



**TOURISM FOR ALL**

Making Accessible Travel Better

# Business Directory Media Pack

Reach people with accessibility needs and promote your business directly to people that matter.



**“Promoting your accessible products and services to disabled users is a crucial step towards fostering inclusivity and enhancing the quality of life for a diverse population.”**



**Accessibility encompasses a wide range of considerations, from physical designs to digital interfaces, ensuring that our users with various disabilities can seamlessly integrate your products into their daily lives.**

**Want to promote to the general public  
You need our Services for you directory**

If your business provides a service for the general public who have accessibility and disability needs, then our new Services for You Directory is the perfect place for you. Reaching over 90,000 users, you will be targeting your services and products directly to people who matter.

Our directory serves as a guide, connecting TFA users with a diverse range of accessible products and services. Tailored for individuals with disabilities, it empowers our users to make informed choices with products designed to cater to diverse needs and abilities.

**Want to promote to Businesses  
You need our Business Directory**

If your business offers a B2B service and you would like to reach businesses looking for disability and accessibility products and services, then our new Business Directory is the perfect place for you. Promoting to all our members, it's a great way to get your business noticed.





<b>Directory Promotional Packages</b> All prices plus VAT	<b>Bronze</b> £175	<b>Silver</b> £250	<b>Gold</b> £395	<b>Platinum</b> £695
Name, address, tel no, email and website link	✓	✓	✓	✓
Prices and Opening times	✓	✓	✓	✓
Text description and Facilities	✓	✓	✓	✓
Location Map and directions	✓	✓	✓	✓
Number of pictures	5	10	15	20
Priority in search results	4th	3rd	2nd	1st
Access to FREE Tourism For All Training	✓	✓	✓	✓
Social media feed on page		✓	✓	✓
Special Offers - promote any special offers you have		✓	✓	✓
You Tube and Vimeo integration : displaying your own video			✓	✓
Add your own downloads : brochures, vouchers etc.			✓	✓
Newsletters : inclusion in our members newsletter		✓	✓	✓
Newsletters : inclusion in our consumer newsletter			✓	✓
Appear in the highlights carousel : relevant main landing page (accommodation, food and drink etc.)			✓	✓
Tile display advert on website for 2 months				✓
Banner display advert on the home page for 1 months				✓

## Premium advertising space

**Home Page Banners :**  
£80 + VAT per month

**Home Page Tile adverts :**  
£50 + VAT per month

**Tile adverts on main category pages :**  
£45 + VAT per month

**Newsletter Inclusion:**  
**B2B newsletter**  
£50 +vat

**Consumer Newsletter**  
£100 +vat





**Tourism for All has a targeted audience within the disability and accessibility market - making every click count for your budget.**

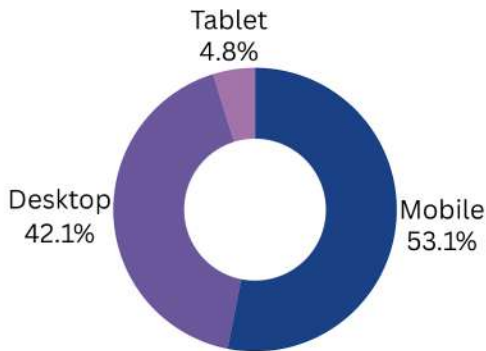
### Website Statistics for 2023

315,180 page views  
90,000 users with disability & accessibility needs  
2.45 pages per session  
63.22% of visitors are from the UK

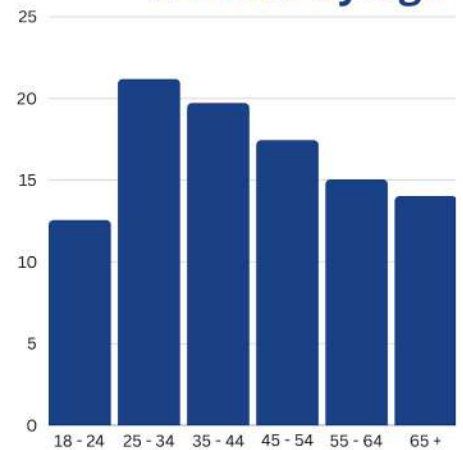
### Social Media:

Facebook 3235  
Twitter 9,074  
Instagram 1,340

### Sessions by device



### % Users by Age



**For further information or to discuss being part of Tourism For All, please call Chloe. Telephone 01761 458199 or email [partnerships@tourismforall.co.uk](mailto:partnerships@tourismforall.co.uk)**

