

Responsible Tourism in Destinations

RTD9



11th March 2015

#RTD9

Accessible Tourism in Cavan



the challenges, outcomes and benefits

2013 European Destinations of Excellence

2014 World Responsible Tourism Gold award

‘Best for People with Disabilities’



INTRODUCTION

to our destination

Who am I?

Joanne Hayes

Cavan County Tourism Officer

Cavan County Council

www.thisiscavan.ie

Role: Management of brand, product development, social media, cross border work, some festivals, marketing, brochures and more



What to expect

- Role of Cavan County Council in improving access for all - the benefits
- My role in that process – the challenges
- Disabled Go and other key product developments - the outcomes
- Information on the new brand – This is Cavan!
- The future



Role of Cavan County Council in improving access for all



Role of Cavan County Council in improving access for all 2007 – 2015

Not perfect but trying to be

Access Officer

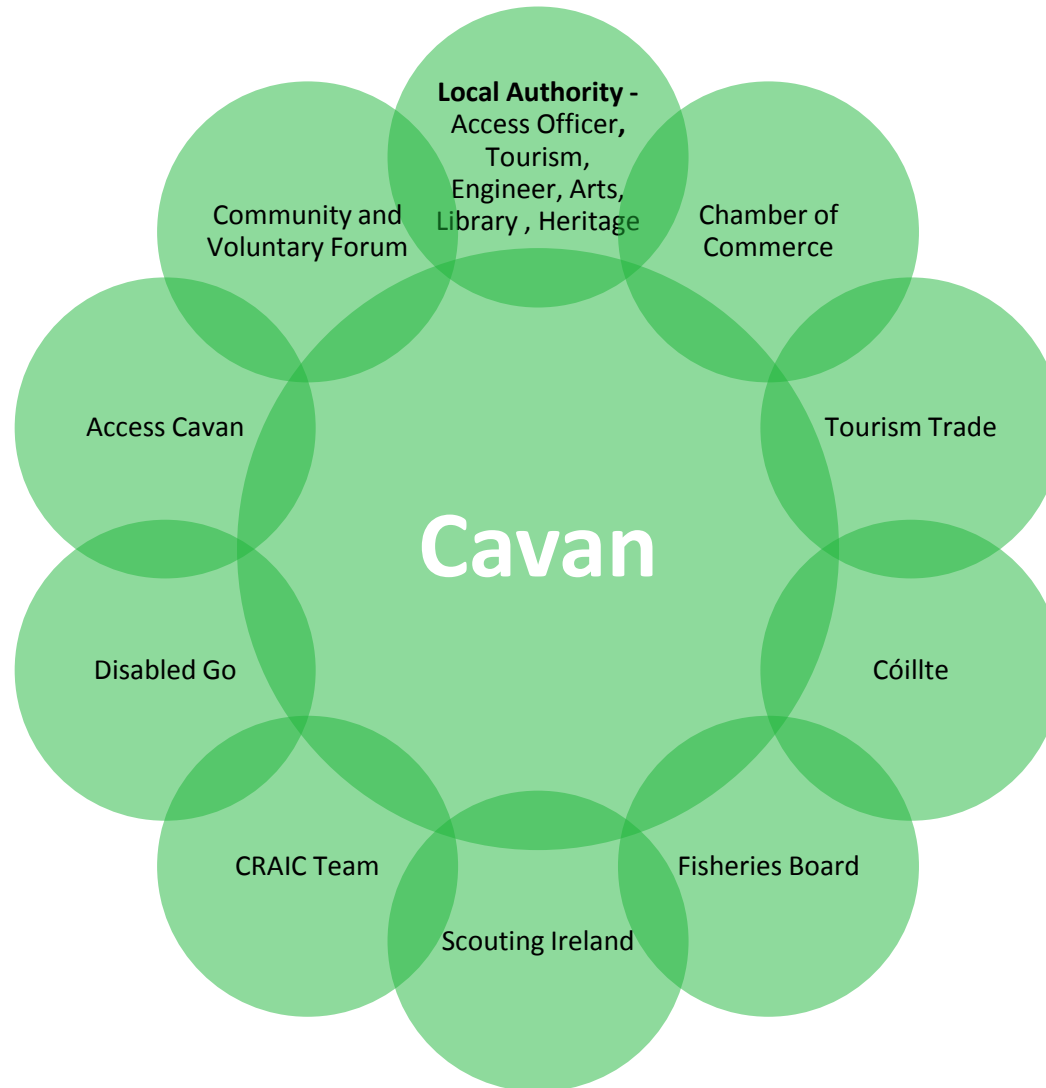
Establishment of CRAIC team – Consult consult and then consult some more!

Irish Wheelchair Association, Winners on Wheels, NCBI, Holy Family Special School, Mental Health, Parkinson Association of Ireland, Acquired Brain Injury Ireland, Cavan Access Association, National Learning Network, New Irish Association of Spina Bifida

Investment in remedial works - €180K on dropped kerbing, pedestrian crossings, tactile paving, parking bays etc

Partnerships

**THIS IS
CAVAN!**



Access Audits

€180,000 on remedial works

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What have we done?



- Culture of organisation – training / leadership and the importance of diversity
- Multi-access paths - Con Smith Park, Killykeen, Dun a Ri Forest Paths, Cavan Burren Park, Green Lough, WW1 Trench Experience
- Play areas for children with disabilities – Con Smith Park
- By-laws prohibiting sandwich boards in Cavan town



The safety belts must be clicked
on the wheelchair, two in front
and two behind at the base.
Any inappropriate use is forbidden.

What have we done?



- Free adaptable bike hire
 - Access stickers all over Cavan town
 - A focus on access during festivals and events
 - Fleadh Cheoil na hÉireann 2010 – 2012
- ‘To provide the first truly accessible Fleadh Cheoil’
- With accessibility day, shuttle buses, parking, venues, camping etc
- Walking festival / Geopark events /Taste of Cavan

What have we done?

- Investment in public buildings far exceeds standards – Johnston Central Library, Cavan Leisure Centre
- Ongoing liaison with Access Cavan network
- Cavan town – ‘Age Friendly Business Town’ 2014
- Accessible tourism guide to Cavan





What have we done?



- www.disabledgo.com - 515 access audits across the county available online
- 2013 EU EDEN European Destination of Excellence winner
- Kanchi 'Disability Awareness Training' to 120 people in Cavan
- 2014 www.responsibletourism.com global award in category 'Best for people with disabilities'
- Working with accommodation trade in Cavan

Disabled Go Access Guide

- Only county in Republic of Ireland
- Benefit to tourists
- Economic benefit to business
 - Spending power of people with disabilities
 - Examples : Cullies Petrol Station & Easons, Cavan
- 520 business audited across County Cavan
 - ‘if we get the world right for people with disabilities, we get it right for everyone’

Access in County Cavan



Browser window showing the website <http://www.disabledgo.com/organisations/county-cav>. The address bar includes search, share, and more options. The page features the DisabledGo logo with the tagline "Providing independence and choice". A yellow banner highlights "Access and Language Options" with a speaker icon and the text "Check out our new accessibility tools!". The navigation menu includes Home, About Us, Places to Go, Jobs, and News and Events. The "Places to Go" section is active, showing a search bar and a list of venues. The featured venue is "County Cavan", located in the Republic of Ireland, with a link to <http://www.thisiscavan.ie> and a "View Our Venues" button. The page also includes a "THIS IS CAVAN!" graphic and two photographs of people using services. A paragraph states: "County Cavan is delighted to have worked with DisabledGo to provide this online access guide to 500 venues and services throughout County Cavan. We are committed to making Cavan a better place for everyone choosing to live, work and visit our county. This guide will help empower people with disabilities to function as independent individuals, to make informed decisions with an understanding of the facilities and levels of access they are likely to encounter. This guide gives information covering accommodation, restaurants, bars, shops as well as transport and council services. On behalf of County Cavan, we hope that you find this access guide useful and that the information provided will help to make our county more accessible to all."

http://www.disabledgo.com/organisations/county-cav

Pages - Cont... This is Cavan Newstalk Listen Live - ... (5) Twitter Accessible h... County C... Castle Hotels...

Google Search Share More >> Sign In

Fleadh website Login Home Suggested Sites Web Slice Gallery

View Our Venues

County Cavan is delighted to have worked with DisabledGo to provide this online access guide to 500 venues and services throughout County Cavan.

We are committed to making Cavan a better place for everyone choosing to live, work and visit our county.

This guide will help empower people with disabilities to function as independent individuals, to make informed decisions with an understanding of the facilities and levels of access they are likely to encounter. This guide gives information covering accommodation, restaurants, bars, shops as well as transport and council services.

On behalf of County Cavan, we hope that you find this access guide useful and that the information provided will help to make our county more accessible to all.

Jack Keyes
County Manager

Cavan operates a wheelchair accessible bus service. For more information please call 0183 66 111 or visit www.irishtourist.com/general_information/disabled_visitor_information

Cavan Town has won a prestigious European tourism award for its progressive work on making itself accessible to visitors with a disability. The town (and environs) has been named as the Irish winner of 2013's "European Destination of Excellence" (EDEN) award as part of an EU-wide competition designed to encourage and promote a more sustainable form of tourism development.

View All

Community Places	Expand
Entertainment, Culture and Leisure	Collapse -

Activities	Arts Centre	Bookmakers
Bowling Centres	Cafes	Cinemas
Galleries	Golf Clubs	Internet Cafes
Leisure Centres	Libraries	Museums
Parks & Gardens	Public Houses & Bars	Racecourses
Restaurants	Sports Grounds & Stadiums	Swimming Pools
Theatres	Tourist Attractions	Tourist Information Centres

View All

Cookie Policy

13:56 09/03/2015



Rating



0 to 5 star selected

Organisation

☐ Local Authority

Classification

- ☐ Community Places
- ☒ Entertainment, Culture and Leisure
- ☐ Public and Professional Services
- ☐ Retail and Shopping

[View More](#)

Classification Group

- ☐ Activities
- ☐ Alternative Therapies
- ☐ Antique Dealers
- ☐ Architects

[View More](#)

[Update Results](#)



Ballyconnell, Co. Cavan

[More Info](#)

Guide Last Updated: 13/09/2013



Castle Saunderson International Scout Center



Castle Saunderson, Beltrubet, County Cavan

049 389 1204

castlesaunderson@scouts.ie

[More Info](#)

Guide Last Updated: 13/09/2013



Con Smith Park Childrens Playground



Cathedral Road, Cavan, County Cavan

[More Info](#)

Guide Last Updated: 13/09/2013



Con Smith Park Recreational Facility



Cathedral Road, Cavan, County Cavan

[More Info](#)

Guide Last Updated: 13/09/2013

Disabled Access Guide for Con Smith Park Childrens Playground



[Explain these symbols](#)

Address:

Cathedral Road
Cavan
County Cavan

[Email us about this Venue](#)

[Find more venues in Cavan County Council](#)



Be the first of your friends to like this.



Introduction

Services/facilities within the building include an area for children with disabilities.

Location

The venue is situated outside the centre of the town.

This venue is situated in Cavan.

The venue is not on a road with a steep gradient.

There is not a bus stop within 150m (164yds) of the venue.

Parking

This venue does not have its own car park.

There is not a car park for public use within 200m (approx).

On street marked Blue Badge bays are available.

The dimensions of the on street marked Blue Badge parking bays are 2.5m x 5.5m



☐ Retail and Shopping [View More](#)

Classification Group ▲

☐ Activities

☐ Alternative Therapies

☐ Antique Dealers

☐ Architects [View More](#)

[Update Results](#)



Cabra Castle Hotel - Main Building and Courtyard

★★★★★



Kingscourt, County Cavan

042 966 7030

042 966 7039

sales@cabracastle.com

<http://www.cattlecabra.com>

[More Info](#)

Guide Last Updated: 05/01/2015



Cavan Crystal Hotel

★★★★★



Dublin Road, Cavan, County Cavan

049 436 0600

049 436 0699

info@cavancrystalhotel.com

<http://www.cavancrystalhotel.com>

[More Info](#)

Guide Last Updated: 13/09/2013



Crover House Hotel

★★★★★



Lough Sheelin, Mountnugent, County Cavan

049 854 0206

049 854 0356

reservations@croverhousehotel.ie

<http://www.croverhousehotel.ie>

[More Info](#)

Guide Last Updated: 05/01/2015

<http://www.croverhousehotel.ie>

Venue Reviews

Travel

Average Rating: ★★★★★

[Review this Venue](#)

Access Guide

Introduction

[Expand +](#)

Location

[Expand +](#)

Parking

[Expand +](#)

Outside Access (Main Entrance)

[Collapse -](#)

- This information is for the entrance located at the front of the building.
- There is level access into the venue.
- The main doors open towards you (pull).
- The doors are double width.
- The doors are heavy.
- The door opening is 152cm (4ft 12in) wide.



Reception

[Expand +](#)

Inside Access

[Expand +](#)

Restaurant Bar Internal (Sailors Garden Bar)

[Expand +](#)

Restaurant Bar (Ashcourt Restaurant)

[Expand +](#)

Restaurant Bar (Lakeview Bar)

[Expand +](#)

[Cookie Policy](#)

Creating better access – the challenges

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‘Are we good enough?’

Money

The recession

The right people – access officer

Leadership

Attitude

Disability awareness training

Commercial value



Accessible Tourism- the future?

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5th Quadrant Analytics

‘The disability market is the next big consumer segment’

Smart companies are becoming
Disability- Smart –delivering benefits to
people who do not consider themselves
disabled

€100 V €170 per night for hotel sector

Return on investment – not just an
‘ethical’ issue

Cavan Burren Park

€1.3M investment

New visitor centre

Megalithic tombs

New car park /entrance

4 Walking trails

1 multi- access path

The Cavan Way / Spectacular views

5000 visitors June – end Aug



Access for all tourism



Cavan County Museum and World War 1 Trench Experience

14,000+ visitors in year one
Trench adapted to accommodate wheelchair users

Peace Garden

Events

Award winning museum

Children's facilities

Coffee shop, walk, playground

19th century building – adapted with lift, accessible toilets etc





BRANDING CAVAN FOR TOURISM SUCCESS



WHY BRAND COUNTY CAVAN?

The unique and distinct characteristics of County Cavan are expressed through our compelling brand.

UNDERSTANDING OUR BRAND

Our brand is the 'promise' that is experienced by our audiences.

This is Cavan! - is more than our logotype. It represents the collection of positive ideas about our county that resides in peoples' hearts and minds.

THIS IS

**“WELCOMING · VIBRANT · MUSICAL
NEOLITHIC · THE ONE THAT GOT AWAY
GOLFING · ACCESSIBLE · ENGAGING
FOODIE · ENDLESS LAKES · UNSPOILED
FORTS & FORESTS · DRIFTING · HORSEY
MEANDERING · GENEROUS · HISTORIC
SURPRISING · FAMILY-ORIENTED
RAMBLING · FRIENDLY & DRUMLINY”**

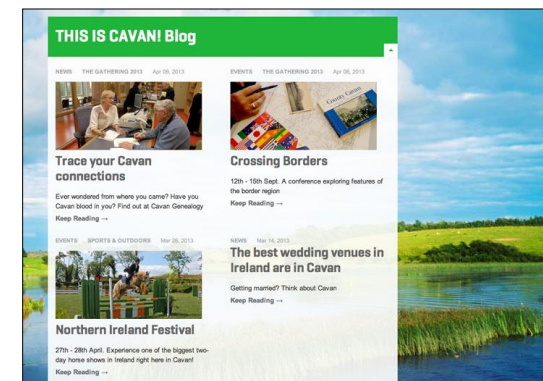
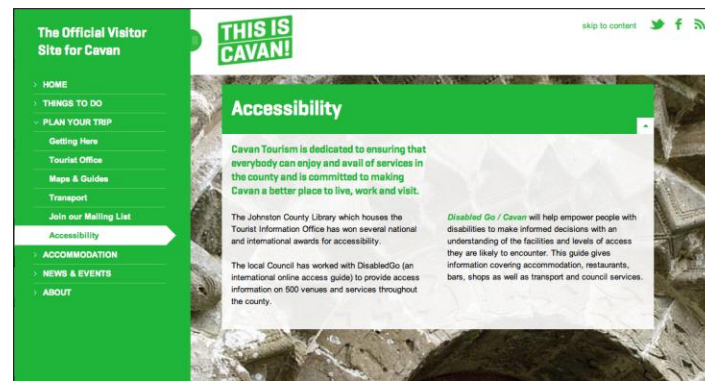
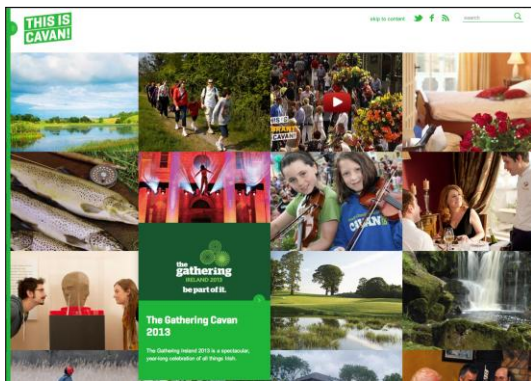
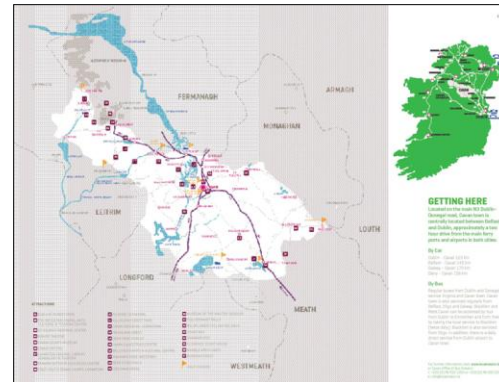
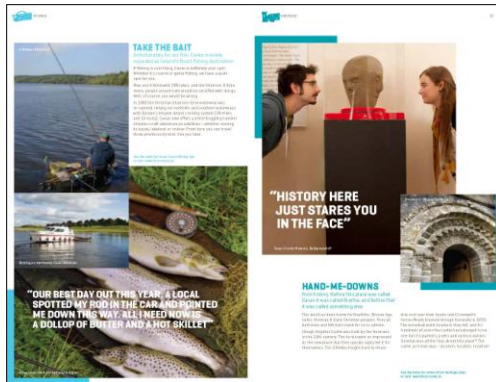
CAVAN!

Samples of Brand Roll-out –to include access



THIS IS
"VIBRANT"
CAVAN!

THIS IS
CAVAN!



Marketing Management / future

Ongoing promotion of *This is Cavan* Brand

Build on brand values and positioning

Roll-out strategy *Signage, advertising, print, online...*

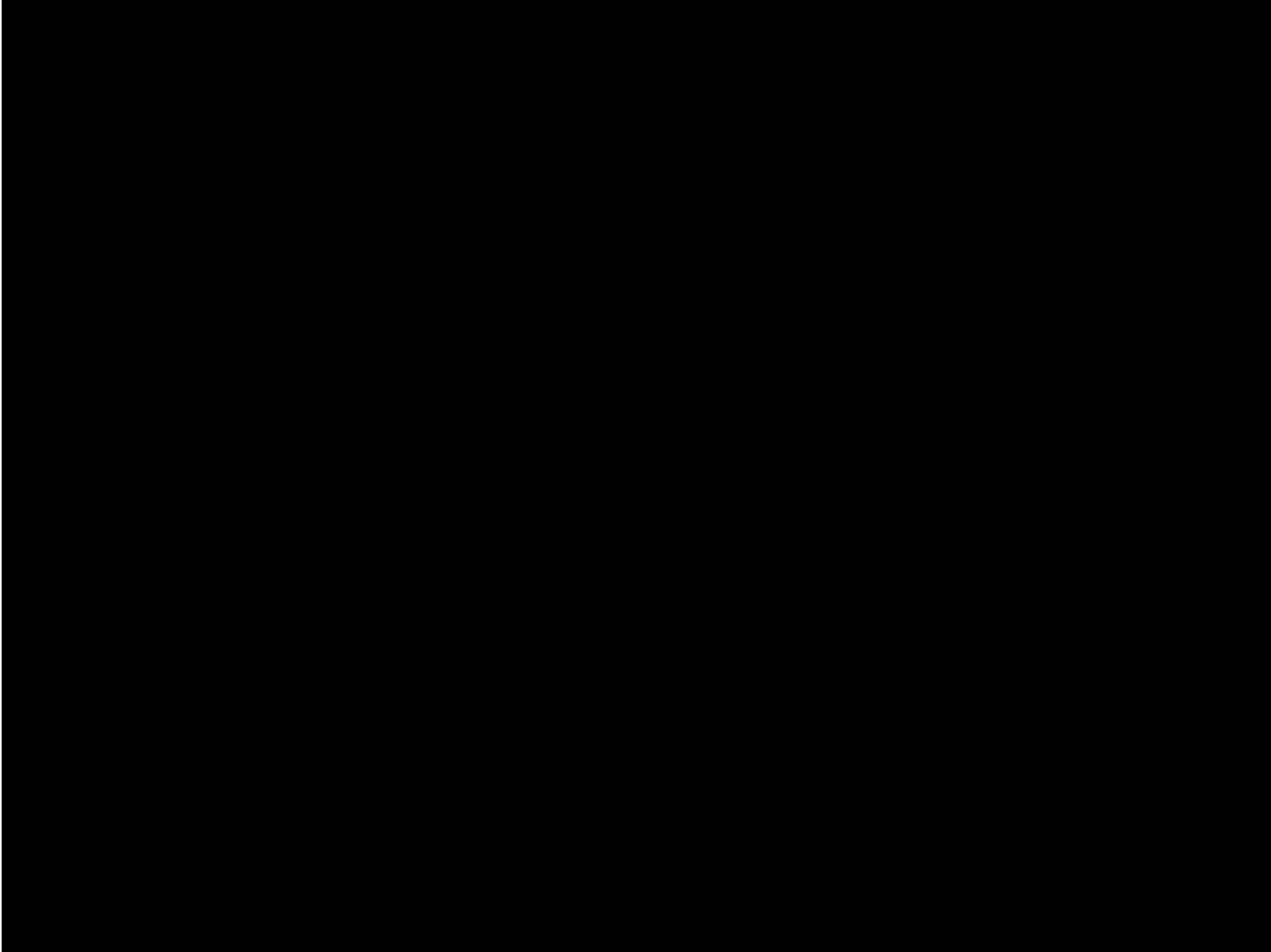
New 5 Year Tourism Strategy in 2015

Development of accessible tourism in County Cavan

Evolving internal and external audience dialogue –
ongoing networking within tourism trade







Thank you for listening

- www.thisiscavan.ie
- e: fun@thisiscavan.ie
- jhayes@cavancoco.ie



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