



ABLE Tourism - The Vision

Here at Excellence Ireland Quality Association we believe that ABLE Tourism is the 1st step towards accessibility for everyone.

Our aim is to make Ireland a more accessible holiday destination, one which will bring new visitors to our shores and provide a new momentum to our job markets.

Once ABLE Tourism has been proved a success, we hope to see the first ABLE Street, ABLE Village, ABLE Town, and ABLE City in the country. And our hope is that eventually, all Irish businesses will become ABLE.

In the past we have seen that when businesses recognise the accessibility requirements of their customers and staff, they often create more innovative products and provide better service to all. This gives them a competitive edge and the ability to capture increased market share.

Excellence Ireland Quality Association believes in an accessible future for all Irish people and that is why we are building standards which will ensure that accessibility for all is the norm rather than the wonderful exception.

With The Q Mark for accessibility, we have taken the first step, and have shown that being ABLE can make businesses more viable.

Now, we ask you to look forward to a new future, where every street, in every town... is ABLE.

Irene Collins
Managing Director,
Excellence Ireland Quality Association
(The Guardians of The Q Mark)

MEDIA RELEASE

Date: Thursday April 12th 2012

Venue: Crown Plaza Hotel, Blanchardstown.



Ireland – Ready, Willing, and ABLE

Minister Launches the New Q Mark for Accessibility in association with Failte Ireland

Every year the Irish tourist industry spends hundreds of thousands of euro in a bid to get new visitors through their doors... but what if their new customers are not ABLE to actually 'get through their doors'?

ABLE Tourism is the new Q Mark for accessibility created by Excellence Ireland Quality Association, the guardians of The Q Mark. Their aim is to become global trendsetters by turning Ireland into the first ABLE destination in the world.

Currently, 394,000 Irish people with a disability, see accessibility as being a real problem when it comes to taking their holiday in Ireland. Add that figure to the 467,900 Irish people who are over the age of 60, and the many Irish families who have small children and need good access for buggies and bikes, and you see that accessibility of holiday destinations here in Ireland could mean big business for Irish tourism in the future.

Speaking at the launch of ABLE Tourism yesterday, Irene Collins, Managing Director of EIQA (Excellence Ireland Quality Association) said, "We are delighted to bring ABLE Tourism to the market place. Our ultimate goal is to make Ireland the first ABLE destination in the world, with accessible holiday accommodation that guarantees the highest standards of quality and excellence. We believe that this will bring an entirely new tourist market worth millions of euros, to our shores".

The Q Mark for accessibility (ABLE) will be awarded to Hotels, Self Catering accommodation and Caravan and Camping complexes that have achieved the Q Mark standard in the key areas of ABLE Employees, ABLE Customers and ABLE Built Environment.

Tourists who log on to www.ABLEireland.ie to access ABLE destinations will be guaranteed to have the basic requirements that most of us take for granted such as; accessible bedrooms, bathrooms, showers and kitchens. They will also benefit from telephones with induction cables and emergency accessible supports, such as vibrating pillows or personal alarms.

Mr. Phil Hogan, Minister for the Environment, community, and Local Government praised the ABLE Tourism initiative and congratulated the first five recipients of the award; The Crown Plaza hotel in Blanchardstown, The Crown Plaza hotel in Santry; Kilmore Cottages in Wexford, Blarney Caravan and Camping Park and The River Valley Holiday Park in County Wicklow.

Speaking on the possibility of bringing new tourism to Ireland, the Minister said "ABLE Tourism is a prime example of how local businesses can create new job opportunities within their communities." He went on to say "Making Ireland more accessible to visitors is something to be very proud of and the concept of making Ireland the first ABLE tourist destination, demonstrates that Ireland still leads the way in innovative business solutions to the global marketplace."

Historically, Ireland was a destination of choice for all American tourists travelling abroad. They came to our shores, put millions of tourist dollars into our economy, and when leaving, guaranteed us an on-going reputation as the land of a hundred thousand welcomes.

Given that there are now 54 million Americans with disabilities who have a disposable spending power of \$220 billion, it makes sense to tell the world that Ireland is now ready, willing, and ABLE to accommodate them.

Asked why Failte Ireland had joined forces with The Q Mark to create ABLE Tourism, Dr. Tony Lenehan said "Failte Ireland is committed to giving strategic and practical support to develop and sustain Ireland as a high-quality and competitive tourist destination. We are delighted to endorse the concept of ABLE Tourism and its application and benefit to the hospitality and tourism sector. "



Did You Know...

- 58% of disabled people say that the way in which businesses treat them affects the shopping habits of their friends and families. (Disability Customer Survey, 2006)
- Throughout the world people with disabilities, people over the age of 60 and people with children represent a significant consumer group.

Your business can take steps to ensure that its products and services are accessible in order to tap into this market.

ABLE will help you to identify ways to ensure that accessibility is a priority of your business. The ABLE Award builds confidence, rewards commitment and helps provide the rationale required to serve all of your customers equally.



Why Should I apply for ABLE?

ABLE could give you a significant increase in your business turn-over.

It makes good business sense to make your holiday destination more attractive to the 467,900 Irish people who are over the age of 65, 394,000 Irish holiday-makers who have a disability, and to ALL of the families on holiday who have small children and need good access for buggies.

Just think, how differently your business would perform if you were to gain just one percent of the business generated by the 890,000 people in Ireland who are over the age of 60, disabled, or are families with children under the age of five.

Now think about all of the visitors Ireland gets from abroad and you'll know that with ABLE your new potential market has just increased significantly.

So it makes sense to...

Apply for The ABLE Award today.

How Do I Apply?

Log on to the ABLE website
www.ABLEireland.ie
and fill out the form

or

Contact The ABLE Team
Excellence Ireland Quality Association
Guardians of The Q Mark

on

01 660 4100



ABLE Tourism





What is ABLE?

ABLE is The Q Mark for Accessibility and is the nationally recognised standard which signifies that your business exceeds the requirements of current legislation.

ABLE distinguishes your business from your competitors and lets your customers know that you support the highest standards of quality and excellence available in Ireland today.

Having the ABLE award visible on your premises tells your customers that you are ABLE to facilitate them, their friends and their families with greater support than ever before.

The ABLE award has been created by Ireland's leading experts in the areas of quality and disability.

Excellence Ireland Quality Association 'The Guardians of The Q Mark' and Rehab Ireland.

Receiving the ABLE Award is a visible acknowledgment of your commitment to providing services to your customers and staff who have a disability or who may acquire one in the future.

The Three Elements to being ABLE

The ABLE Employee

The ABLE Employee allows you to demonstrate that your organisation can provide a sense of well-being, good communication and accessibility to all of your staff. It shows your staff that you have made provision for any member of staff who has, or who may at some time in the future acquire, a disability.

The ABLE Customer

The ABLE Customer allows you to demonstrate that your organisation can provide a quality customer experience, which builds and develops on-going relationships with your customers. Incorporating an inclusive communications approach shows all of your customers that you are developing a long-term, accessible service.

The ABLE Built Environment

The ABLE Built Environment allows you to demonstrate that you have made provision for universal access and circulation throughout your premises so that all users, both customers and staff, may move around in safety and with ease.

Who Should Apply?

Every company which agrees that equality for all is a basic human right should hold the ABLE Award.

How Long Does The Process Take?

From application to assessment takes approximately twelve weeks.

Any organisation that would like to take a longer time to prepare for assessment will be fully facilitated.





ABLE Tourism



What does ABLE mean for me?

ABLE Tourism gives you a list of great Hotels, Self Catering Accommodation and Caravan & Camping complexes that guarantee you a better more ABLE destination.

What Can I Expect From ABLE ?

- Accessible car parks and routes into premises
- A trained disability-friendly team
- Easily identified lifts with:
accessible call buttons and wide doors
that accommodate wheelchairs
- Fully accessible bedrooms
- Accessible showers and baths
- Telephones with induction couples
- Local knowledge of local accessible services
- A warm welcome for guide dogs
- Emergency accessible supports
(e.g. vibrating pillow or personal alarm)
- Wheelchair-friendly common areas
- Accessible toilets

With ABLE Self Catering properties you can be sure of:

- Easy-to-operate fittings (kitchen, bathroom, and bedroom) at wheelchair height
- Ease of movement for a wheelchair
- Counters that are at an accessible height

For more information
and to see a full list of
ABLE destinations

Log on to: www.ABLEireland.ie



ABLE Bullet Point Information

ABLE Tourism — What is it?

ABLE Tourism is the new Q Mark for accessibility created by Excellence Ireland Quality Association, (The guardians of The Q Mark) in association with Failte Ireland.

ABLE Tourism is a forward thinking business initiative which aims to make Ireland more accessible as a holiday destination.

(The aim of Excellence Ireland Quality Association is to become global trendsetters, by turning Ireland into the first ABLE destination in the world.)

ABLE Tourism is The Q Mark for accessibility which will be awarded to all accommodation providers that have achieved the Q Mark standard in the key areas of:

ABLE Employees
ABLE Customers
ABLE Built Environment

The Current Figures:

Ireland	394,000 people have a disability 467,900 people are over the age of 60 There is a growing number of families who have small children and need good access for buggies and bikes
U.S.	54 million Americans with disabilities with a disposable spending power of \$220 billion
U.K	10 million disabled people live in the UK with a combined annual spending power of £80 billion
Europe	In 2030 The number of Europeans aged over 65 will increase by 52.3% Meaning that there will be 40 million older consumers in Europe

Put these figures together and you see that accessibility of holiday destinations here in Ireland could mean big business for Irish tourism in the future.

ABLE Tourism Destinations guarantee:

The basic requirements that most of us take for granted such as:

- Accessible bedrooms. bathrooms. showers and kitchens
- Telephones with induction cables
- Emergency accessible supports (such as vibrating pillows or personal alarms)
- Accessible car parks and routes into premises
- A trained disability-friendly team
- Easily identified lifts with accessible call buttons and wide doors that accommodate wheelchairs
- Local knowledge of local accessible services
- A warm welcome for guide dogs
- Emergency accessible supports (e.g. Vibrating pillow or personal alarm)
- Wheelchair-friendly common areas
- Easy-to-operate fittings at wheelchair height
- Counters that are at an accessible height