

Accessibility and Tourism

-

a new look



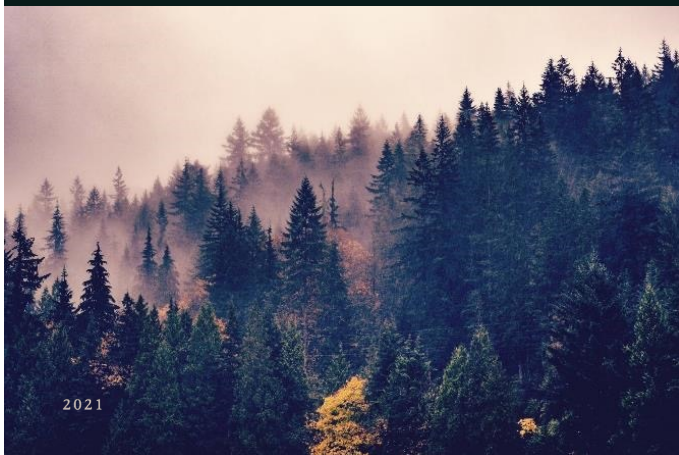
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KOOTENAY ADAPTIVE
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Introduction

Since 2018, Kootenay Adaptive has been working year-round to improve access to the outdoors, educating all levels of government on barriers to nature, building adaptive mountain biking as a sport, supporting trail projects and providing instruction and guiding services.



Agenda

Establishing Buy-In

Building your community





Establishing Buy-In

Changing Minds

New Approaches

BENEFITTING EVERYONE

- Accessible infrastructure or opportunities benefit the entire population.
- Grant funding for Access and Inclusion exists and will grow with recent Provincial and Federal movements to foster a more inclusive landscape.
- Accessible infrastructure opens up opportunities for the entire population.
- It's not just about Disability numbers!



When you build to be more inclusive, everyone benefits.





Building your Community

Strength through
Diversity

Strength in Partnerships

INTEGRATING

- The most successful way to build accessibility is to integrate into the wider community.
- Assumptions can be harmful, working with groups and individuals with the right training will allow for greater understanding of accessibility.

OUTREACH

- Inclusive Marketing done right.
- Building relationships with organizations who have community buy in, expertise or equipment, will help you grow your inclusive tourism projects at a much faster rate.

KASA Team



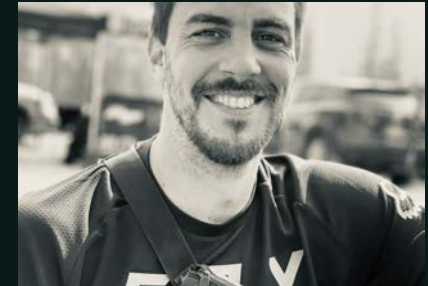
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CEO – Head Coach



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Development -
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Summary

Accessibility has been an afterthought for a very long time, in business and in leisure. An important thing to think about is, in our lives if we are blessed with a long enough life, we will all need features of accessibility in the built environment, so this movement includes all of us.



Thank you

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