |
| Viewing points                                   | Enjoy scenery and attractions | Accessible viewing platforms, seating                   | Improve access routes and viewing opportunities              |                                        |                                                             |                                                                                                                            |

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|-------------------------------------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------|----------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| Visitor Journey Stage: <b>Information / Comfort and Wellbeing</b> |                                     |                                                                                                 |                                                      |                                        |                                                             |                                                                                                                            |
| Printed and digital information                                   | Access information throughout visit | Alternative formats or languages including British Sign Language, plain language, high contrast | Install Easy Read, audio and large-print information |                                        |                                                             |                                                                                                                            |
| Sensory environment                                               | Feel comfortable and confident      | Lighting, acoustics, crowding, quiet spaces                                                     | Create sensory-friendly spaces or quiet rooms        |                                        |                                                             |                                                                                                                            |

## Final Message

Supporting your business to improve its accessibility is not about doing the minimum, it is about taking a step forward and leading the way:

- Reach a wider, loyal customer base.
- Increase revenue and occupancy.
- Strengthen your reputation.
- Future-proof your business
- Help position Wales as a world-class accessible destination.