
The Tourism Needs of People with Hearing Loss

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Executive Summary

- This research has three aims: to offer a better understanding of Access Tourism as a legitimate tourism market, to establish what people with hearing loss want in terms of tourism products and services, and to evaluate the case for the development of a 'Hearing Tick' for tourism businesses that cater for people with hearing loss.
- The report presents the final results from online surveys conducted to understand the tourism experiences of people with hearing loss. One survey was aimed at international respondents with hearing loss (who may or may not have visited New Zealand) and ran from 20 February 2011 to 20 June 2011 yielding 198 international responses. The second survey was aimed at New Zealand residents with hearing loss and ran from 10 March 2011 to 10 July 2011 generating 167 domestic responses.
- New Zealand respondents were mainly from the Canterbury (22%), Auckland (20%), and Wellington (13%) regions, while the majority of international respondents were from the USA (40%) and Australia (34%).
- Both the New Zealand and international samples were dominated by older age groups, with 78% of New Zealand and 63% of international respondents being aged 45 years or older.
- Most New Zealand (73%) and international (68%) respondents have medium to high hearing loss. Eighteen percent of New Zealand and 27% of international respondents have total hearing loss. Very few have low levels of hearing loss.
- The top four reasons why New Zealand and international respondents travel in general are: for enjoyment (84%/91%), to connect with friends, family or partner (84%/59%), to have new experiences (65%/72%), and for relaxation (53%/57%).
- New Zealand respondents on average took 7.18 overnight domestic trips during 2010; this is almost twice the number of domestic overnight trips (4.2) than taken by New Zealanders in general (see MED, 2010a).
- New Zealand respondents took either one (30%), two (11%), or three or more (10%) international trips during 2010. Forty-nine percent did not travel internationally.
- The primary reasons New Zealand respondents took their most recent domestic trip were to be with friends and family (31%), to holiday (25%), for business (11%), or to attend conferences (10%).
- The majority (82%) of New Zealand respondents travelled with at least one other person on their most recent domestic trip - most commonly a spouse or partner (73%). Eighteen percent travelled alone.

- On their most recent domestic trip, New Zealand respondents stayed an average of 4.6 nights away from home, and spent on average \$107 per person per day on transport, accommodation, activities and attractions, and food and beverage.
- Thirty-three percent of international respondents took between three and five domestic overnight trips in their own country. The mean number of domestic overnight trips taken by international respondents was 6.8.
- Forty percent of international respondents did not take any international trips during 2010. Of the 60% who did travel internationally, the majority (83%) took between one and three trips.
- Forty-three percent of international respondents have previously visited New Zealand, 47% have never visited New Zealand but plan to do so one day; 10% have never visited and have no plans to do so.
- For those international respondents who have been to New Zealand, the main reasons for their last visit were 'holiday' (42%), to be with friends and/or family (15%), and to attend a conference or similar event (13%).
- The majority (83%) of international respondents who visited New Zealand travelled with at least one other person on their last visit – mainly their spouse or partner. Seventeen percent of international respondents travelled by themselves to New Zealand.
- On their last visit to New Zealand, international respondents stayed an average of 13.2 days.
- Just under half (46%) of New Zealand respondents would like to take more domestic overnight trips. Factors that prevent these respondents from travelling more domestically are cost (74%), a concern that their hearing needs will not be met (37%), and difficulty finding information about access for visitors with hearing loss (24%).
- Fifty-nine percent of New Zealand respondents 'agree' or 'somewhat agree' that they would take more domestic overnight trips if the level of service for people with hearing loss across the tourism industry in New Zealand was improved.
- Just under half (43%) of international respondents would like to take more international trips. Factors preventing international visitors from taking more international trips are cost (73%), time constraints (54%), concerns that their hearing needs will not be met (33%), and difficulty finding information about access for visitors with hearing loss (25%).
- Both New Zealand and international respondents agree (mean 4.4-4.6 out of 5) that the most important access needs when travelling away from home include customer service staff who have a 'can-do' attitude and are knowledgeable about serving guests with hearing loss. The provision of reliable information is also important, including information about safety in clear print, emergency alarms in public areas that are visual

as well as audible and public audio announcements that are provided in text on TV screens.

- When asked what other things would make their travel more enjoyable and accessible, both New Zealand and international respondents highlighted the importance of understanding, patient staff trained to know how to accommodate people with hearing loss, how to meet their needs, and what to do in an emergency.
- Over two-thirds (70%) of New Zealand and half (52%) of international respondents indicated that it is difficult to find information about New Zealand tourism products that are accessible to people with hearing loss.
- Forty-two percent of New Zealand and 29% of international respondents agreed with the statement that 'information about services for the hearing impaired is often wrong or misleading'.
- The reasons most often stated by both New Zealand and international respondents for not seeking information about New Zealand tourism products were: a lack of knowledge on how to seek information and a perception that it is too hard to find. Some also think the information does not exist, and that businesses do not cater for people with hearing loss.
- The majority of New Zealand (90%) and over half (55%) of international respondents feel that the level of service in the New Zealand tourism industry for people with hearing loss needs to be improved.
- Nearly two thirds (60%) of New Zealand and three quarters of international respondents indicate they would 'often' return to a tourism business that has good services for people with hearing loss; 64% and 76% would tell friends and family about such a business.
- The majority of both New Zealand (88%) and international (89%) respondents think it is a good idea to have a hearing-rating symbol that New Zealand businesses could use to show they are accessible to people with hearing loss.
- The main reasons given by both domestic and international respondents for saying the use of a 'hearing tick' is a good idea are: to show that people with hearing loss are accepted and provided for, to reduce anxiety and frustration, to make the business easily recognisable, to promote awareness by businesses of people with hearing loss, and to improve first time and repeat patronage by people with hearing loss.
- The majority of New Zealand (83%) and international (91%) respondents indicate that they would visit a website that had reliable information on tourism businesses in New Zealand that cater for people with hearing loss.
- Based on literature research, and empirical evidence in this research, it is recommended that a hearing-rating symbol be developed for use by businesses in New Zealand.

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Objectives, Context and Method

The National Foundation for the Deaf (NFD, see www.nfd.org.nz) is a non-profit, non-government organisation which promotes the interests of New Zealanders with any degree of hearing loss or deafness. In 2011, the NFD partnered with the New Zealand Tourism Research Institute at AUT University to conduct research to investigate the tourism needs of people with hearing loss.

For the purpose of this report, the term 'tourism' includes tourism, travel, and hospitality, and the term 'people with hearing loss' includes those who have slight to total hearing loss, whether innate or acquired. Access Tourism is a term used to describe tourism for people with disabilities, seniors who may not be as agile as they once were, parents with pushchairs, people with luggage, or anyone else who may need better access to tourism products and services.

An ultimate goal of the NFD is to create a hearing 'Tick' system for businesses that cater for people with hearing loss. This system will be similar to the Heart Foundation 'Healthy Heart Tick' which is a front of pack food labelling system used on products approved by that organisation.

The aims of this research are threefold:

- 1) To offer a better understanding of Access Tourism (especially hearing loss related) as a legitimate tourism market.
- 2) To establish what people with hearing loss want in terms of tourism products.
- 3) To evaluate the case for the development of a 'Hearing Tick' for tourism businesses that caters for people with hearing loss.

The main body of this report presents the final results from two web surveys (see Appendix 2): one aimed at people with hearing loss living in New Zealand and the other at people with hearing loss living in other countries (who may or may not have been to New Zealand). New Zealand respondents were asked to provide information about their domestic and international travel, their most recent domestic trip, and about general travel needs. International respondents who had been to New Zealand (43%) were asked to provide information about their last visit to New Zealand. They were also asked to provide information related to their general travel needs.

International respondents who had not been to New Zealand were asked if they did or did not plan to visit in future. Those that planned to visit in future (47%) were asked about planning their trip to New Zealand, and about their general travel needs. Those who

responded that they had no plans to visit (10%) were asked why this was - and about their general travel needs.

The international survey ran from 20 February to 20 June 2011, the New Zealand survey from 10 March to 10 July 2011 (four months each). The surveys were promoted in a variety of ways to the hearing impaired community, including: email, social media, in newsletters and electronic magazines, and on websites of national and international government departments and non-governmental organisations (see Appendix 1 for a full list of organisations that promoted the online surveys).

A total of 167 New Zealand and 198 international respondents participated in the research. Not all respondents answered all questions as they were optional, so the number of respondents to each question varies. For some questions, respondents could select or provide more than one answer, and in those cases totals do not add up to 100%.

Given the non-probability sampling used in this study, caution should be taken in any generalisation of the findings. The results, however, do provide an initial indication of the tourism needs of people with hearing loss.

Throughout this report, results are discussed in relation to any other relevant data or research. The terms 'general New Zealand population', 'general New Zealand visitors', 'general international visitors' and so on refer to an entire population which includes people with and without hearing loss.

The report commences with an overview of the importance of Access Tourism generally and more specifically tourism and people with hearing loss. The reader is referred to relevant existing literature in what is now a growing area of study. The report then moves on to focus on the survey findings. First the basic characteristics of the respondents are outlined. We then explore the general travel characteristics of the respondents and look at which access factors they see as important when travelling. The report then explores respondent perceptions of finding information about accessible tourism products and the barriers they face in travel. Feedback is also sought on the support of the development of a 'hearing tick' and a website with information about accessible tourism businesses. The report concludes with a series of key points that can be drawn from the research.

ACCESS TOURISM – A MARKET OF GROWING SIGNIFICANCE

There have been several studies that outline the importance of Access Tourism as a critical market segment of the tourism industry (for example, see Darcy, Cameron, & Pegg, 2010; Dwyer & Darcy, 2008; Patterson & Pegg, 2009). This market is set to grow with the ageing of the world population because disability increases with age (World Health Organization & World Bank, 2011). A number of countries or regions have government-generated Access

Tourism strategies or development plans, and many provide toolkits for tourism business owners who wish to improve access (see Cultural Ministers Council, 2009; DCMS, 2010; Rhodda, 2011).

Of all the disabilities, hearing loss is currently the most prevalent and as it increases with age, there will be an increase in hearing loss prevalence in coming years (United Nations, 2011). The World Health Organization (World Health Organization & The World Bank, 2011) estimates that 124.2 million people worldwide have hearing loss. Estimates of people with hearing loss in some of New Zealand's key inbound tourism markets include:

- Australia: 3.7 million (Australian Government, 2011)
- United Kingdom: 8 million plus (NHS, 2009)
- United States: 11 million (USA Census Bureau, 2009)
- China: 20 million (China Disabled Persons' Federation, 2006)
- Japan: 350,000 (Okuno, 1998)
- European Union: 50 million (European Federation of Hard of Hearing People, 2011)
- Canada: 3 million (Hearing Foundation of Canada, 2010)
- India: 24 million (Johnson & Johnson, 2008)

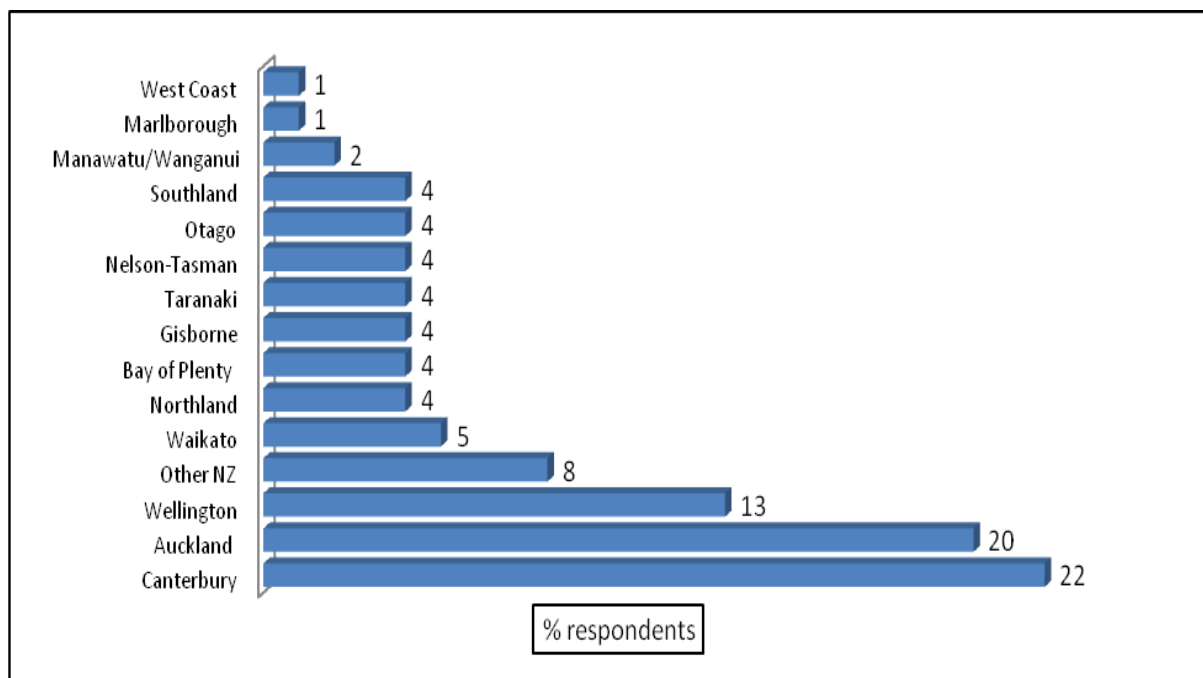
In New Zealand, hearing loss prevalence is 5.6% in those 14 years old and under, but rises to 27% in those aged 65 or more (Greville, 2005). About 4,000 New Zealanders are thought to be profoundly deaf, and most of these belong to the pre-lingual Deaf and communicate visually by New Zealand Sign Language (Deaf Aotearoa New Zealand, 2010). An estimated 728,000 are thought to be hard-of-hearing (HoH) to a greater or lesser extent (Louise Carroll, National Foundation for the Deaf, pers. comm.).

While there is growing research in the field of access needs in tourism (Darcy et al., 2010; Dwyer & Darcy, 2008), very little of this work has concentrated on the tourism needs of people with hearing loss. The research presented in this report is therefore timely in providing information useful to the industry and to organisations working in the areas of hearing loss.

Respondent Characteristics

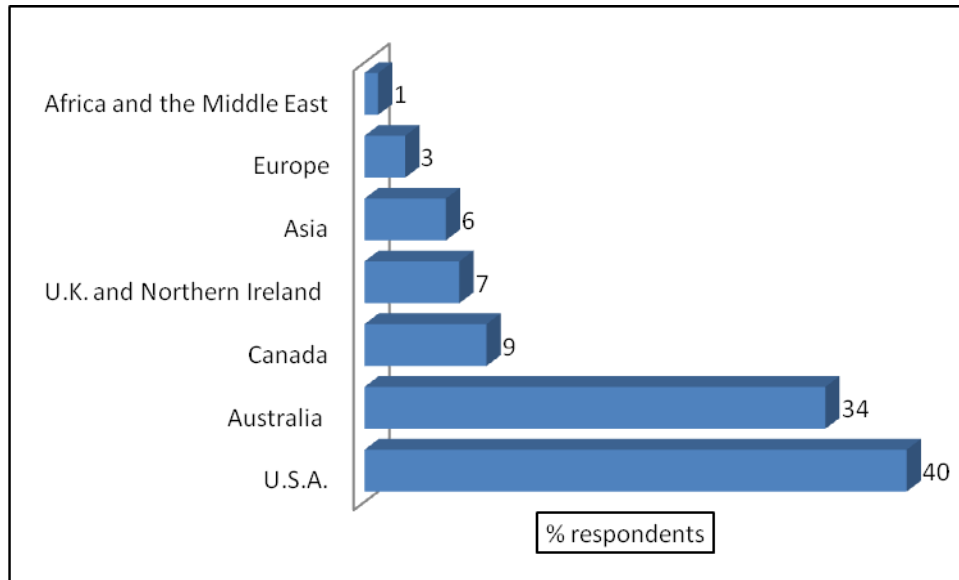
Just over half (56%) of New Zealand respondents live permanently in the North Island, with 36% living in the South Island, and 8% living in regions other than those listed in the survey (for example, Stewart Island, the Chatham Islands etc). The largest group of respondents live permanently in areas where there are large cities, for example, in Canterbury (22%), Auckland (20%), and Wellington (13%), indicating that there were more urban-dwelling than rural-dwelling respondents (Figure 1).

Figure 1: Place of permanent residence: New Zealand respondents (n=120)



The majority of international respondents live permanently in the United States (40%), Australia (34%), Canada (9%), and the United Kingdom (7%) (Figure 2). A more detailed breakdown of international respondents can be found in Appendix 3.

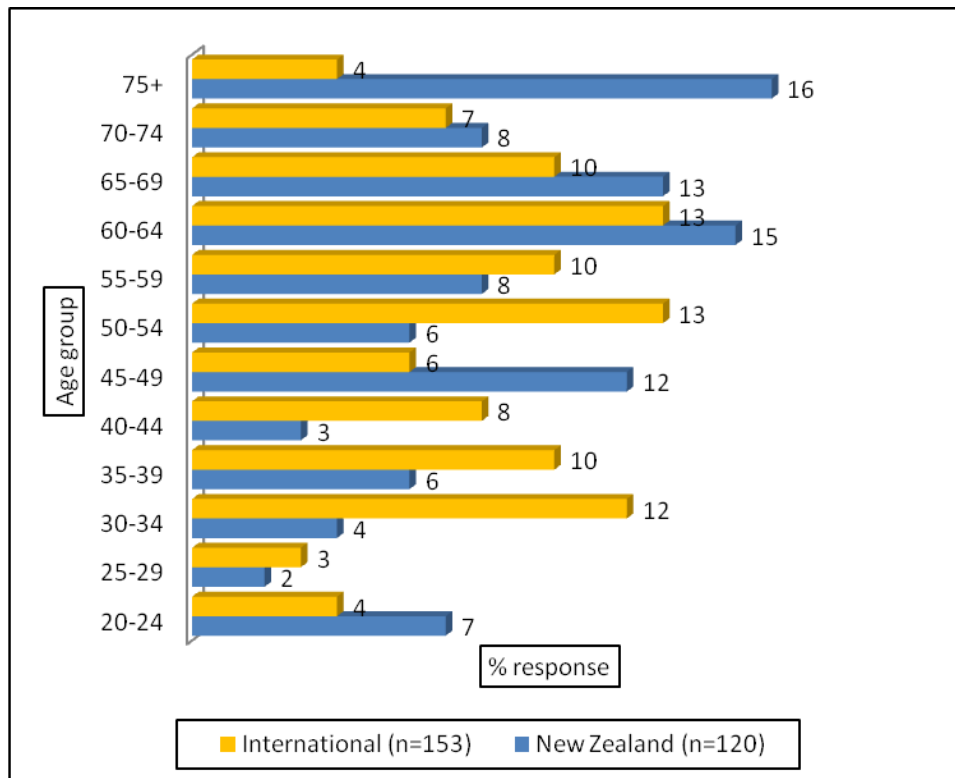
Figure 2: Country of permanent residence: international respondents (n=151)



Sixty-two percent of New Zealand respondents and 67% of international respondents are female.

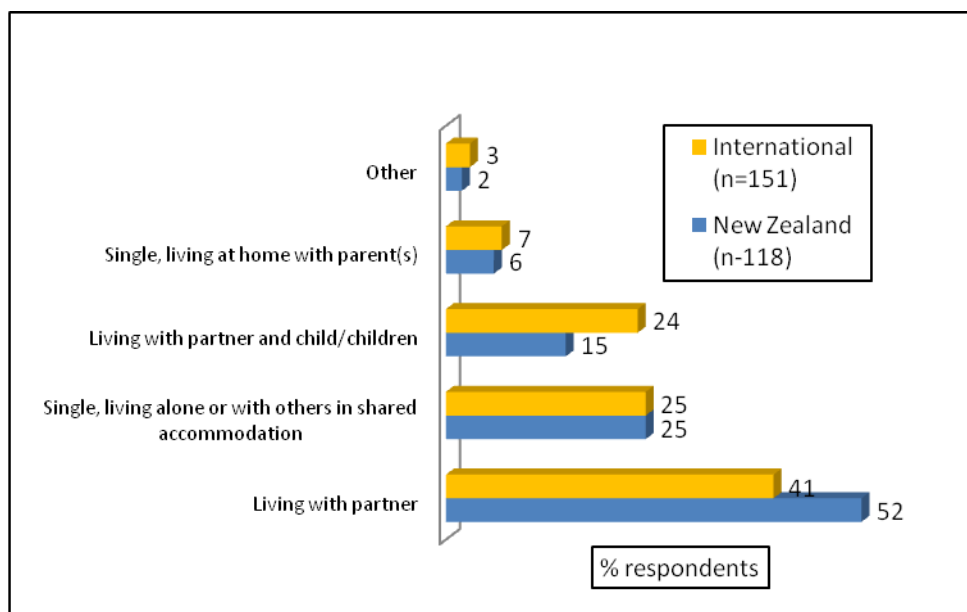
Just over half (52%) of New Zealand respondents are aged 60 or older, with 19% being under 40 years of age. Just over one third (34%) of international respondent are aged 60+ with 29% being under the age of 40 (Figure 3).

Figure 3: Age groups (NZ n=153; Intl n=120)



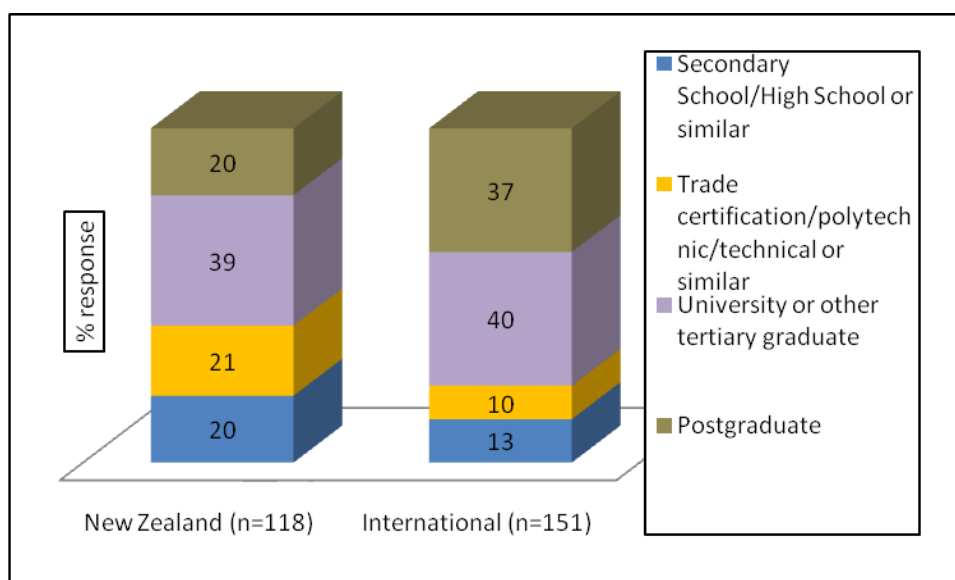
Just over half of the New Zealand (52%) and 41% of international respondents are living with a partner (Figure 4). A quarter of both New Zealand and international respondents are single and living alone or residing in shared accommodation with others.

Figure 4: Life circumstances (NZ n=118; Intl n=151)



More than half of New Zealand (59%) and more than three quarters of international respondents (77%) have completed tertiary education. The remainder have secondary school qualifications or trade certifications (Figure 5). By way of comparison, just over 20% of the general New Zealand population have attained tertiary education at degree level or above (Statistics New Zealand, 2008).

Figure 5: Highest level of formal education (NZ n=118; Intl n=151)

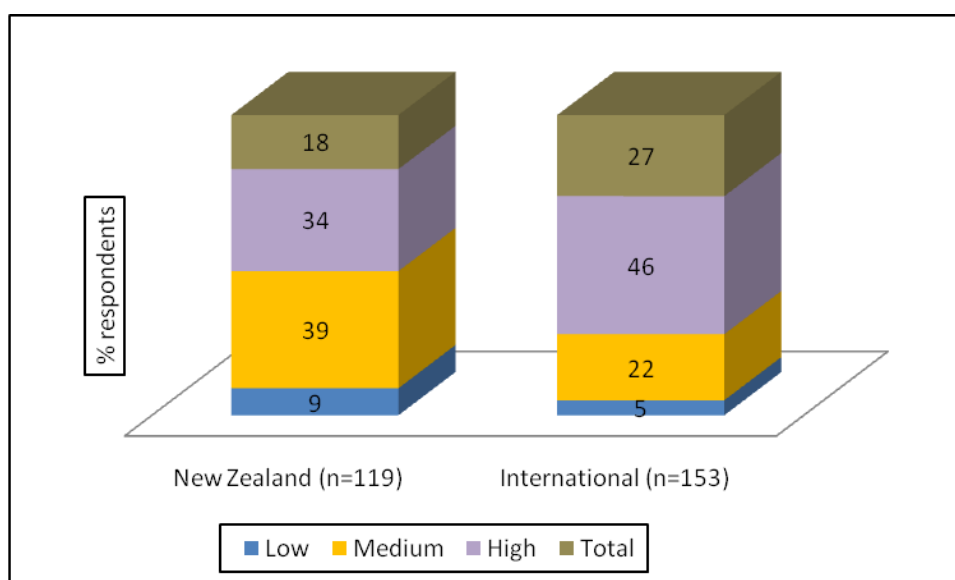


Twenty-three percent of New Zealand respondents have a personal annual income of NZ\$60,001 to \$150,000 and 3% have an income of more than NZ\$150,001. Nearly three quarters (74%) have annual incomes of up to \$60,000. The number of New Zealanders in the general population with an average annual income of NZ\$60,001 or more is approximately 18% (Inland Revenue, 2010).

Thirty-seven percent of international respondents have a personal annual income of US\$60,001 to US\$150,000 and 6% have an income of more than US\$150,000.

Respondents were asked to indicate their level of hearing loss. Nearly three quarters (73%) of New Zealand respondents, and 68% of international respondents, state that they have medium to high hearing loss (Figure 6). Eighteen percent of New Zealand and 27% of international respondents have total hearing loss. Very few have low levels of hearing loss. There is insufficient data available to allow comparisons with the general New Zealand population.

Figure 6: Level of hearing loss (NZ n=119; Intl n=153)



Travel Characteristics

Slightly more than half of New Zealand respondents travelled internationally during 2010. Thirty percent of the sample took one trip, 11% went on two trips and 10% took three or more international trips in 2010 (Figure 7). The mean number of such trips in 2010 was 0.9.

In comparison, the average New Zealander takes 0.4 trips per annum (MED, 2010a).

Forty percent of international respondents took no international trips in 2010. Most (83%) of the international respondents who did take international trips took one to three trips in that year. The mean number of such trips was 1.34.

Figure 7: Number of international trips in 2010: New Zealand respondents (NZ n=115; Intl n=170)



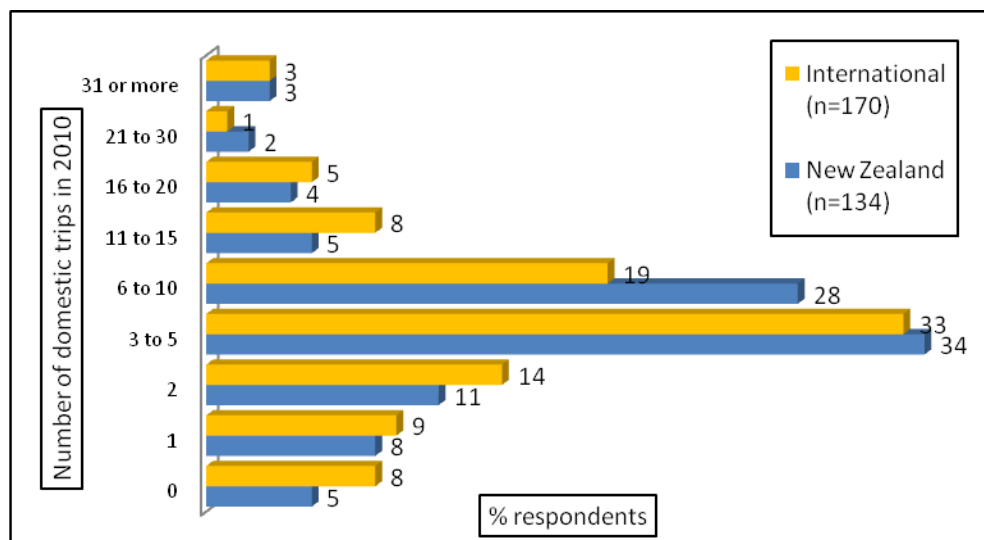
Just over one third (34%) of New Zealand respondents took between three and five trips within New Zealand in 2010 that involved at least one night away from home (hereinafter called 'overnight trips'), while 28% took between six to ten trips. Only 4 respondents took more than 31 domestic trips (Figure 8). A small number of respondents took no overnight domestic trips (5%), one fifth (19%) took one or two trips, and 11% took between 11 and 30 overnight trips.

The mean number of domestic overnight trips taken by New Zealand respondents was 7.18. The Domestic Tourism Market segmentation report for 2009 shows that New Zealanders in the general population take on average 4.2 domestic overnight trips per year (MED, 2010a).

Thirty-three percent of international respondents took between three and five domestic overnight trips in their own country, while 19% took between six and 10 trips (Figure 8). A

smaller number took no overnight domestic trips (8%), one or two such trips (23%), or between 11 and 30 trips (14%). The mean number of domestic overnight trips taken by international respondents was 6.8.

Figure 8: Domestic overnight trips in 2010 (NZ n=134; Intl n=170)



The survey of New Zealand residents closed in July 2011, so data for travel by respondents in 2011 covers only approximately 6 months. Most New Zealand respondents (70%) took their most recent domestic trip in 2011; the remainder took their most recent trip in 2010. Half of the respondents travelled in the high season (November to March inclusive), and half travelled in the shoulder or low season. In comparison, the high season (especially December and January) is the peak season for domestic travel by the general New Zealand population (New Zealand Tourism Strategy Group, 2007).

It is possible that more New Zealand respondents in this survey travel out of season compared to the norm because more are in older age groups. They may not have dependent children, and therefore may not be tied to the main school holiday periods. In addition, more are likely to be retired, which would leave them free to choose travel at any time. Older people often prefer to travel out of season when it is less crowded, potentially cheaper, and generally more appealing (Glover & Prideaux, 2010).

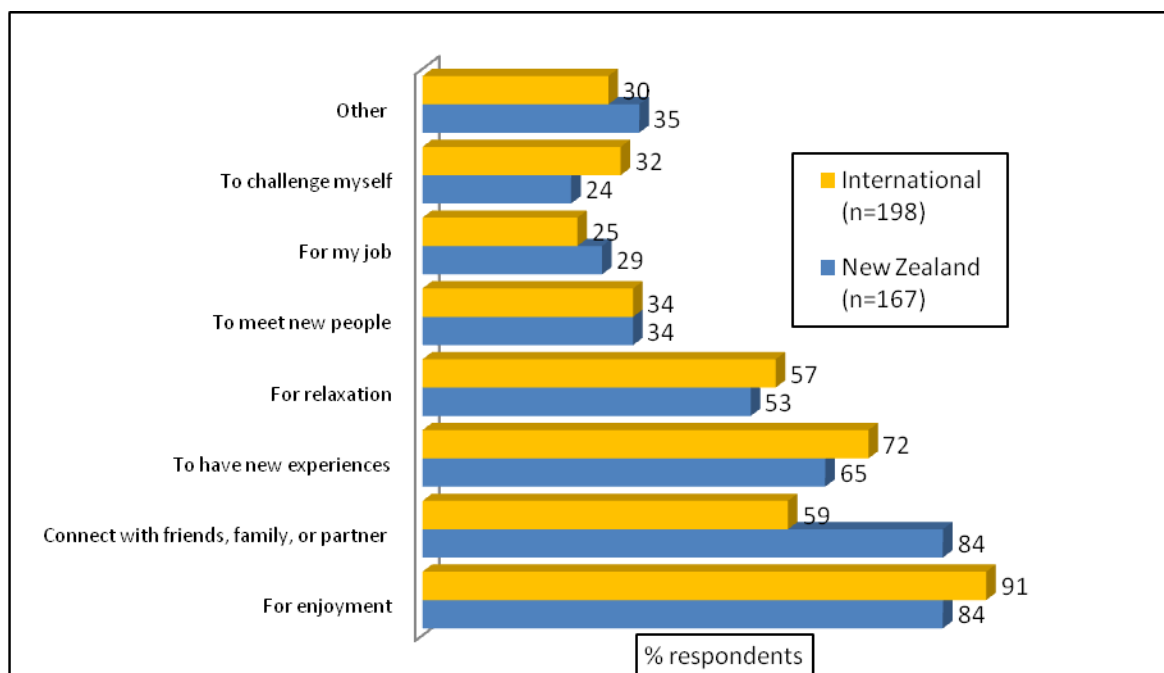
International respondents were asked if they had ever visited New Zealand, and if so what were some of the details of their trip and what brought them here. If they had not visited, they were asked why that was.

Forty-three percent of international respondents had visited New Zealand, 47% have never visited but plan to do so one day; 10% have never visited and have no plans to do so.

Just over half of international respondents (53%) who had visited New Zealand had done so in the decade between 2000 and 2009, 19% had visited more recently in 2010-2011, and the remaining 28% had visited in or prior to 1999. Reasons given by international respondents (n=21) for not having visited New Zealand included cost and travel distance, health reasons, no desire to visit, and not knowing much about New Zealand.

New Zealand and international respondents were asked about their reasons for travelling in general (both domestic and international travel). The most common reason for both New Zealand (84%) and international (91%) respondents for travelling was 'enjoyment' (Figure 9). New Zealand respondents are also highly likely to travel to connect with family and friends (84%) – a reason that featured less for international respondents (59%). To have new experiences (65% NZ, 72% international) and for relaxation (53% NZ, 57% international) were also common reasons. Approximately one third of both groups of respondents (35% NZ, 30% international) gave other reasons such as looking after health needs, formal education, and sports participation or attendance.

Figure 9: Why New Zealand and international respondents travel (NZ n=167; Intl n=198)

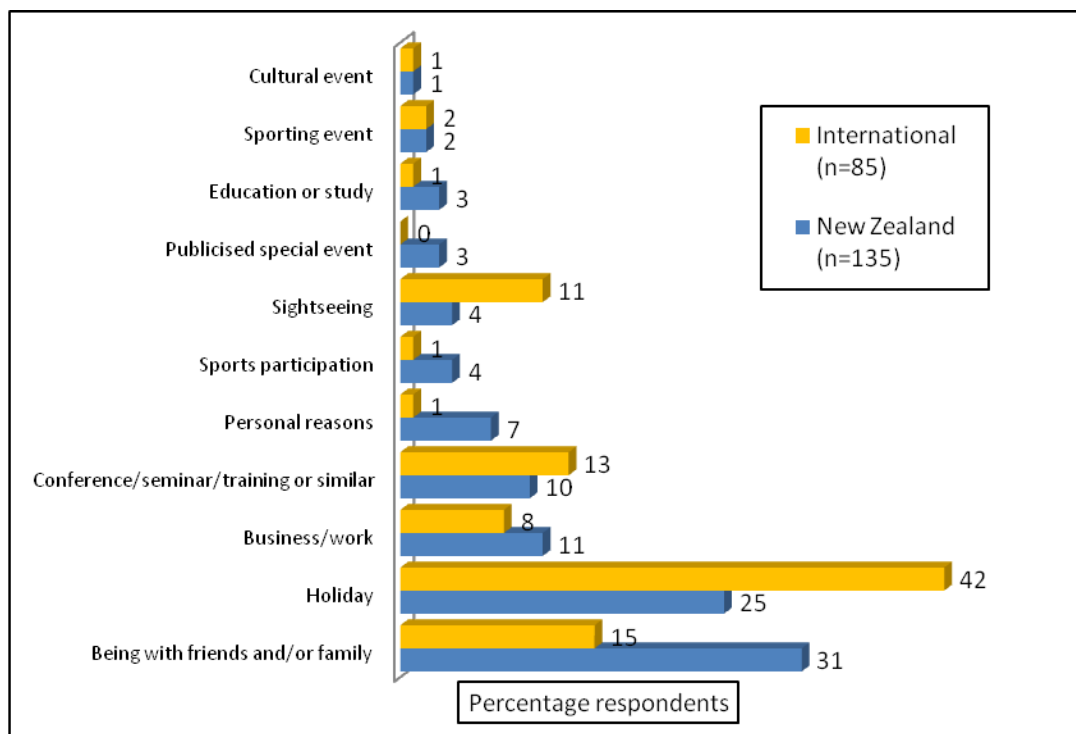


Most recent New Zealand trip

The following section is based on responses from both New Zealand and international respondents. For New Zealand respondents, the section is related to their most recent domestic overnight trip in 2010. International respondents who had previously visited New Zealand (43%) were asked about their last visit here.

More New Zealand respondents (31%) took their most recent domestic overnight trip to be with friends and family than for any other reason. One quarter travelled for a holiday, followed by business or work reasons (11%), and attending a conference, seminar or training (10%) (Figure 10). In contrast, the most important travel motivator for New Zealanders in the general population for travelling domestically is to holiday (32%) followed by visiting friends and family (26%), for business (14%), and attending a conference or similar (9%) (MED, 2011a).

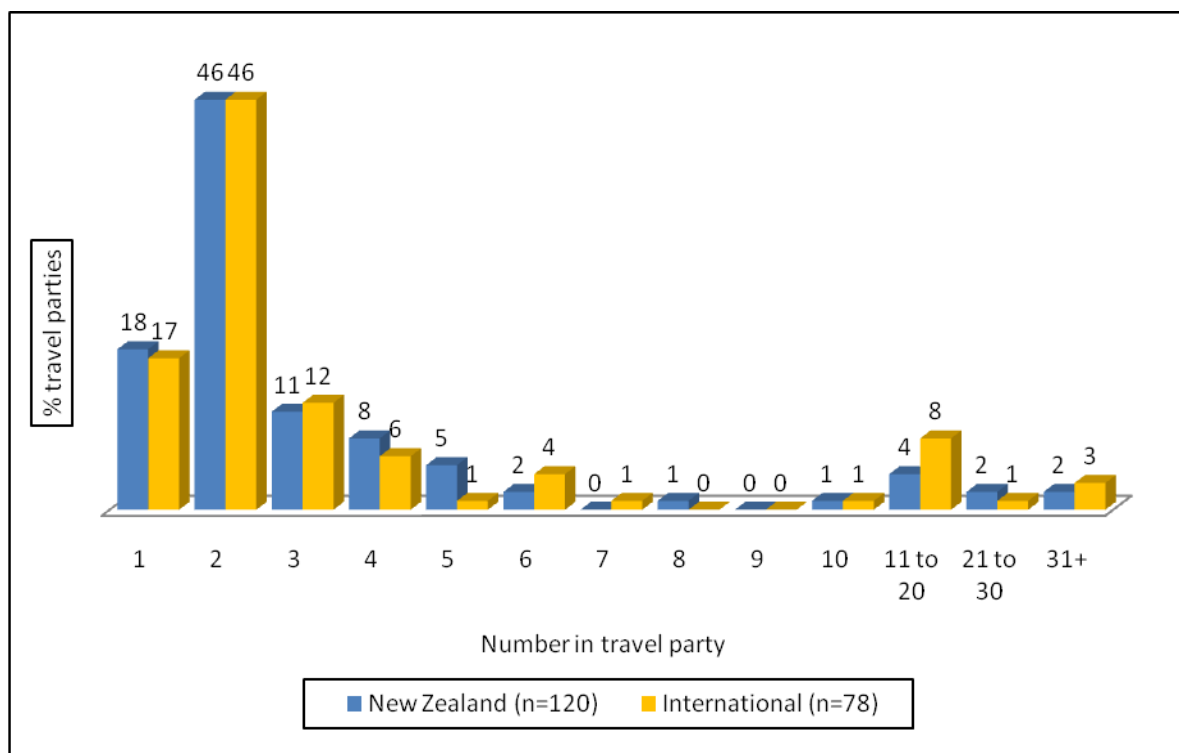
Figure 10: Primary reason for most recent New Zealand trip (NZ n=135; Intl n=85)



Forty-two percent of international respondents, who had visited New Zealand, gave ‘taking a holiday’ as the primary reason for their last visit here (Figure 10). Fifteen percent visited to be with family and friends, 13% attended conferences, seminars or training, and 11% visited for sightseeing. In comparison, 67% of general international visitors to New Zealand (YE MAR11) came for a holiday, 13% came to be with friends and family, and 12% came for education or study, business, or a conference or convention (MED, 2011a).

Nearly half (46%) of both New Zealand and international respondents travelled with one other person on their last trip in or to New Zealand (Figure 11). Nearly one-fifth of New Zealand (18%) and international (17%) respondents travelled alone, while 28% (NZ) and 13% (international) travelled in groups of three to ten. A smaller number of respondents (8% NZ, 12% international) travelled in larger parties; these included visitors who were travelling with sports teams, special interest groups, or who were on tours or cruises.

Figure 11: Travel party during most recent New Zealand trip, respondent incl (NZ n=120; Intl n=78)



Of those who travelled with others, three quarters (73%) of New Zealand respondents travelled with a spouse or partner; this was the case for 81% of international respondents. For both New Zealand and international respondents, the remainder mainly travelled with another family member or a friend; a few travelled with a business associate.

By way of contrast, more New Zealanders (38%) in the general population travel domestically by themselves (MED, 2011a). For those who travel with others, 38% travel with one person (mostly with their partner or spouse), two people (35%), or three or more people (26%). General international visitors to New Zealand usually travel with one other person (46%), most commonly with their spouse (MED, 2011a). This is similar for international respondents in this survey. A third of general international visitors travel alone, 12% travel in groups of three or four including themselves; the remainder travel in larger groups.

Because respondents tend to travel with one or more people, any need for improved accessibility in tourism by the visitor with a hearing loss is also a need for their travelling companions. I.e. losing the patronage of a visitor with hearing loss is compounded by potentially also losing that of their travelling companions.

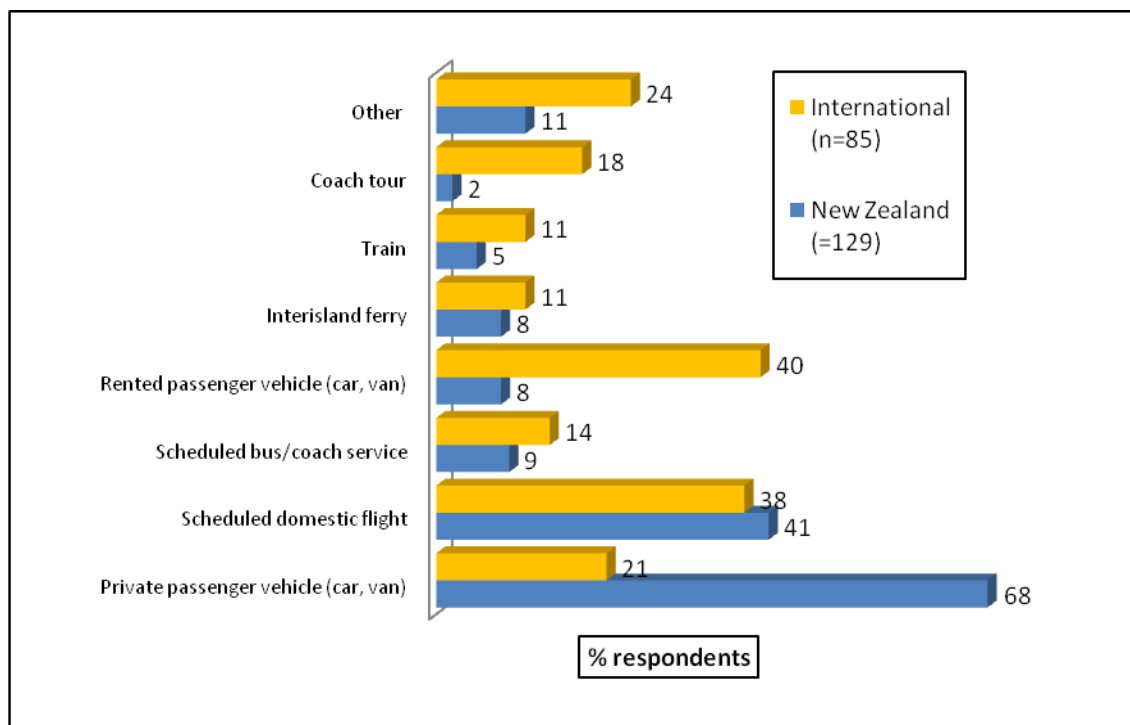
Respondents were asked about their use of transport, accommodation, activities and attractions, and food and beverage provision in New Zealand in relation to their last visit. Responses show that there was considerable use of these products and that those surveyed made a significant contribution to the economy during that visit.

Transport

The most common forms of transport used by New Zealand respondents were private passenger vehicles (68%), and scheduled New Zealand flights (41%) (Figure 12). Sixty-four percent used only one form of transport, most predominantly, private passenger vehicles.

By way of comparison, half (51%) of New Zealanders in the general population travelling on domestic overnight trips use scheduled domestic flights; one quarter use private passenger vehicles (MED, 2011a).

Figure 12: Transport use (NZ n=129; Intl n=85)



The most common forms of transport used by international respondents in New Zealand were rented passenger vehicles (40%), and scheduled domestic flights (38%). These are also the forms of transport most often used by the general international traveller (MED, 2011a).

Accommodation

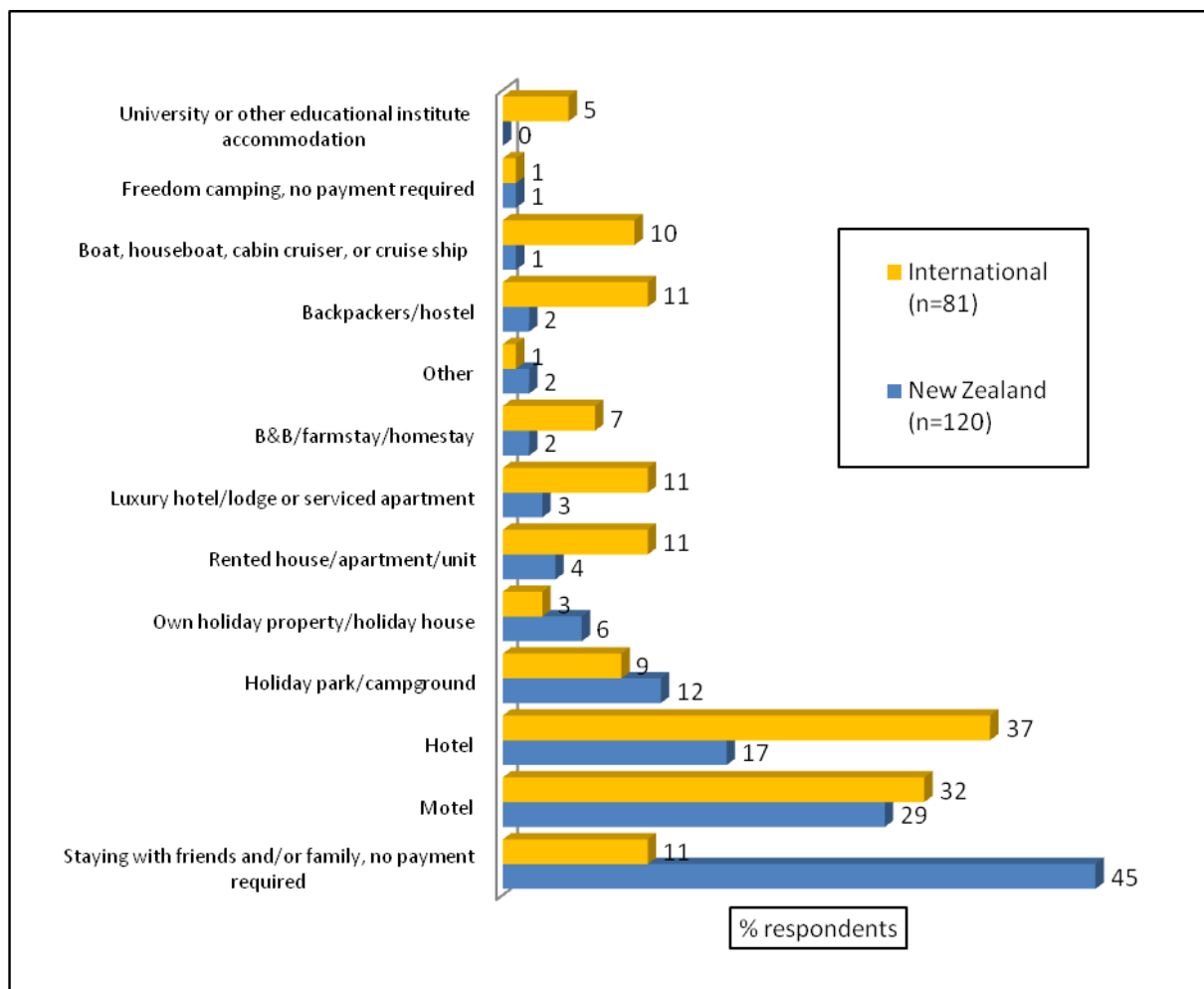
Nearly half (45%) of New Zealand respondents stayed with family and/or friends, followed by stays at motels (29%), hotels (17%), holiday parks or campgrounds (12%), or their own holiday property (6%) (Figure 13).

In comparison, 33% of general New Zealanders stay in hotels, and 33% stay in private homes with family and friends, followed by motels (16%), and backpackers (6%) (MED, 2011a).

The majority of international respondents stayed in hotels (37%) and motels (32%). Other accommodation types used were: with family and/or friends (11%), in rented accommodation (11%), luxury hotel/lodges or serviced apartments (11%), or backpackers (11%) (Figure 13).

In comparison, 26% of general international visitors to New Zealand stay in hotels and 24% stay in backpackers/hostels, followed by private homes (17%), motels (9%), and serviced apartments (7%) (MED, 2011a).

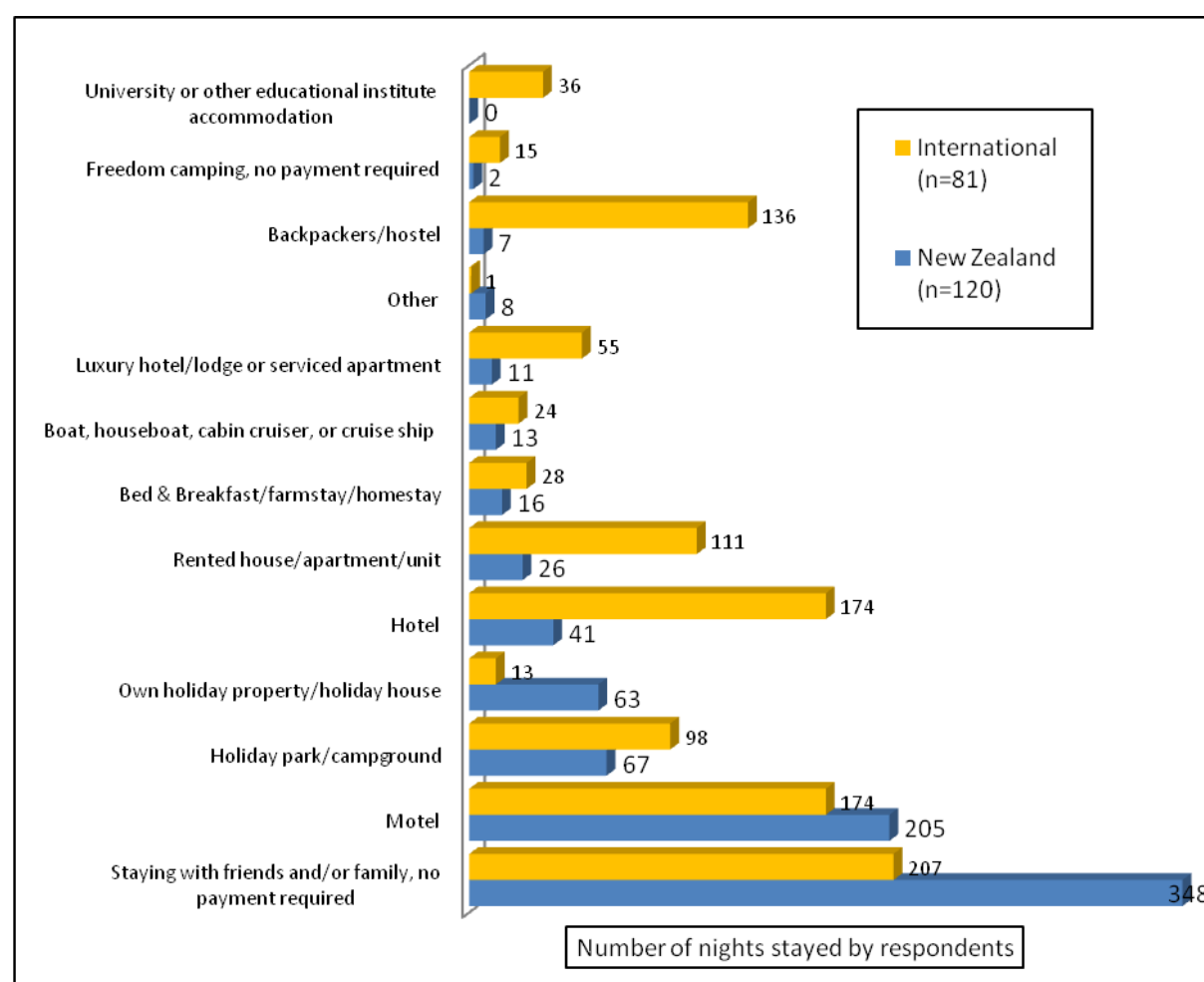
Figure 13: Accommodation use (NZ n=120; Intl n=81)



New Zealand respondents (n=120) spent a total of 807 nights in accommodation during their last domestic trip. The largest number of nights was spent with family and/or friends (Figure 14). Thirty-one percent of those who stayed with family and friends, where no payment was required, also stayed in other types of accommodation such as motels and hotels.

International respondents (n=81) spent a total number of 1072 nights in accommodation during their last trip to New Zealand. More nights were spent with friends/and or family, where no payment was required than were spent at any other single type of accommodation (Figure 14).

Figure 14: Number of nights stayed (NZ n=120; Intl n=81)



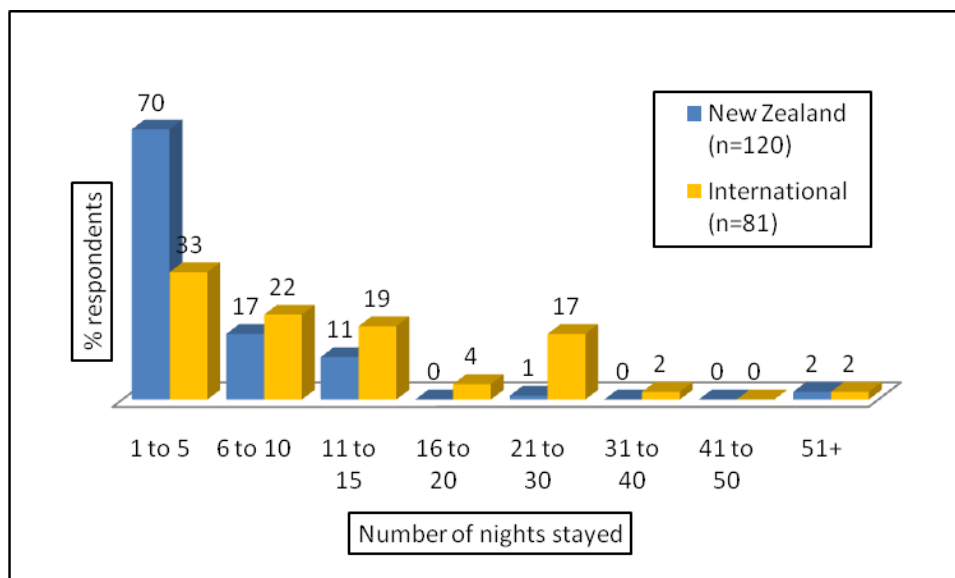
Seventy percent of New Zealand respondents spent between one and five nights away from home during their last domestic trip, while 28% spent between six to 15 nights away from home (Figure 15). The mean length of stay was 6.8 days (4.6 nights).

In contrast, New Zealanders in the general population have an average length of stay of 3.0 nights on overnight trips (MED, 2011b). New Zealand respondents in this survey spent more nights away from home than do general New Zealand travellers.

A third of international respondents spent between one and five nights in New Zealand on their last visit here, while 41% spent between six to 15 nights in the country (Figure 15). The average length of stay was 13.2 days.

By way of contrast, the average length of stay for the general international visitor to New Zealand is 19.1 days (MED, 2011c).

Figure 15: Length of stay (NZ n=120; Intl n=81)

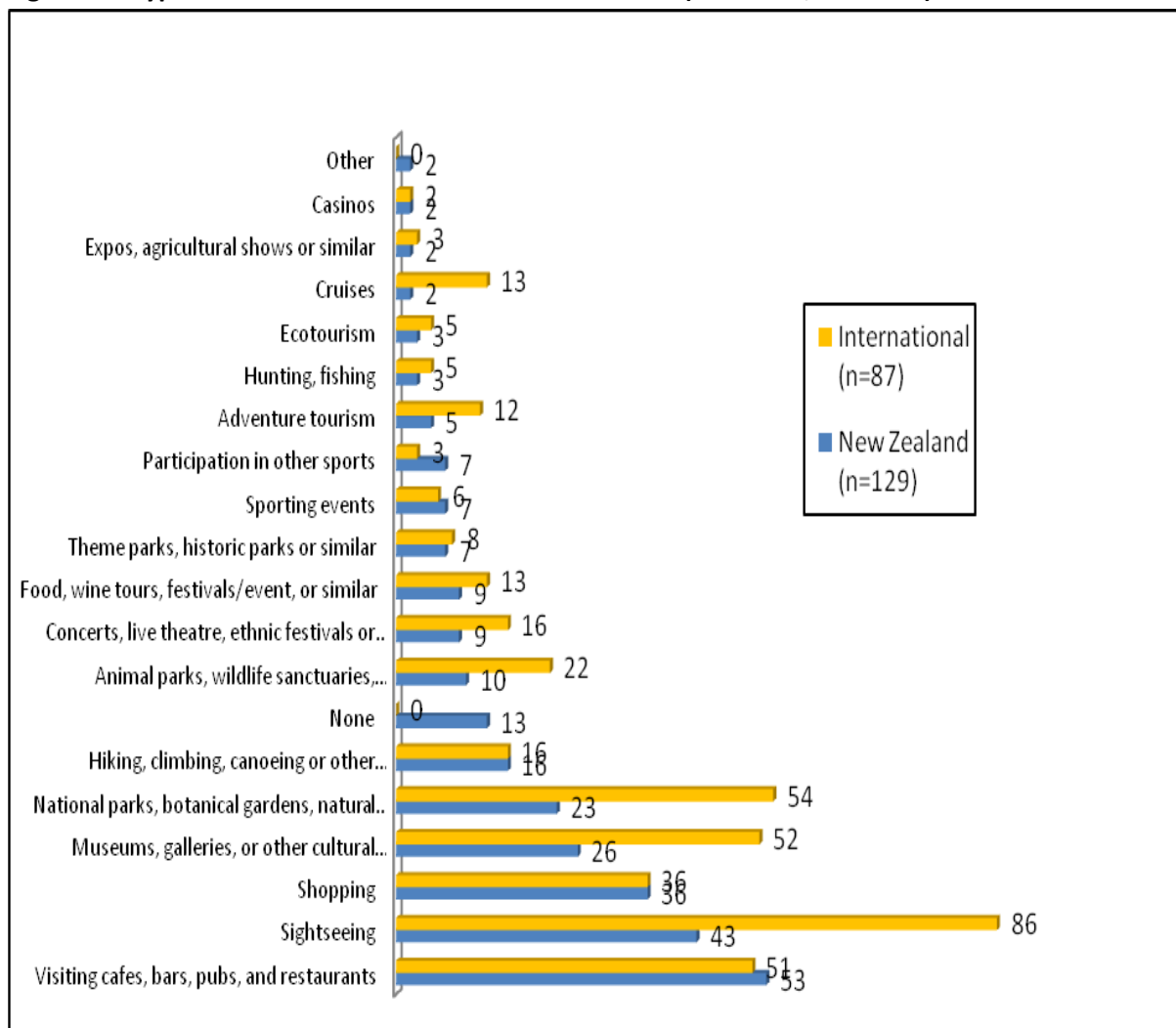


Activities and attractions

The majority of New Zealand (88%) and international (91%) respondents participated in some form of activity or attraction during their last overnight trip in New Zealand. Those who did not undertake activities or visit attractions were mostly respondents whose primary reason for travelling was for business, work or conferences.

The most common activities which New Zealand respondents participated in were: visiting cafes, bars, pubs, and restaurants (53%), followed by sightseeing (43%) and shopping (36%) (Figure 16). Of cultural activities and attractions, visits to museums, galleries, or other cultural venues (26%) received the highest levels of participation. Outdoor activities such as visits to national parks, botanical gardens, and natural areas (23%) and hiking, climbing, canoeing, or other outdoor pursuits (16%) were also commonly undertaken activities.

Figure 16: Types of activities and attractions undertaken (NZ n=129; Intl n=87)



When comparing this data with the official tourism statistics for the general New Zealand population, similar activities and attractions appear among those most commonly undertaken: sightseeing (59%), visiting cafes, bars, pubs, and restaurants (urban activities: 48%), visits to cultural, heritage, and education events (34%), walking, hiking, or climbing (24%), and seeing natural attractions (18%) (MED, 2011a).

Sightseeing was undertaken by more international respondents (86%) than any other type of activity or attraction (Figure 16). Visits to national parks, botanical gardens, and natural areas (54%), museums, galleries, other cultural venues (52%), cafes, bars, pubs, and restaurants (51%), and shopping (36%) also had high levels of participation.

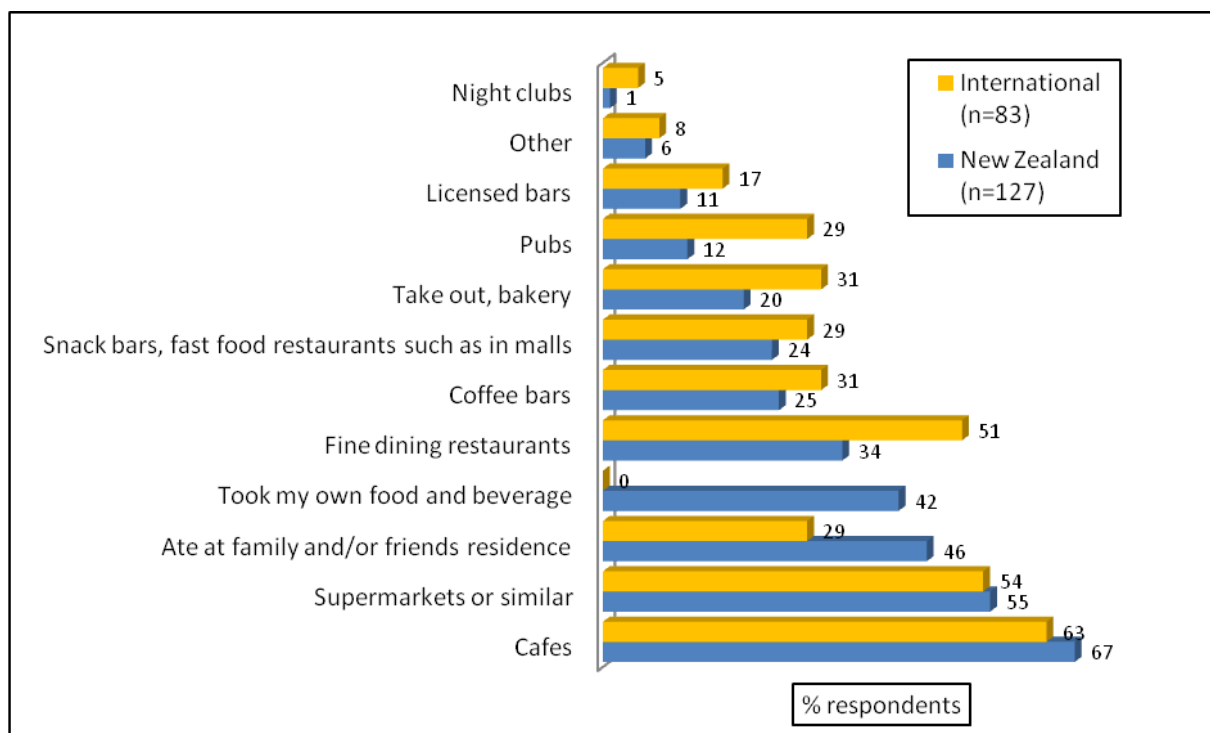
Sightseeing (81%) is also the most common activity undertaken by general international visitors to New Zealand according to official tourism statistics (MED, 2011a). Other activities such as visiting cafes, bars, pubs, and restaurants (49%) and visits to cultural and heritage venues, and education (44%) also have similar participation rates (MED, 2011a).

Food and beverage

The majority of New Zealand respondents went to cafes (67%), or fine dining restaurants (34%) for their 'eating out' experiences. Nearly half of the respondents did food shopping at supermarkets (55%) or took their own food and beverage (42%). A further 46% ate at family and/or friends residences. On-the-go options such as coffee bars (25%), snack bars, fast food restaurants (24%) and take out/bakery (20%) were also used (Figure 17).

International respondents also commonly used cafes (63%) and fine dining restaurants (51%). Just over half (54%) did their food shopping at supermarkets or similar, and 29% ate at family and/or friends residences. The on-the-go options also used by international visitors included take-outs/bakeries (31%), coffee bars (31%), and snack bars, fast food restaurants, and pubs (29%).

Figure 17: Patronage at food and beverage outlets (NZ n=127; Intl n=83)



Expenditure

New Zealand respondents only were asked to estimate how much they spent on transport, accommodation, activities and attractions, and food and beverage during their last domestic overnight trip. The expenditure per person per day was calculated taking into account the number in the party that the expenditure covered, and the number of days travelled or, for accommodation, the number of nights away. The average group size was 2.1 people, and the average length of stay was 6.1 days. New Zealand respondents spent on average NZ\$33.19 on transport, NZ\$38.55 on accommodation, NZ\$17.96 on activities and attractions, and NZ\$17.29 on food and beverage giving a total spend of NZ\$106.88 per person per day (Table 1).

This spend is slightly less than the average spend per day of \$118 by the general New Zealand visitor during overnight trips (MED, 2010a).

Table 1: Spend per person per day by New Zealand respondents (n=109)

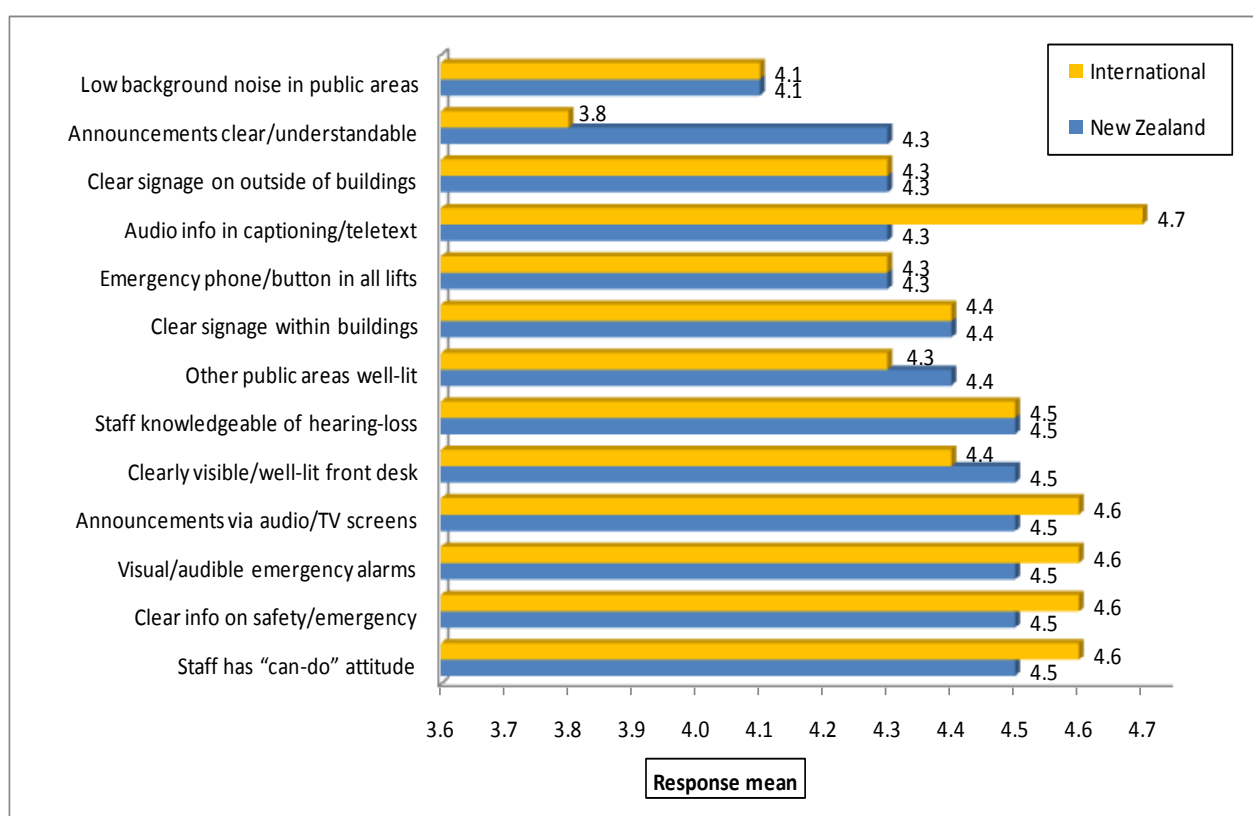
Expenditure NZ\$	Spend per person/day
Accommodation	\$38.55
Transport	\$33.19
Activities and attractions	\$17.96
Food and beverage	\$17.29
Total average per day spend	\$106.88

Importance of Access Factors for Travellers with Hearing Loss

Both New Zealand and international respondents were asked to indicate how important certain factors were in meeting their access needs when travelling away from home. They rated factors on a scale of 1, *Not at all important*, to 5, *Very important*. Results in terms of mean response are presented in Figure 18. A mean closer to 5 indicates that a factor is important or very important to respondents.

The most important factor in meeting the access needs of international respondents is the availability of captioning/teletext on screen to accompany audio information (mean=4.7). Captioning and teletext are processes which display text visually to provide information about all significant audio content (for example, in association with telephones or televisions). The availability of captioning/teletext is also important to New Zealand respondents (mean=4.3).

Figure 18: Access needs when travelling (NZ n=112-125; Intl n=150-159)



Also important to both New Zealand and international respondents are the availability of information about safety and emergency evacuation (in clear print or onscreen in text, and via visual as well as audible emergency alarms in all public areas), and emergency phones

and buttons in all lifts (mean range: 4.3 to 4.6). Well-lit and clearly visible staff at front desks, well-lit public areas, clear signage within and outside buildings, clear and understandable audio public announcements, and low background noise in public areas are also important access factors (mean range: 3.8 to 4.5).

Customer service staff who have a 'can-do' attitude and are knowledgeable about serving guests with hearing loss were also given high ratings by both New Zealand and international respondents (mean range: 4.5 to 4.6). Darcy (2010) in a study on access in accommodation identified a "can-do customer service attitude" as one of the top five considerations by people with hearing loss when choosing accommodation. Several studies (for example, UNESCAP, 2000; Daruwalla & Darcy, 2005) have found that training and educating staff in the tourism industry to meet the needs of travellers with disabilities is both a major challenge and a major need, and that sensitive and willing staff with the right attitude and strong interpersonal skills can overcome many of the barriers faced by this market segment.

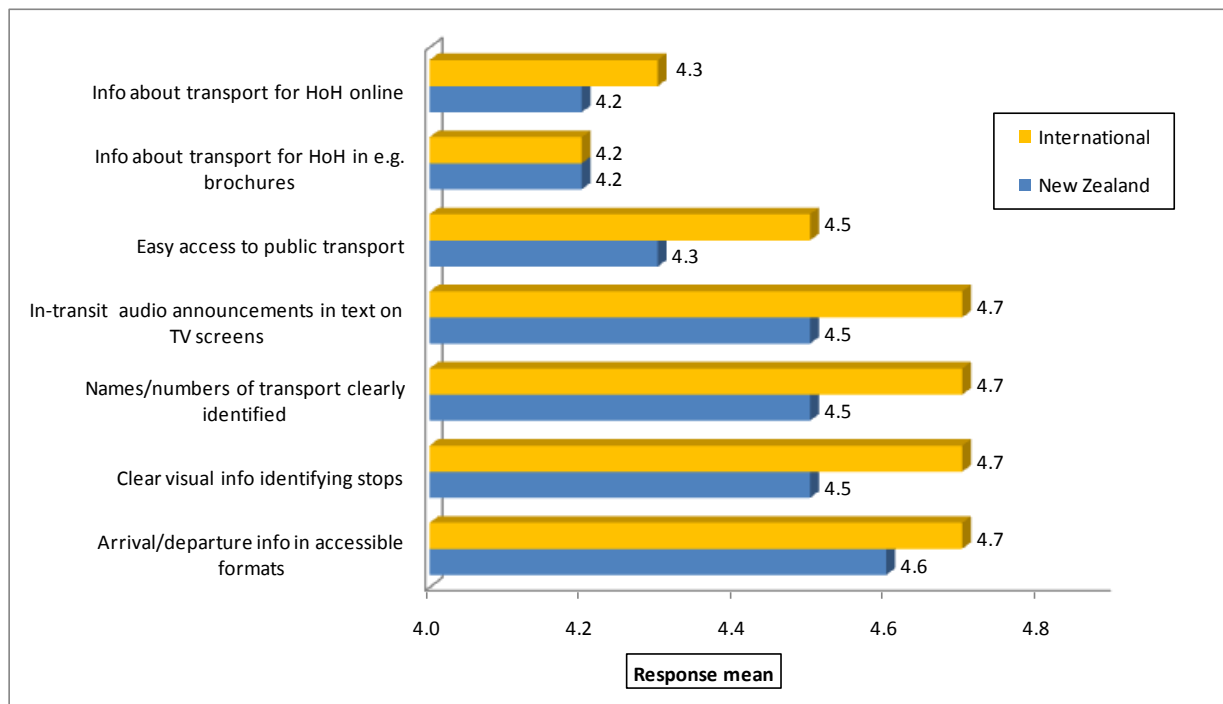
The access needs which both New Zealand and international respondents rated the lowest were the presence of intercoms at the front of buildings or at front desks, hearing loops at front counters, and audio information also being provided on screens in sign language (mean range: 2.9 to 3.5) (see Appendix 4 for a full table of the importance of various access factors).

Transport needs

Both New Zealand and international respondents rated the most important transport needs as being: accessible information about arrival and departure places and times, clear visual information identifying names or numbers of transport and stops, and in-transit announcements in text on screens (mean range: 4.5 to 4.7) (Figure 19). Also important is easy access to public transport and accurate information in other formats such as in brochures or online about transport services for people with hearing loss (mean range: 4.2 to 4.5).

The transport needs which both New Zealand and international respondents rated the lowest were the provision of neck loops, and in-transit audio announcements also available in sign language on screens (mean range: 3.1 to 3.5) (see Appendix 5 for a full table of the importance of transport needs).

Figure 19: Transport needs when travelling (HoH: hard-of-hearing) (NZ n=120-126; Intl n=147-156)

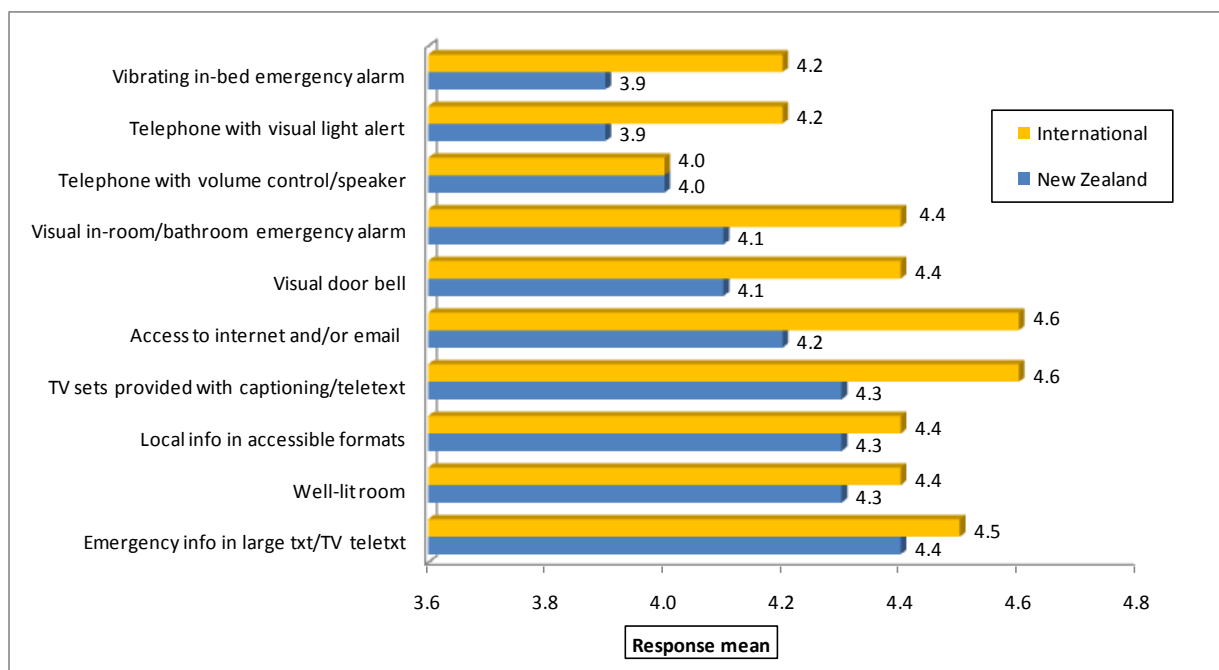


Accommodation needs

Of most importance to international respondents in meeting their accommodation needs is having TV sets with captioning/teletext and access to the Internet and/or email (mean: 4.6 for both factors) (Figure 20). Also important is the availability of emergency information in large text/TV teletext (mean=4.5), and this is important to New Zealand respondents as well (mean=4.4). Both New Zealand and international respondents find that having a well-lit room, information about the establishment and the surroundings in accessible formats, visual door bells, and in-room/bathroom emergency alarms is important (mean range: 4.1 to 4.4). Other factors rated as important include: telephones with volume control/speaker or a visual light alert, and having a vibrating in-bed emergency alarm (mean range: 3.9 to 4.2).

Both New Zealand and international respondents gave the following accommodation needs the lowest ratings: access to a telephone typewriter (TTY), the ability to contact the front desk or room service via TTY, and information about emergency evacuation etc provided in sign language on TV (mean range: 3.1 to 3.5) (see Appendix 6 for full table of the importance of accommodation needs).

Figure 20: Accommodation access needs when travelling (NZ n=118-122; Intl n=147-153)



The accommodation access needs selected as important by respondents in this study are similar to those reported in a UNESCAP (2003) study which reported on aspects of Access Tourism in the Asia-Pacific region. Similarities include visual signals/warning signals, hearing

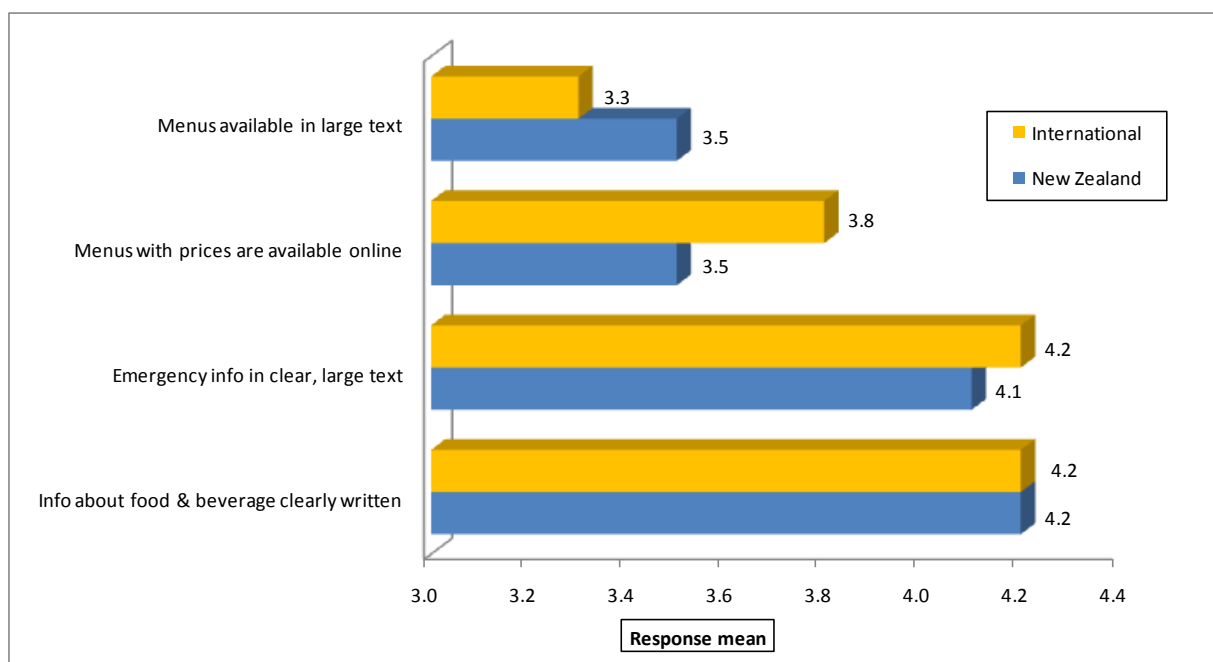
augmentation systems for people with hearing loss, an understanding of disabilities, and staff trained to cater for people with disabilities. In an Australian study of the room requirements of visitors with hearing loss, Darcy (2011) determined that non-audible door bells, access to a TTY, teletext decoders, alternative format guest information, and phones with volume control and alerts are important. Participants in that study also identified the importance of a positive customer service attitude, clear signage, and having an evacuation orientation. Apart from 'access to a TTY' this study reports similar findings.

Food and beverage needs

New Zealand and international respondents felt that the most important aspects of their food and beverage needs when travelling were to have information about food and beverage (e.g. menus on chalkboards) and safety/emergency evacuation in clear, large text, (mean range: 4.1 to 4.2) (Figure 21).

The factors which both New Zealand and international respondents rated the lowest were access to menus in alternative formats such as large text, and menus available with prices online (mean range: 3.3 to 3.8) (see Appendix 7 for a full table of the importance of food and beverage needs).

Figure 21: Food and beverage needs when travelling (NZ n=121-122; Intl n=149-151)

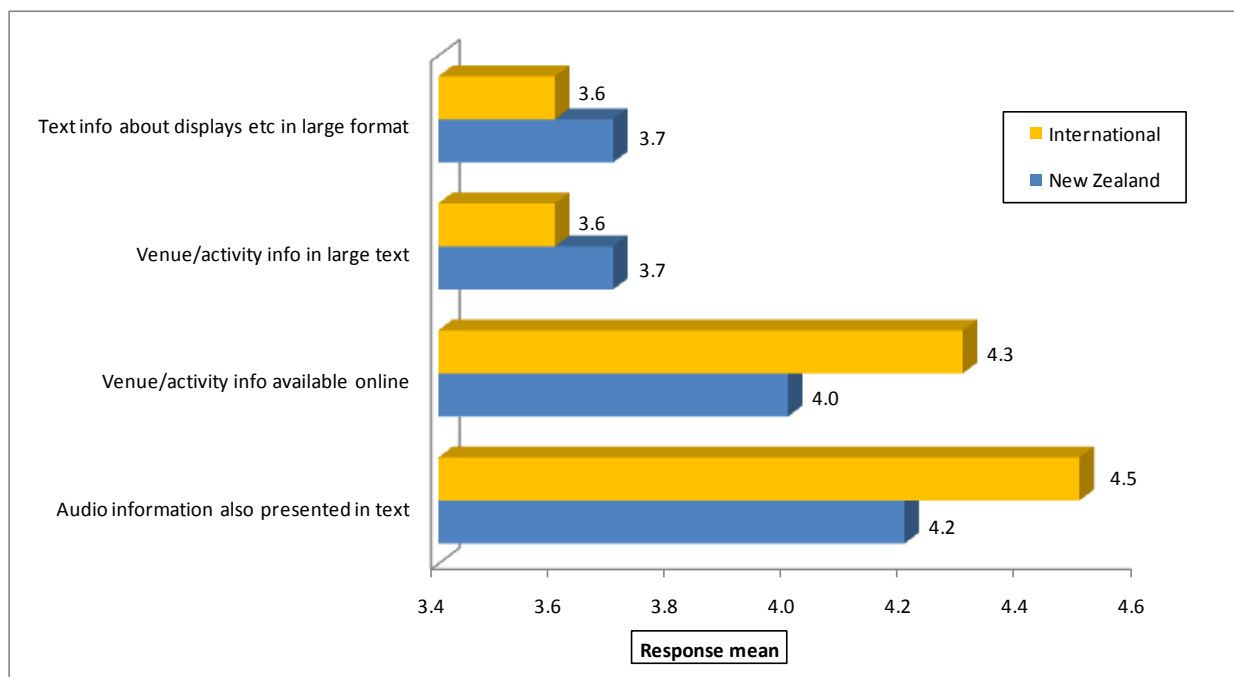


Activities and attractions needs

Both New Zealand and international respondents stated that the presentation of audio information in text, and venues providing information about activities and prices online were important factors in meeting their activity and attractions needs when travelling (mean range: 4.0 to 4.5) (Figure 22). Also important were the provision of venue and activity information in alternative formats such as in large text, and text information about displays etc being presented in large format (mean range: 3.6 to 3.7).

Factors rated the lowest by respondents included having guided tours and audio information presented in sign language (mean range: 3.1 to 3.3) (see Appendix 8 for a full table of the importance of activities and attractions needs).

Figure 22: Activities and attractions needs when travelling (NZ n=119-121; Intl n=150-155)



Respondents were asked to comment on what other things would make their travel experience more enjoyable and accessible. Just over one quarter (26%) of international and 21% of New Zealand respondents stated that having understanding, patient staff trained to know how to accommodate people with hearing loss, how to meet their needs, and what to do in an emergency, would help. A typical comment from a New Zealand respondent illustrates this point:

“If staff had some basic training in how to treat Deaf customers respectfully and helpfully. Also staff with some basic NZSL skills, greetings, finger-spelling”

International respondents mentioned the same issue:

“That the staff at hotels know how to accommodate people with hearing loss. Same for the tour guides, bus drivers etc.”

“The attitudes of people providing services in hospitality are important so we feel welcomed. Tourism staff should be trained and well informed about different needs of people with disabilities. If the service in New Zealand is deaf-friendly, I will make travel plans to visit!”

“Positive staff attitude is a key factor. I don’t want to feel like a nuisance”

One quarter (26%) of New Zealand and 9% of international respondents stated that having quiet surroundings with low background noise so that public address announcements, companions, and/or service staff can be heard, and having well-lit spaces to improve the ability to lip-read would make their travel more enjoyable. Typically, respondents (NZ/international respectively) wanted:

“Well controlled background noise level. Quiet places when dining”

“Seating/location where lip reading is possible. Visual emergency/safety information and/or instructions in all locations”

New Zealand (21%) and international (16%) respondents also stated that having staff speak clearly and slowly without covering their mouths, and staff trained to face visitors while maintaining eye-contact when they talk would also be helpful. This is highlighted by the following two comments from New Zealand respondents and one from an international respondent:

“People facing me when talking. Kitchen and coffee noises screened off from dining areas”

“Flight instructions are often babbled and the air hostess holds the phone over her mouth when talking so lip-reading is impossible. All service providers must be made aware of how to communicate with someone with a hearing loss (use gestures, speak slower)”

“Just having people speak clearly and give me eye contact so that I can lip read. New people and new accents and speech patterns make understanding more difficult, but with clear speech and eye contact I can usually understand”

Other comments included the benefits of having the presentation of verbal information in public announcements (18% NZ, 22% international) and on tours (11% NZ, 21%

international) in other formats (for example in captioning or written down). As one New Zealand, and two international respondents noted:

“When eating out at a restaurant, I would like to know what the daily specials are, as oftentimes I do not understand the wait staff when they state the daily special. It would be good to have them in a visual format”

“That the words would be printed so I could follow along better”

“Announcements in airports written in text on video screens”

Other factors of importance (28% NZ, 22% international) not listed above can be found in Appendix 9.

Studies have found that staff who are well-trained in serving guests with disabilities and who exhibit a ‘can-do’ attitude are important in improving travel enjoyment for this group of guests (for example, see UNESCAP, 2000; Darcy, 2010). An Ipsos-Reid poll of Canadians states that a key issue for those with hearing loss is the need for adequate lighting to assist in communication at restaurants, destination ports, and hotels (2010 Legacies Now, n.d.). The poll also showed that having staff trained in access issues was important, but especially critical is having auditory announcements and information in visual format, along with TV screens with closed captioning. Buhalis & Michopoulou (2011) report that people with hearing loss rate the following, among others, as very important: staff awareness of the needs of visitors with disabilities, accessible information provision such as easily readable signs, the availability of large print menus in cafeterias/restaurants, availability of alternative fire alarms such as vibration pads or flashing lights, and accessible information online.

These findings from research elsewhere are consistent with our New Zealand based research which found that staff attitudes and behaviour towards people with hearing loss were rated by respondents as the most important factors influencing their travel enjoyment. However, additional factors were also influential, particularly services that offer visual communication alternatives to auditory delivery modes.

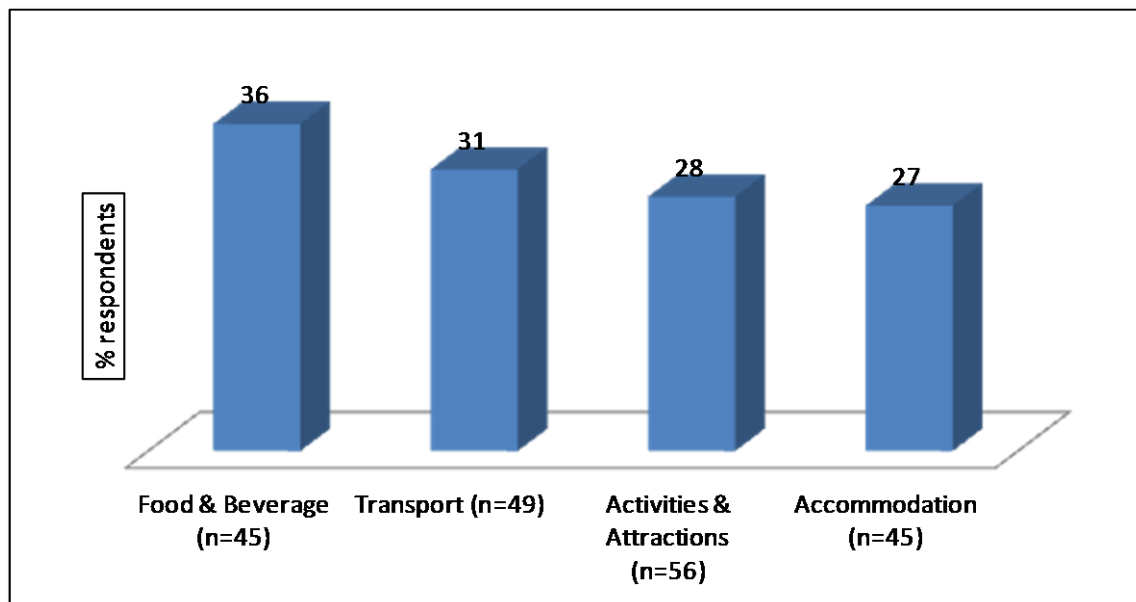
Sources of Information

Questions in this section were asked of all New Zealand respondents, and of those international respondents who had been to New Zealand (43%) or who had not been but were planning to visit one day (47%).

Respondents were asked if they had ever tried to find information for people with hearing loss about New Zealand transport, accommodation, activities and attractions, and food and beverage provision.

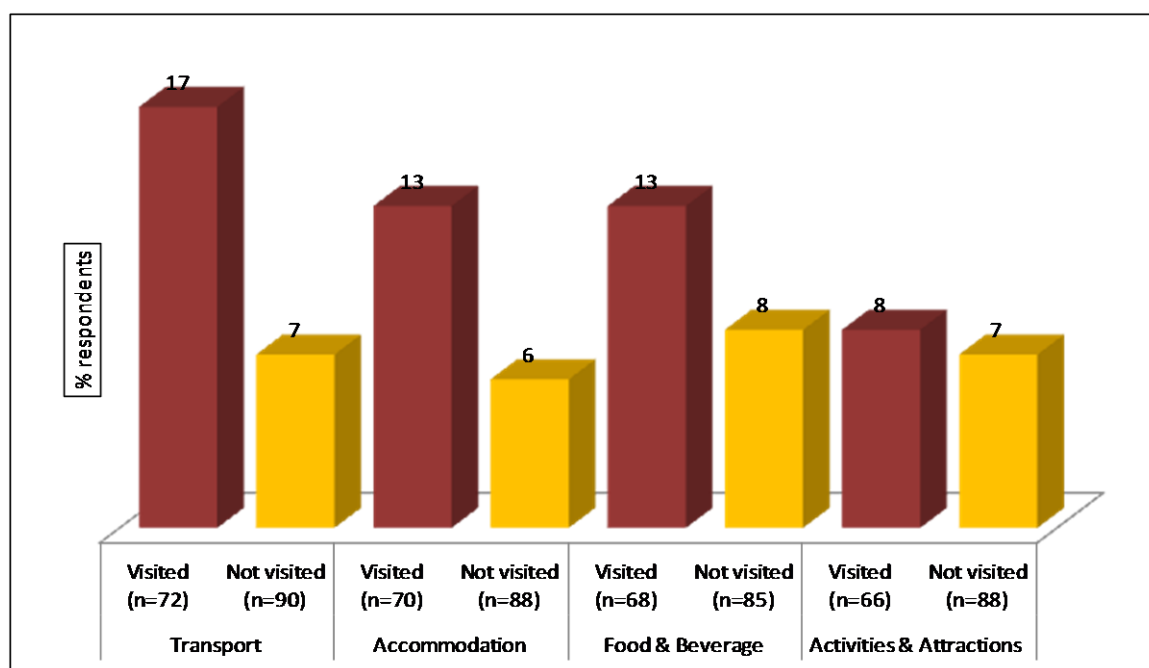
Over a third (36%) of New Zealand respondents had looked for access information in the food and beverage sector, and over a quarter had looked in the other three sectors (Figure 23).

Figure 23: Have sought information about accessible New Zealand tourism products (NZ n=45-56)



Overall, fewer international respondents than New Zealand respondents have looked for access information in the New Zealand tourism sector. International respondents who have visited New Zealand were more likely than those who have not (but plan to visit) to have sought such information, with transport (17%), accommodation (13%) and food and beverage (13%) being the most commonly sought types of information (Figure 24). Fewer than 10% of respondents who have never visited New Zealand but plan to one day have tried to find any access information.

Figure 24: Have sought information about accessible New Zealand tourism products (Intl 'Visited' n=66-72; 'Not visited' n=85-90)

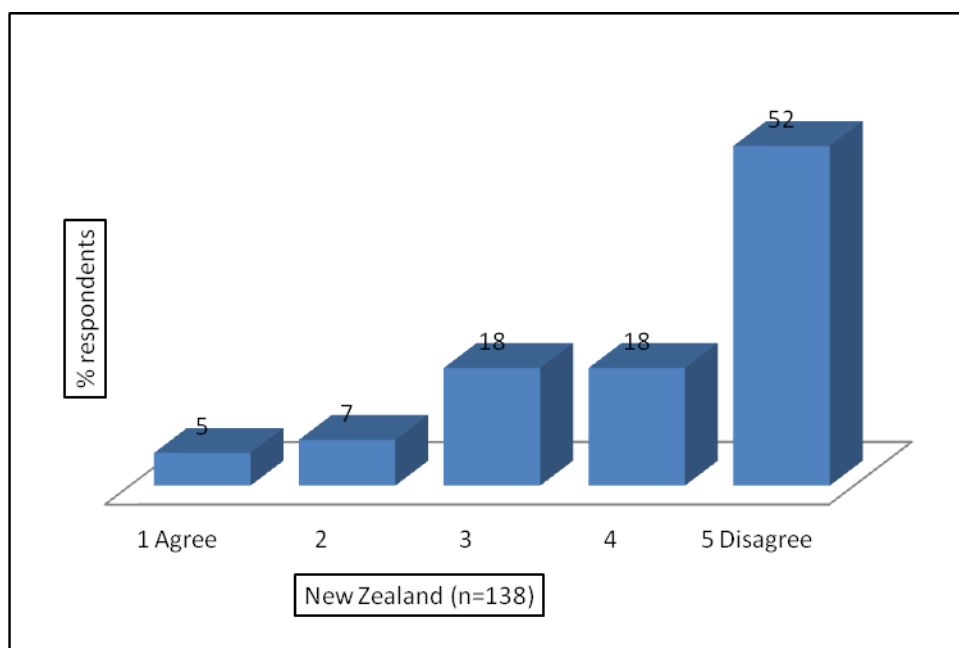


Note : 'Visited'=international respondents who have visited NZ; 'Not visited'=international respondents who have not visited NZ but plan to do so one day

New Zealand and international respondents were presented with two statements about the New Zealand tourism sector and asked to indicate their agreement with those statements using a scale of one ('agree') to five ('disagree').

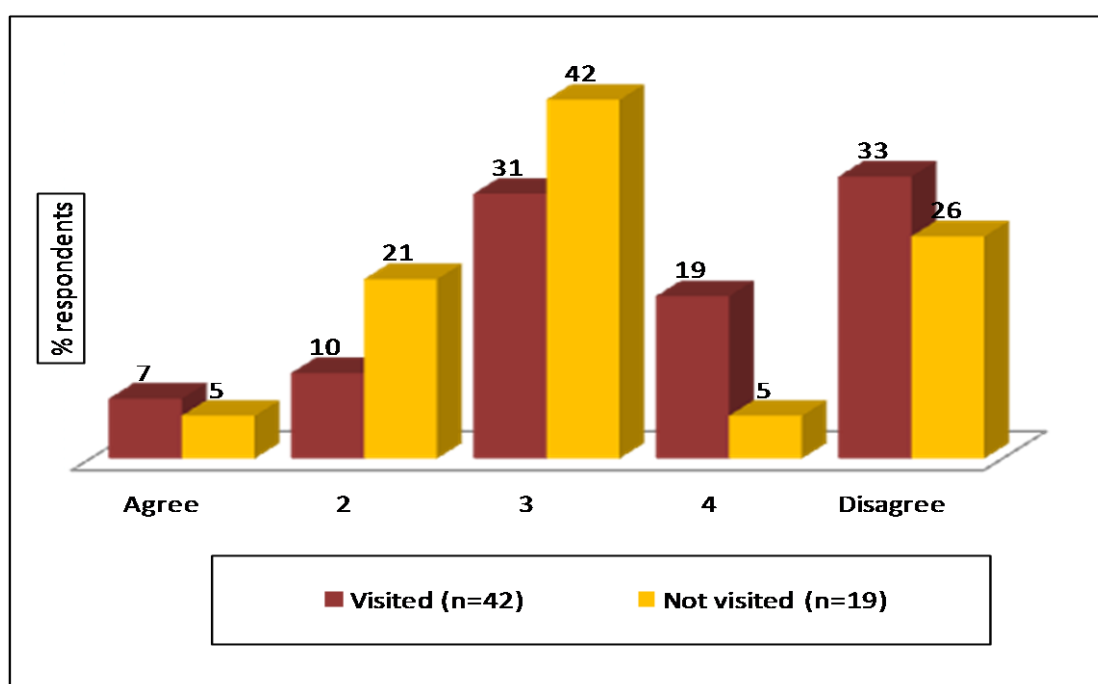
Just over two-thirds (70%) of New Zealand respondents 'disagreed' or 'somewhat disagreed' with the statement *"Information about services for the hearing impaired is easy to find"*, while 12% 'agreed' or 'somewhat agreed' (Figure 25). The mean response for New Zealand respondents was 4.4, indicating that on average New Zealand respondents considered that information about services for the hearing impaired was not that easy to find.

Figure 25: New Zealand response to the question "Information about services for the hearing impaired is easy to find" (NZ n=138)



Fifty-two percent of international respondents who had visited New Zealand ‘disagreed’ or ‘somewhat disagreed’ that information about services for the hearing impaired is easy to find, while 31% of those who had never visited but intend to visit one day thought the same. More (42%) of those who intend to visit than those who have visited (31%) were ‘neutral’ about the ease of finding such information (Figure 26). The mean response for those who had visited was 3.6, and for those who had not but intended to visit was 3.3, indicating that on average international respondents considered that information about services for the hearing impaired was not that easy to find. It is perhaps also worth noting here that relatively few respondents actually answered this question.

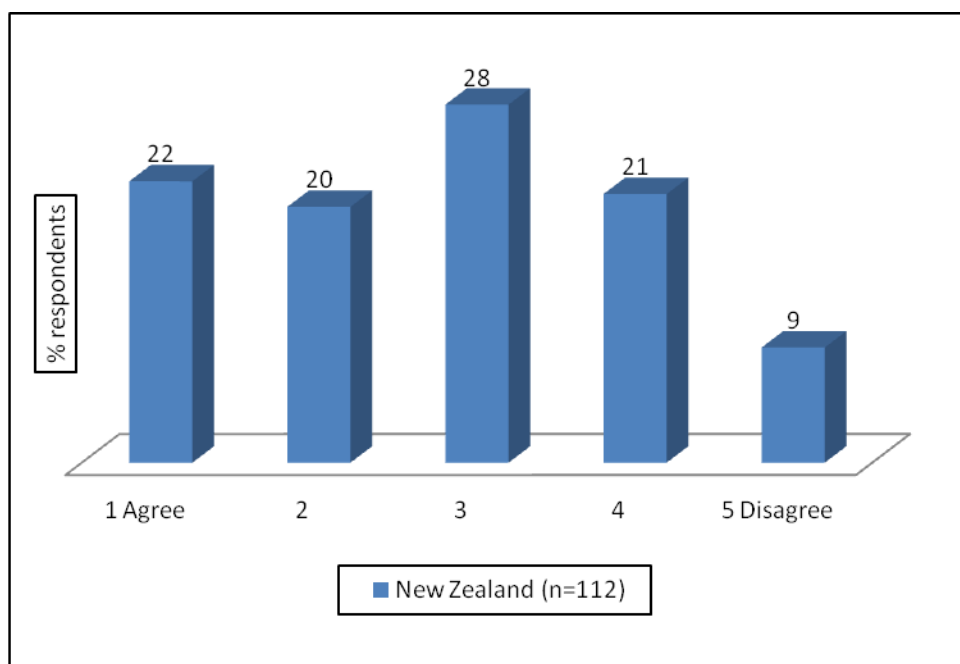
Figure 26: International response to the question “Information about services for the hearing impaired is easy to find” (Intl ‘Visited’ n=42; ‘Not visited’ n=19)



Note : ‘Visited’=international respondents who have visited NZ; ‘Not visited’=international respondents who have not visited NZ but plan to do so one day

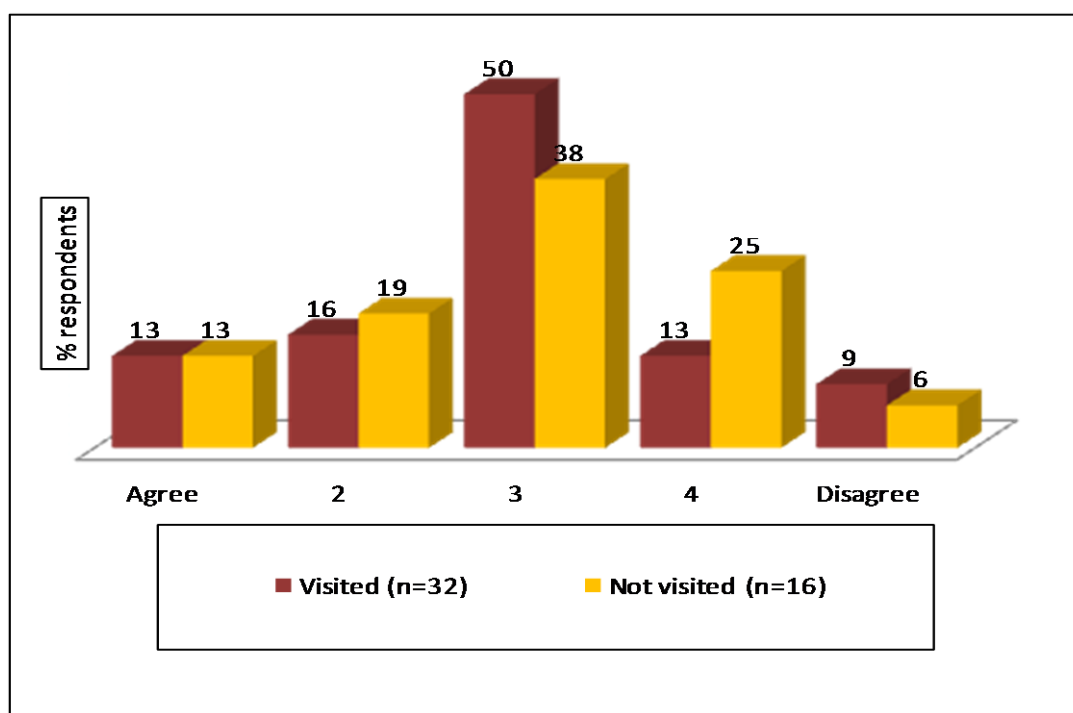
Ratings from New Zealand respondents to the statement “*Information about services for the hearing impaired is often wrong or misleading*” showed that 42% ‘agreed’ or ‘somewhat agreed’ with this statement (Figure 27). The mean was 2.8, indicating a slight agreement with the statement overall.

Figure 27: New Zealand response to the question “Information about services for the hearing impaired is often wrong or misleading” (NZ n=112)



The majority of international respondents who had been to New Zealand (50%) and those who had not been but intended to visit one day (38%) neither agreed nor disagreed with the statement *“information about services for the hearing impaired is often wrong or misleading”* (Figure 28). The mean for both those who had visited New Zealand and for those who had not but intended to was 2.9, indicating a slight overall agreement with the statement.

Figure 28: International response to the question “Information about services for the hearing impaired is often wrong or misleading” (Intl ‘Visited’ n=32; ‘Not visited’ n=16)



Note : ‘Visited’=international respondents who have visited NZ; ‘Not visited’=international respondents who have not visited NZ but plan to do so one day

Of those respondents who had tried to find information for people with hearing loss about New Zealand tourism products and services (see Figure 23), neither New Zealand nor international respondents found it easy to locate that information (Table 2). Overall, respondents were more likely to indicate that they found it 'hard', or for some 'impossible', to find information about access in transport, accommodation, activities and attractions, and food and beverage provision. The means for both New Zealand and international responses are all above 1.5, indicating that more respondents found it hard or impossible to find such information than found it easy.

Table 2: Ease of finding information about accessible tourism products

		Transport		Accommodation		Activities & attractions		Food & beverage	
	Assigned Value	% NZ (n=49)	% Int (n=18)	% NZ (n=45)	% Int (n=14)	% NZ (n=56)	% Int (n=16)	% NZ (n=45)	% Int (n=13)
Easy to find	1	25	28	18	14	27	44	32	38
Hard to find	2	55	72	60	79	53	37	45	46
Impossible to find	3	20	0	22	7	20	19	23	18
Mean		2.0	1.7	2.0	1.9	1.9	1.8	1.9	1.9

Respondents who stated they had never tried to find if any tourism products in New Zealand cater for people with hearing loss were asked why they had not done so (n=111 NZ, n=146 international). Over one third (38%) of the international respondents stated that they have no immediate plans to travel to New Zealand or that their travel plans are too far in the future to look for such information.

The most commonly stated reasons by both New Zealand and the remaining international respondents were a lack of knowledge on how to seek information and that they think it is too hard to find. Respondents also have the perception that the information does not exist and that businesses do not cater for people with hearing loss (range: 43-48% NZ, range: 37-45% international). (Range of responses covers the following: transport, accommodation, activities & attractions, food & beverage). This is an issue illustrated by the following comments:

"It has never occurred to me to do so as I just assumed that no one would cater for people with hearing loss"

“Am not aware of businesses that cater for people with hearing loss”

“There is no way on the web to source this information”

Both New Zealand (range: 33-43%) and international (range: 17-30%) respondents also stated that they manage ‘as is’ with hearing aids or implants, and that they travel or stay with non-hearing impaired people who communicate on their behalf (3-16% NZ, 14-20% international). As noted by three respondents:

“I’ve never felt I needed assistance when travelling – although I’m sure other people would appreciate such services”

“Hearing aids & hearing spouse do OK”

“I was travelling with a friend. She would ask all the questions”

A smaller proportion (range: 8-10%) of New Zealand respondents (range: 1-2% of international) stated they do not want to mention their deafness and that they simply prefer to adapt:

“Experience tells me most don’t want to know”

“That is just how life is - you accept that you won't be able to hear much in a café”

“I don’t know that it is wise to mention to the airline that you have a hearing loss particularly if travelling on your own”

Clearly, for some respondents there is no expectation that the tourism sector will cater for their needs.

Other respondents (6% NZ, 11-12% international) did not suffer from hearing loss last time they travelled or were too young when they last travelled to have looked for information (see Appendix 11 for a full breakdown of responses).

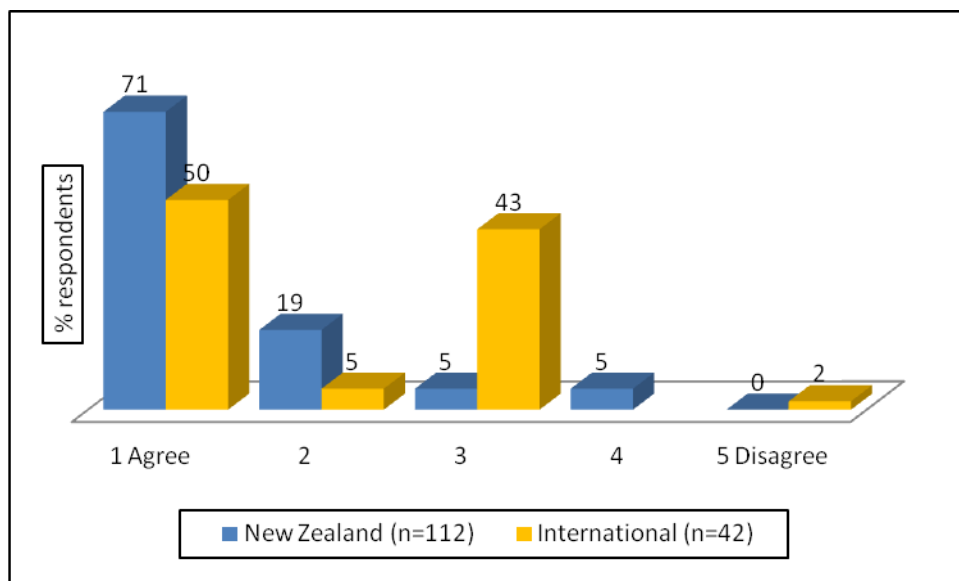
Tourism Experiences in New Zealand for People with Hearing Loss

Respondents were presented with the statement *“The level of service for the hearing impaired across the industry in New Zealand needs to be improved”*. Respondents were asked to indicate their level of agreement with the statement using a scale of one (‘agree’) to five (‘disagree’).

This question was asked to all New Zealand respondents and to those international respondents who had visited New Zealand.

The majority (90%) of New Zealand and over half (55%) of international respondents ‘agreed’ or ‘somewhat agreed’ that the level of service for the hearing impaired in the New Zealand tourism industry needs to be improved (Figure 29). The mean for New Zealand respondents was 1.5; for international respondents it was 2.0, indicating overall a relatively strong agreement with this statement.

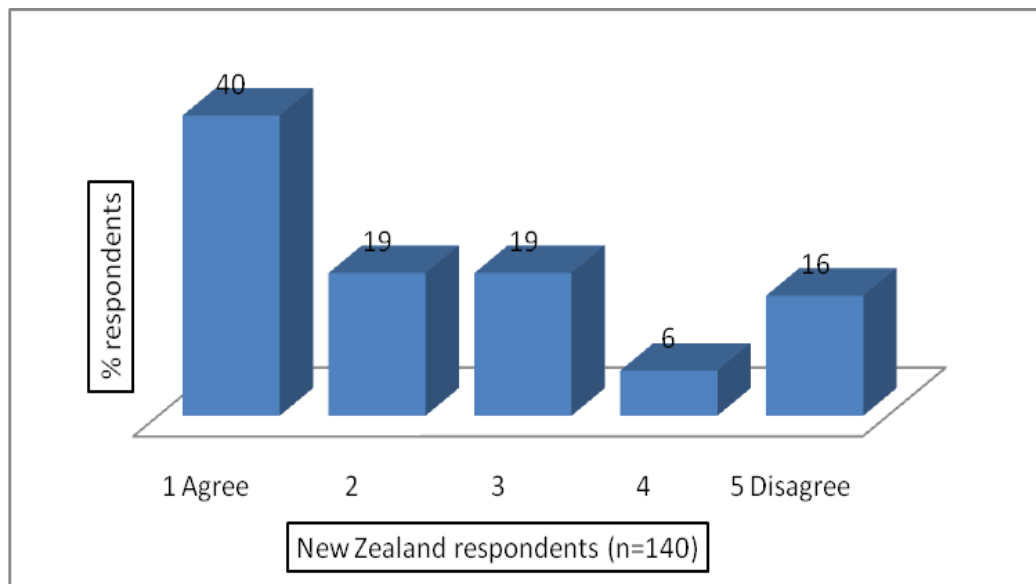
Figure 29: Response to the question “The level of service for the hearing impaired across the industry in New Zealand needs to be improved” (NZ n=112; Intl n=42)



New Zealand respondents only were asked to agree or disagree with a further two statements. Fifty-nine percent of respondents 'agreed' or 'somewhat agreed' with the statement *"If the level of services for the hearing impaired across the industry was improved I would increase the number of my domestic tourism, travel, and hospitality activities"* (Figure 30).

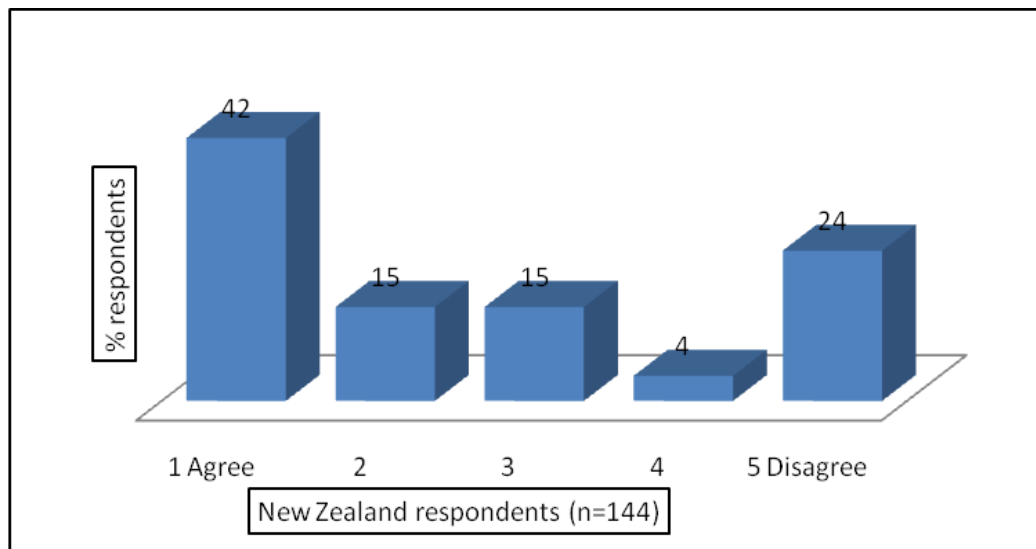
This finding is consistent with research elsewhere which found that, if accessible services were available, people with disabilities would travel more (UNESCAP, 2003); this includes people with hearing loss (OSSATE, 2006).

Figure 30: Response to the question "If the level of services for the hearing impaired across the industry was improved I would increase the number of my domestic tourism, travel, and hospitality activities" (NZ n=140)



Over half of New Zealand respondents 'agreed' (42%) or 'somewhat agreed' (15%) with the statement *"I have sometimes been prevented from taking part in tourism, travel, and/or hospitality events because I knew my hearing needs would not be met"* (Figure 31).

Figure 31: Response to the question "I have sometimes been prevented from taking part in tourism, travel, and/or hospitality events because I knew my hearing needs would not be met" (NZ n=144)



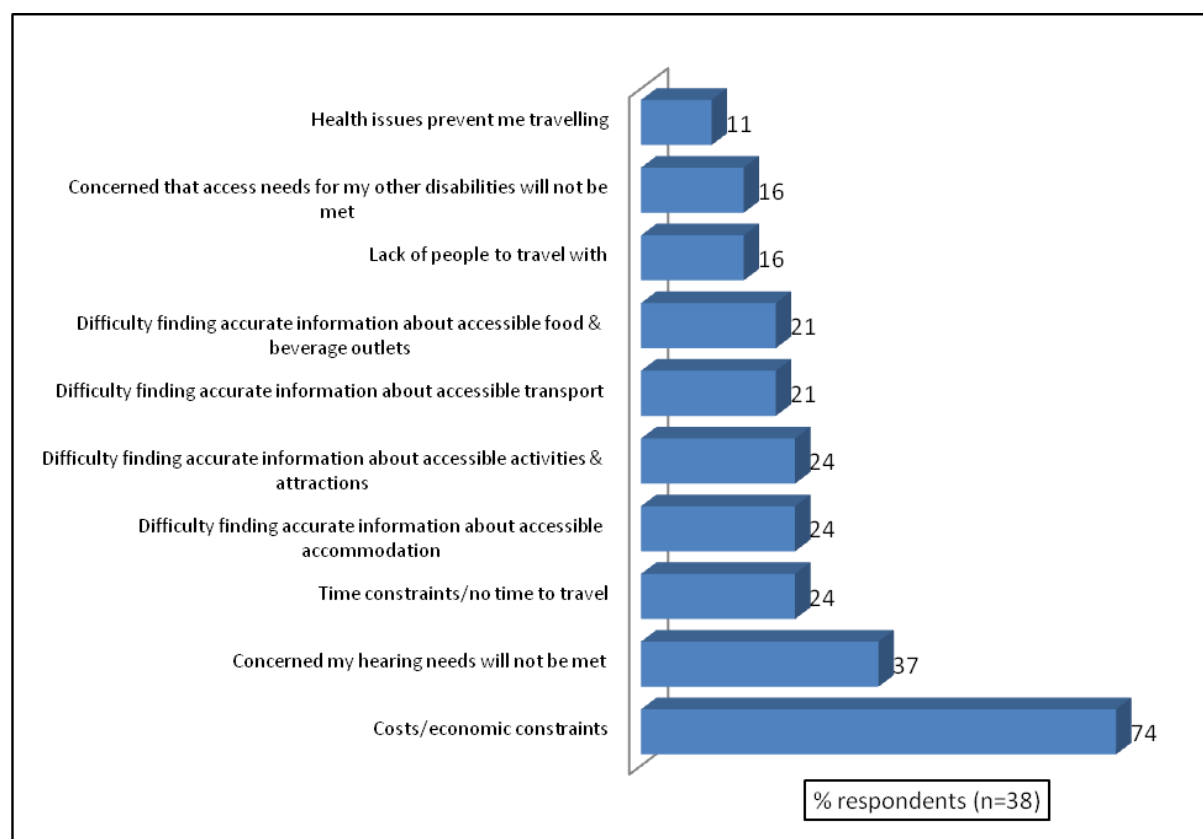
Issues Influencing Frequency of Travel

Forty-six percent of New Zealand respondents stated that they are dissatisfied with the number of domestic overnight trips they take (i.e. wanted to take more trips). Of these, 49% gave reasons as to what prevents them undertaking more trips (Figure 32).

Respondents most often stated that cost/economic constraints (74%) prevent them from taking more domestic overnight trips. In this way, they resemble the general New Zealand population, who also cite cost as a major constraint to travel (MED, 2011d).

Other factors preventing New Zealand respondents from travelling included concerns that their hearing needs will not be met (37%), as well as time constraints (24%) and difficulty finding accurate information about tourism products (21-24%).

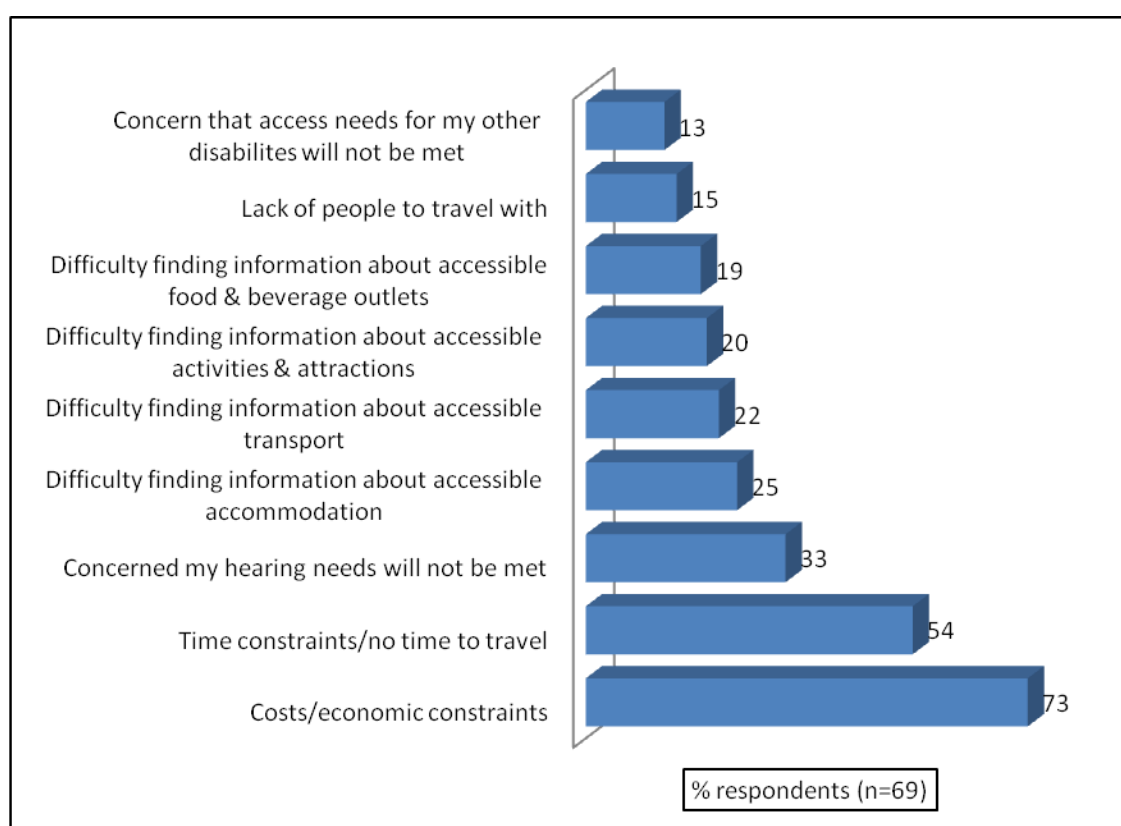
Figure 32: Factors preventing NZ respondents taking more domestic overnight trips (NZ n=38)



Forty-three percent of all international respondents stated that they were dissatisfied with the number of international trips they take of the duration of at least one night away from home (i.e. wanted to take more trips). Of these, the majority (97%) gave reasons for what prevents them taking more such trips (Figure 33).

The reason most often provided by international respondents for not taking more international trips was cost and/or economic constraints (73%) followed by time constraints to travel (54%), and concern that their hearing needs would not be met (33%). Respondents also stated they have difficulty finding information about accessible tourism products (19-25%).

Figure 33: Factors preventing international respondents taking more international trips (Intl n=69)

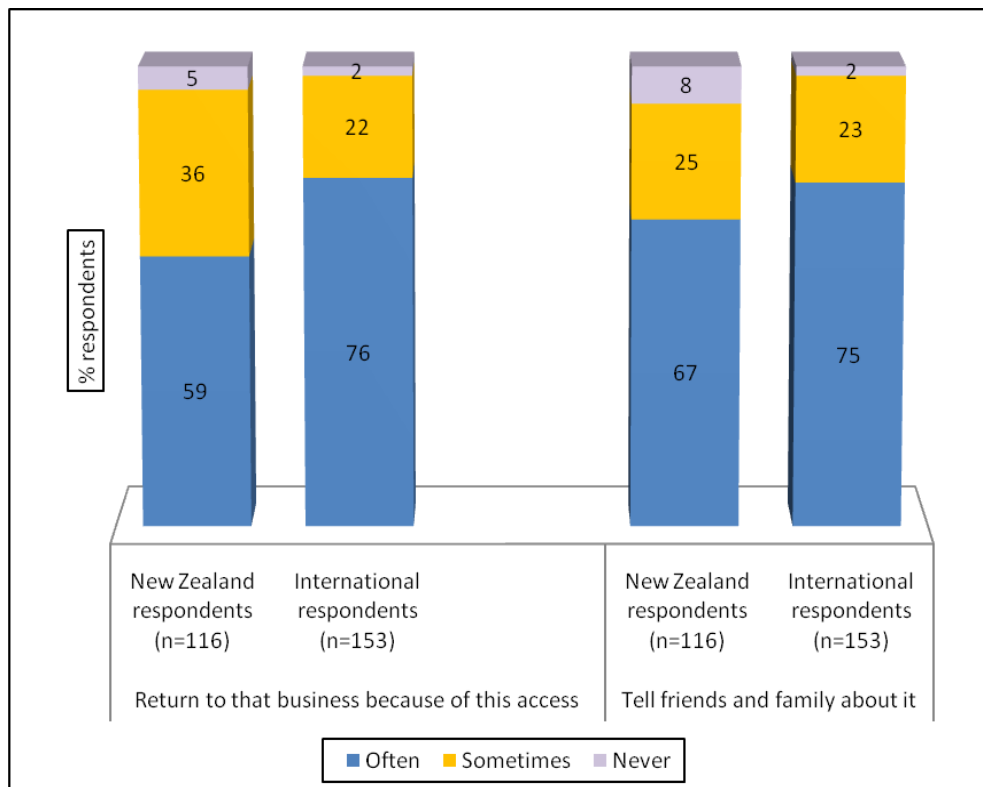


Support of Accessible Businesses

All New Zealand and international respondents were asked questions aimed at determining their potential support of businesses with good access for people with hearing loss.

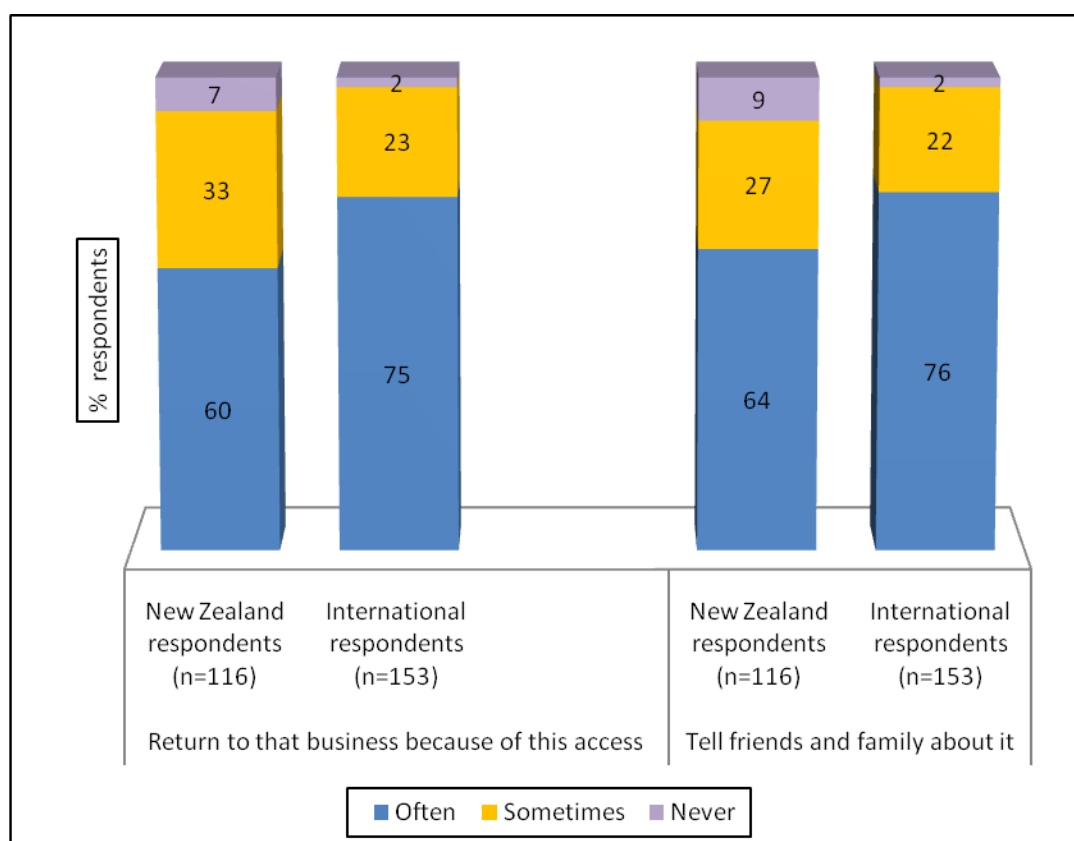
If they found a business with good access for people with hearing loss, over half (59%) of New Zealand respondents and 76% of international respondents indicated they would 'often' return to that business because of this accessibility (Figure 34). Nearly two thirds (64%) of New Zealand and 76% of international respondents indicated they would 'often' tell their friends and family about such a business. Very few respondents stated they would never return to such a business because of this accessibility, nor would they recommend this business to friends and family.

Figure 34: Patronage at businesses with good access for people with hearing loss (NZ n=116; Intl n=153)



If they find a tourism product or service that has good access for people with hearing loss, 59% of New Zealand and three quarters (76%) of international respondents indicated they would 'often' return to that business because of this accessibility; 67% and 75% respectively would 'often' tell their friends and family about such a business. Only a few respondents indicated that they would never return to such a business or recommend this business to others (Figure 35).

Figure 35: Patronage at businesses providing a tourism product or service with good access for people with hearing loss (NZ n=116; Intl n=153)

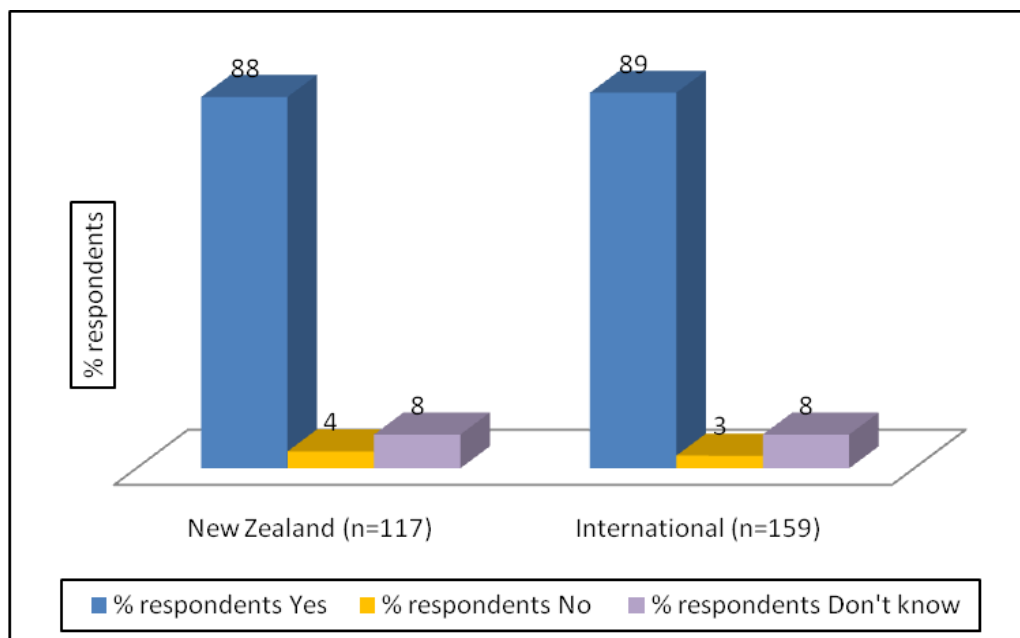


Support for a Hearing-Rating Symbol and Access Tourism Website

Hearing-rating symbol

All New Zealand and international respondents were told that the New Zealand National Foundation for the Deaf is interested in developing a hearing-rating symbol that can be used by New Zealand businesses to show that they are accessible to people with hearing loss. They were asked if they thought it a good idea to have such a symbol for businesses to display. The majority of both New Zealand (88%) and international (89%) respondents think it is a good idea (Figure 36). Only 4% and 3% respectively did not think it is a good idea; 8% were unsure.

Figure 36: Support for development of a hearing-rating symbol (NZ n=117; Intl n=159)



Respondents were asked to provide reasons why they would or would not support a hearing-rating symbol. Of the 103 New Zealand and 142 international respondents who stated the idea was good, 87 and 129 respectively provided further comments. The most common reasons given for supporting such symbol development and use are categorised in Figure 37 (New Zealand and international responses combined).

Figure 37: Reasons for supporting a hearing-rating symbol (NZ n=87; Intl n=129)



Some stated that the creation and use of a hearing-rating symbol is the correct thing to do morally and/or economically, and that it would give people with hearing loss independence. Other responses from those who think the symbol is a good idea included that any symbol needs to be as varied as the services offered to the different levels of disability, that reputation amongst the deaf community is important, and that the attitude and response of

staff, and the maintenance of systems (for example, neck loops) are as important as symbols. A few suggested using the International Symbol of Deafness. This symbol is a registered trademark and is copyrighted by the International Commission on Technology (see Appendix 10 for a list of Worldwide Access Tourism rating schemes).

Indicative comments from New Zealand respondents included:

“Any extra support will make life easier and make a business easier to use.”

“It would help me choose businesses that meet my needs.”

“Our local hearing impaired community have often said that they would support a business that is H/loss aware, awareness is important to them.”

“I find this kind of system helpful in other contexts – e.g. AA, Fair Trade, Made in NZ.”

Comments from international respondents included:

“Would help me choose the business especially as I get deafer.”

“I’d look for it and give them my trade. This is a really good idea.”

“It is hard to hear in most restaurants and if we had hearing friendly restaurants that were not too noisy we would definitely support them more.”

“If a symbol reflects a well-defined set of services, it can be very useful – e.g., a movie theatre that has captions or an arts theatre with neck loops.”

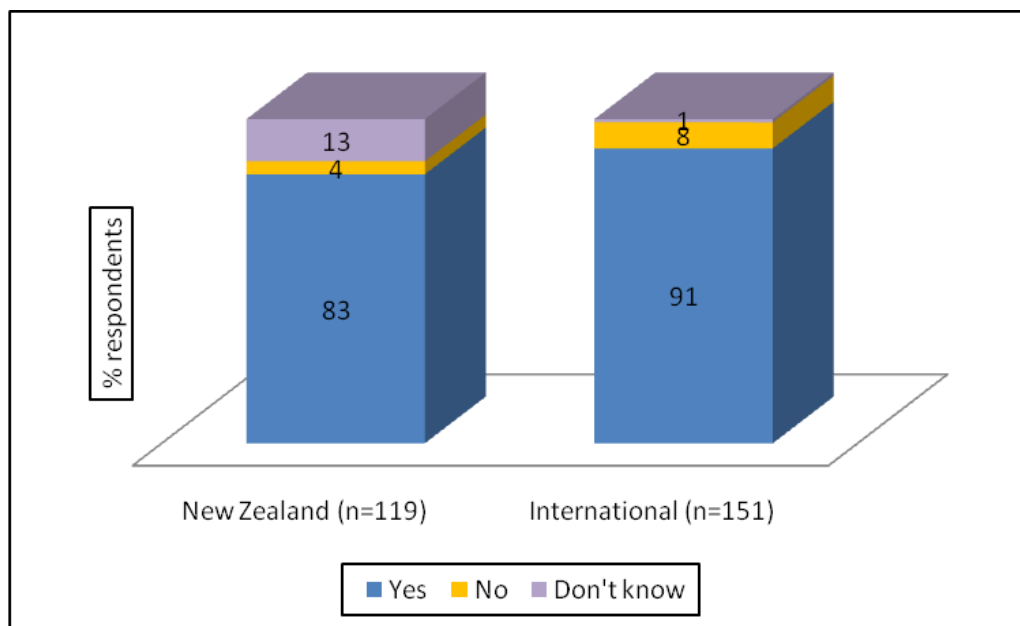
Only 4% percent of New Zealand respondents and 3% of international respondents thought the symbol was not a good idea. Their reasons included that the international symbol already exists, that it would not make any difference, that businesses would not bother with it, and that it would be confusing.

Those who did not know if the symbol was a good idea gave a variety of reasons such as: a symbol was not needed by them, that they are unfamiliar with symbol use, that any symbol should be used by all businesses and should not be just voluntary, and that the attitude of staff is most important.

Access Tourism website

All New Zealand and international respondents were asked if they would visit a website that had reliable information about a number of tourism businesses in New Zealand that cater for people with hearing loss. Eighty-three percent of New Zealand and 91% of international respondents indicated that they would be interested in visiting such a website to gather information about those businesses (Figure 39). Just 4% of New Zealand and 8% of international respondents stated they would not visit such a website.

Figure 39: Would visit a website with info about hearing loss-friendly tourism businesses (NZ n=119; Intl n=151)



There is widespread evidence of the increasing use of the Internet by potential visitors to gather information, compare products, and book online. For example, 75% of Canadian travellers who have hearing loss use the Internet as their main source of information when planning a trip, particularly when booking accommodation and transport (2010 Legacies Now, n.d.). Europeans who cannot find reliable or appropriate information on accessible facilities, equipment, or services often decide not to travel (OSSATE, 2006). Any improvement in access in tourism will not bring about an increase in uptake by people with disabilities if communication of this information is missing (Daruwalla & Darcy, 2005).

As with any information available on the Internet, a concern is the reliability of this information. This becomes even more important for people with hearing loss as they may need to do a more extensive pre-trip planning than travellers without hearing impairments. Any website providing Access Tourism information should therefore aim to provide accurate information available in accessible formats (Eichhorn, Miller, Michopoulou, & Buhalis, 2007; Buhalis & Michopoulou, 2011).

Conclusions and Implications

The respondents in this study travel often and for the same reasons as those in the general population of visitors. New Zealand respondents would travel more if their hearing needs were met more effectively. While these results are not generalisable to all people travelling with a hearing loss, we argue that they are indicative of a general trend. Literature research shows that there is a growing market opportunity for the development of Access Tourism for people with disabilities. As hearing loss is the most prevalent form of disability worldwide, it is critical that the tourism industry improves services for this group if it is to take advantage of this opportunity.

Visitors with hearing loss in this survey have contributed economically to the New Zealand tourism industry. Of particular interest in this context is that the respondents tend to travel more in off-peak periods so that strategies aimed at attracting them during these periods make excellent business sense.

As with the general population, cost is the most important factor preventing people in this study from travelling. This is followed by the availability of accurate information. The availability of accurate information is an important issue for any potential traveller, but is even more significant for people with disabilities (including those with hearing loss), who must undertake a substantially greater amount of pre-planning for travel than do those without disabilities (UNESCAP, 2003; Eichhorn et al., 2007).

For respondents in this study, the availability of information is still of paramount importance once they have arrived at a destination. They require such information to be in formats accessible to people with hearing loss, and presented in environments conducive to information transfer. The development and use of visual communication options is important for this group, particularly in the provision of safety-related information.

A salient point is the provision of *reliable* information about accessible tourism products and services. There are a number of symbols in use worldwide which attempt to inform about accessibility at particular tourism businesses. Most of these have been initiated in the last ten years - some are backed by accessibility accreditation schemes. Despite the value of such schemes, there is little specific information available about them (Eichhorn et al., 2007). Some include the use of symbols and/or ratings indicating access for people with hearing loss, but these often lack reliability and the detail needed in order to make informed decisions about travel (see also Appendix 10).

Of equal importance to the quality, depth, and reliability of information is good customer service and staff who have a 'can-do' attitude. Specifically, this includes staff who are

trained in how to respond to the needs of visitors with hearing loss, and any business that trains its staff in this aspect can only benefit from increased patronage. The economic incentive for businesses to undertake training in this area is clear.

Respondents state they would return to businesses that cater for their hearing needs and they would recommend such businesses to others. Businesses that provide such services can therefore expect support from the hearing impaired community and their friends and families.

Almost 90% of respondents think that a hearing-rating symbol that can be used by New Zealand businesses to show that they are accessible to people with hearing loss is a good idea. They clearly liked the idea of a 'Hearing Tick'. The idea is supported because a symbol is easily recognisable and would aid in the choice of which business to support. In other words, a symbol that accurately reflects access at a business could be a piece of reliable information about that business, indicating accessibility standards and quality.

People with hearing loss would like more information about hearing accessible tourism products so that they can better plan their travel. Respondents would welcome a website that had information about access at businesses. Such a development would be an opportunity to specify the dimensions of any symbol developed. It would also be an opportunity to provide information about access assessment criteria to visitors and to businesses interested in becoming "Hearing Tick" approved.

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APPENDICES

Appendix 1: Organisations promoting the online surveys

Notices about the surveys were carried by a number of national and international government and non-government disabilities and related organisations:

- About.com deafness [forums](#)
- Accessibility Classifieds [website](#)
- [Accessibility News International](#)
- Accessible Tourism Research [website](#)
- Age Concern NZ [website](#) and Ezine
- Asia Pacific Council on Disabilities Empowerment Café (APCD)
- Auckland Disability Providers Network [website](#) and May newsletter
- Deaf Aotearoa NZ [website](#)
- [Deaf Friends International](#)
- [Deaf TV Channel](#)
- Disability Horizons [ezine](#)
- ENAT [website](#)
- Hearing Loss Association of America [Enews magazine](#) and website
- International Federation of Hard of Hearing [IFHOH](#)
- National Black Deaf Advocates, Inc., U.S.A. [newsletter](#)
- Numerous LinkedIn deafness forums/groups
- NZ Disability Support Network [March 2011 newsletter](#)
- NZ National Foundation for the Deaf
- Office for Disabilities Issues NZ newsletter and [website](#)
- Tour Watch <http://tournet.ning>
- Tourism Business magazine [website](#)
- [Tourism For All UK](#)
- Travels with Pain [website](#) and newsletters
- United States International Council on Disabilities [website](#) and May 2011 newsletter
- Victoria Deaf [website](#)
- Deaf Friends International [website](#)

Appendix 2: Survey instruments

NEW ZEALAND SURVEY

Welcome to this survey about the tourism, travel, and hospitality needs of New Zealanders with hearing impairments. This survey is focused on residents of New Zealand who are deaf or have hearing loss and who are 20 years old or older. If you have hearing loss and you live in a country other than New Zealand, could you please return to the home page where you will find a survey that you can do.

This research is being conducted for the New Zealand National Foundation for the Deaf by the New Zealand Tourism Research Institute, Auckland University of Technology. Participation in this research is entirely voluntary. To take part in the research, simply click the (take the survey) button below. The survey asks a number of questions where you simply click on your answer from a range of options. Some questions ask you to type your comments in your own words into the box provided. We would appreciate it if you could fill this survey in as accurately as possible. All questions are optional. The survey takes about 20 minutes to complete.

All answers are confidential and can in no way be linked to your personal details. By taking the survey you are giving your consent to be part of this research.

TAKE THE SURVEY (button)

Aggregate results of this research may be used in journal, conference, or other publications. A summary of the research will also be available on www.nztri.org in early 2012.

For further information about this research contact:

Project coordinator: Sandra Rhodda, New Zealand Tourism research Institute, AUT University. Email sarhodda@aut.ac.nz; Phone 03 762 6033.

Team leader: Simon Milne, New Zealand Tourism Research Institute, AUT University. Email simon.milne@aut.ac.nz; Phone 09 921 9999 ext 6298.

Concerns about the conduct of the research should be notified to the Executive Secretary Madeline Banda, AUTEK. Email Madeline.banda@aut.ac.nz; Phone 09 921 9999 ext 8044.

Approved by the Auckland University of Technology Ethics Committee on 18/03/2011. AUTEK Reference Number 11/22.

Survey: Understanding tourism, travel, and hospitality experiences of people with hearing impairments.

This survey is focused on residents of New Zealand who have hearing impairments. If you have a hearing impairment but are a resident of another country please go to the home page where you will find the survey for people living outside New Zealand.

By completing this survey you are giving your consent to participate in this research.

YOUR REASONS FOR TRAVELLING

1. Why do you travel (pick all that apply)

- To look after my business affairs
- For my job
- For formal education
- To look after my health needs
- For enjoyment
- To challenge myself
- To have new experiences
- For relaxation
- To connect with friends , family, or partner
- To meet new people
- Other, please state [_____]

TRAVELLING WITH A HEARING LOSS

- 2. Have you ever tried to find out if any transport in New Zealand (for example airlines, taxis, trains, ferries, buses) caters for people with hearing loss?** Yes [☐] No [☐]
(If "Yes", go to 3; if "No", go to 4)

- 3. How easy is it for you to find information about transport in New Zealand which caters for people with hearing loss? (pick one)**

Very easy [☐] Somewhat easy [☐] Hard [☐] Impossible [☐] (Go to 5)

- 4. Please tell us why you have never tried to find out if any transport in New Zealand caters for people with hearing loss.** [_____]

- 5. Have you ever tried to find out if any commercial accommodation in New Zealand (for example, motels, hotels, bed and breakfast, backpackers) caters for people with hearing loss?**

Yes [☐] No [☐] (If "Yes", go to 6; if "No", go to 7)

- 6. How easy is it for you to find information about accommodation in New Zealand which caters for people with hearing loss? (pick one)**

Very easy [☐] Somewhat easy [☐] Hard [☐] Impossible [☐] (Go to 8)

- 7. Please tell us why you have never tried to find out if any accommodation in New Zealand caters for people with hearing loss** [_____]

8. Have you ever tried to find out if any activities and attractions in New Zealand (for example, bungy jumping, horse trekking, concerts, museums) cater for people with hearing loss?

Yes [☐] No [☐] (If "Yes", go to 9; if "No", go to 10)

9. How easy is it for you to find information about activities and attractions in New Zealand that cater for people with hearing loss? (pick one)

Very Easy [☐] Somewhat Easy [☐] Hard [☐] Impossible [☐] (Go to 11)

10. Please tell us why you have never tried to find out if any activities and attractions in New Zealand cater for people with hearing loss [_____]

11. Have you ever tried to find out if any food and beverage outlet in New Zealand (for example, cafes, restaurants, pubs, bars) caters for people with hearing loss? Yes [☐] No [☐]
(If "Yes", go to 12; if "No", go to 13)

12. How easy is it for you to find information about food and beverage outlets in New Zealand that cater for people with hearing loss? (pick one)

Very Easy [☐] Somewhat Easy [☐] Hard [☐] Impossible [☐] (Go to 14)

13. Please tell us why you have never tried to find out if any food and beverage provider in New Zealand caters for people with hearing loss. [_____]

14. In your experience of what the New Zealand tourism, travel, and hospitality industry offers the hearing impaired, please answer the following statements using a scale from 1 (Agree) to 5 (Disagree) or N/A

- Information about services for the hearing impaired is easy to find
- Information about services for the hearing impaired is often wrong or misleading
- The level of services for the hearing impaired across the industry needs to be improved
- If the level of services for the hearing impaired across the industry was improved I would increase the number of my domestic tourism, travel, and hospitality activities
- I have sometimes been prevented from taking part in tourism, travel, and/or hospitality events because I knew my hearing needs would not be met

YOUR MOST RECENT DOMESTIC TRIP

15. How many domestic trips (that is, trips within New Zealand) with at least one night away did you take in all of 2010?

[] number of trips

16. Please tell us when YOUR MOST RECENT TRIP was (dd/mm/yy date format).

I started my most recent domestic trip on the following date (dd/mm/yy). []

I ended my most recent domestic trip on the following date (dd/mm/yy). []

17. What was the primary reason for taking this most recent domestic trip? (pick one)

- Holiday
- Sightseeing
- Publicised special event

- Sporting event
- Sports participation
- Cultural event
- Being with friends and/or family
- Conference/seminar/training or similar
- Business/work
- Education or study
- Shopping
- Personal reasons
- Other, please state [_____]

18. During your most recent domestic trip, how many people did you travel with including yourself (exclude anyone you met while travelling)? [____]

19. What was your relationship to the people you travelled with on this most recent domestic trip? (pick all that apply)

- Travelled alone [____]
- Partner/spouse [____]
- Family/whanau [____]
- Friends [____]
- Business associates [____]
- Tour group [____]
- School group/student group [____]
- Special interest group [____]
- Caregiver [____]
- Other (please specify) [_____]

20. What forms of transport did you use in New Zealand during your most recent domestic trip? (pick all that apply)

- Scheduled domestic flight
- Private passenger vehicle (car, van)
- Rented passenger vehicle (car, van)
- Bicycle
- Motorbike
- Campervan/motorhome/RV
- Scheduled bus/coach service
- Backpacker bus
- Coach tour
- Train
- Interisland ferry
- Cruise ship
- Private/chartered boat/yacht
- Private/chartered plane
- Other, please state [_____]

21. Can you please estimate how much you spent in total on TRANSPORT on your most recent domestic trip? Please remember to include such costs as petrol, fares, rental vehicle costs etc.

Estimated cost of TRANSPORT (NZ\$) [\$ ____]

22. Does this amount include transport costs for anybody else travelling with you on this trip? Yes [____] No [____]

If "Yes" go to 23; if "no" go to 24

23. How many people besides yourself were covered by these transport costs on this trip? [____]

24. During this trip, how many nights did you stay in the following types of accommodation? (pick all that apply) # of nights

- Hotel [____]
- Motel [____]
- Luxury hotel/lodge or serviced apartment [____]
- B&B/farmstay/homestay [____]
- Rented house/apartment/unit [____]
- Own holiday property/holiday house [____]
- Backpackers/hostel [____]
- Boat, houseboat, cabin cruiser, or cruise ship [____]
- Holiday park/campground [____]
- Freedom camping, no payment required [____]
- Hospital or respite related accommodation [____]
- University or other educational institute accommodation [____]
- Staying with friends and/or family, no payment required [____]
- Other, [_____]

25. Can you please estimate how much you spent in total on ACCOMMODATION during your most recent domestic trip? Please include all cash and credit card spending, and any accommodation costs paid for you by someone else, such as a family member or by a business (NZ\$) [\$ ____]

26. Does this amount include accommodation costs for anybody else travelling with you on this trip? Yes [____] No [____]

If "Yes" go to 27; if "no" go to 28

27. How many people besides yourself were covered by these accommodation costs on this trip? [____]

28. What were the main types of activities and attractions you undertook or visited during this most recent domestic trip? (pick all that apply)

- None
- Sightseeing
- Museums, galleries, or other cultural venues
- Concerts, live theatre, ethnic festivals or other cultural events
- Animal parks, wildlife sanctuaries, aquaria, zoos, or similar

- National parks, botanical gardens, natural areas
- Theme parks, historic parks or similar
- Expos, agricultural shows or similar
- Food, wine tours, festivals/event, or similar
- Visiting cafes, bars, pubs, and restaurants
- Sporting events
- Hunting, fishing
- Participation in other sports
- Hiking, climbing, canoeing or other outdoor pursuits
- Adventure tourism
- Ecotourism
- Casinos
- Cruises
- Shopping
- Visiting friends and/or family
- Other, please state [_____]

29. Can you please estimate how much you spent in total on ACTIVITIES AND ATTRACTIONS during your most recent domestic trip (NZ\$)? [\$____]

30. Does this amount include activities and attractions costs for anybody else travelling with you on this trip? Yes [____] No [____]

If "Yes" go to 31; if "no" go to 32

31. How many people besides yourself were covered by these activities and attractions costs on this trip? [____]

32. What were the types of food and beverage outlets you used during this most recent domestic trip? (pick all that apply)

- Took my own food and beverage
- Supermarkets or similar
- Ate at family and/or friends residence
- Cafes
- Snack bars, fast food restaurants such as in malls
- Take out , bakery
- Fine dining restaurants
- Coffee bars
- Licensed bars
- Pubs
- Night clubs
- Other, please state [_____]

33. Can you please estimate how much you spent in total on FOOD AND BEVERAGE on this most recent domestic trip (NZ\$)? [\$____]

34. Does this amount include food and beverage costs for anybody else travelling with you on this trip? Yes [____] No [____] If "Yes" go to 35; if "no" go to 36

35. How many people besides yourself were covered by these food and beverage costs on this trip? [___]

36. Are you satisfied with the number of domestic trips you take with at least one night away?
Yes [___] No [___] If "No" go to 36; if "Yes" go to 38

37. Please indicate which of the following factors prevent you from taking more domestic trips with at least one night away (pick all that apply)

- I don't like travelling so I don't do it
- Lack of people to travel with
- Costs/economic constraints
- Time constraints/no time to travel
- I am concerned my hearing needs will not be met
- I am concerned that access needs for other disabilities I have will not be met
- Health issues prevent me travelling
- Personal issues prevent me from travelling
- Difficulty finding accurate information about transport accessible to people with hearing loss
- Difficulty finding accurate information about accommodation accessible to people with hearing loss
- Difficulty finding accurate information about food and beverage outlets accessible to people with hearing loss
- Difficulty finding accurate information about activities and attractions accessible to people with hearing loss
- Other, please state [_____]

YOUR TRAVEL NEEDS

38. How important to you are each of the following factors in meeting your ACCESS NEEDS when travelling within New Zealand (please select one response for each factor)

Not at all important Not important Neutral Important Very Important

- Clear signage on the outside of buildings
- Intercom at the entrance to buildings
- Clear signage within buildings
- Intercom at front desk/counter
- Hearing loop at front desk/counter
- Staff at front desk/counter well-lit and clearly visible
- Other public areas well- lit
- Information in alternative formats such as large text
- Low background noise in public areas
- Customer service staff knowledgeable about serving guests with hearing loss
- Customer service staff who have a "can-do" attitude
- Visual (as well as audible) emergency alarms in all public areas
- Information about safety, emergency evacuation, etc available in clear print or on screen in text
- Emergency phone/button in all lifts
- Audio public announcements are clear and understandable
- Audio public announcements also in text on TV screens

- Audio public announcements also in sign language on TV screens
- Audio information on screens also provided with captioning/teletext
- Audio information on screens also provided the information in NZSL

39. How important to you are the following factors in meeting your TRANSPORT NEEDS when travelling within New Zealand? (please select one response for each factor)

Not at all important Not important Neutral Important Very Important

- Accurate information about transport services for the hearing impaired online
- Accurate information about transport services for the hearing impaired in other formats, for example in brochures
- Easy access to public transport
- Clear visual information identifying the names or numbers of transport
- Clear visual information identifying stops
- In-transit audio public announcements (for example, on-board safety instructions, menu details, stops) also shown in text on TV screens
- In-transit audio public announcements also given in NZSL on TV screens
- Neck loops provided
- Information in accessible formats about arrival and departure places and times

40. How important to you are each of the following factors in meeting your ACCOMMODATION NEEDS when travelling within New Zealand? (please select one response for each factor)

Not at all important Not important Neutral Important Very Important

- Information in accessible formats about the establishment and the surroundings
- Information about safety, emergency evacuation etc, provided in large format text or in TV teletext
- Information about safety, emergency evacuation etc, provided in NZSL on TV
- Visual door bell
- Visual in-room and in-bathroom emergency alarm
- Vibrating in-bed emergency alarm
- TV sets provided with captioning/teletext
- Telephone with a visual light alert
- Telephone with volume control or speaker
- Access to a telephone typewriter (TTY)
- Access to Internet and/or email
- Well lit room
- Front desk/Room service can be contacted TTY

41. How important to you are each of the following factors in meeting your FOOD AND BEVERAGE NEEDS when travelling within New Zealand (please select one response for each factor)

Not at all important Not important Neutral Important Very Important

- Menus with prices are available online
- Menus are available in alternative format such as large text
- Other information about food and beverage (for example, on chalkboards) clearly written
- Information about safety, emergency evacuation etc, available in clear, large text

42. How important to you are each of the following factors in meeting YOUR ACTIVITIES AND ATTRACTIONS NEEDS when travelling within New Zealand? (please select one response for each factor)

Not at all important Not important Neutral Important Very Important

- Venue/activity information with prices available online
- Venue/activity information in alternative formats such as large text
- Text information about displays etc in large format
- Audio information also presented in text
- Audio information also presented in NZSL
- Guided tours offered in NZSL

43. What other things are important to you as a person with hearing loss that would make your travel more enjoyable and accessible?

[_____]

GENERAL QUESTIONS

44. If you find a business that has good access for hearing-impaired people, do you:

- return to that business because of this access often [_] sometimes [_] never [_]
- tell friends and family about it often [_] sometimes [_] never [_]

45. If you find a tourism product or service that has good access for hearing-impaired people, do you:

- return to that business because of this access often [_] sometimes [_] never [_]
- tell friends and family about it often [_] sometimes [_] never [_]

46. The National Foundation for the Deaf is interested in developing a symbol that can be used by businesses to show that they are accessible to people with hearing loss. Do you think it is a good idea to have a hearing rating symbol for businesses to display?

Yes [_] No [_] Don't know [_]

Please tell us why you answered this way [_____]

47. If a website existed that had reliable information about a number of tourism businesses in New Zealand that were hearing loss friendly, would you visit it to gather information about those businesses?

Yes [_] No [_] Don't know [_]

48. How many international trips (that is, trips outside of New Zealand) with at least one night away did you take in all of 2010?

[_____]

ABOUT YOU

49. Where do you live?

- Northland
- Auckland
- Waikato
- Bay of Plenty
- Gisborne
- Taranaki
- Manawatu/Wanganui
- Wellington
- Marlborough
- Nelson-Tasman
- West Coast
- Canterbury
- Otago
- Southland
- Other NZ [_____]

50. Are you

Female [____]

Male [____]

51. What is your age group (pick one)

20-24 [____] 25-29 [____] 30-34 [____] 35-39 [____] 40-44 [____] 45-49 [____]

50-54 [____] 55-59 [____] 60-64 [____] 65-69 [____] 70-74 [____] 75+ [____]

52. What is the highest level of formal education you have completed?

- Secondary School/High School or Similar
- Trade certification/polytechnic/technical or similar
- University or other tertiary graduate
- Postgraduate

53. What is your annual income in NZ\$ from all sources (wages, salary, investments, benefits, pensions etc)?

- Under \$20,000
- \$20,001 - \$40,000
- \$40,001 - \$60,000
- \$60,001 - \$80,000
- \$80,001 - \$100,000
- \$100,001 - \$150,000
- \$150,000 - \$200,000
- \$200,001+

54. What is your life stage

- Single, living at home with parent(s)
- Single, living alone or with others in shared accommodation
- Living with partner
- Living with partner and child/children
- Other, please state [_____]

55. How would you describe your level of hearing loss?

- Low
- Medium
- High
- Total

Thank you for filling out this survey. If you would like to receive information about the results of this survey, send an email to sarhodka@aut.ac.nz with "Send NFD survey results" in the subject line.

INTERNATIONAL SURVEY

Welcome to this survey about the tourism, travel, and hospitality needs of people with hearing impairments. This survey is focused on residents of countries other than New Zealand who are deaf or have hearing loss and who are 20 years old or older. If you have hearing loss and you live in New Zealand, could you please return to the home page where you will find a survey for New Zealand residents.

This research is being conducted for the New Zealand National Foundation for the Deaf by the New Zealand Tourism Research Institute, Auckland University of Technology. Participation in this research is entirely voluntary. To take part in the research, simply click the (take the survey) button below. There are a number of questions where you simply click on your answer from a range of options given. Other questions ask you to type your comments in your own words into the box provided. We would appreciate it if you could fill this survey in as accurately as possible. All questions are optional. The survey takes about 20 minutes to complete.

All answers are confidential and can in no way be linked to your personal details. By taking the survey you are giving your consent to be part of this research.

TAKE THE SURVEY (button)

Results of this research may be used in journal, conference, or other publications. A summary of the research will also be available on www.nztri.org in early 2012.

For further information about this research contact:

Project coordinator: Sandra Rhodda, New Zealand Tourism Research Institute, AUT University. Email sarhodda@aut.ac.nz; Phone 03 762 6033.

Team leader: Simon Milne, New Zealand Tourism Research Institute, AUT University. Email simon.milne@aut.ac.nz; Phone 09 921 9999 ext 6298.

Concerns about the conduct of the research should be notified to the Executive Secretary Madeline Banda, AUTEK. Email Madeline.banda@aut.ac.nz; Phone 09 921 9999 ext 8044.

Approved by the Auckland University of Technology Ethics Committee 18/03/2011. AUTEK Reference Number 11/22.

Survey: Understanding the tourism, travel, and hospitality experiences of people with hearing impairments.

*This survey is focused on people who live in countries other than New Zealand who have hearing impairments. If you have a hearing impairment but are a resident of New Zealand, would you please go to the **home page** (link to home page) where you will find the New Zealand resident's survey.*

By completing this survey you are giving your consent to participate in this research.

YOUR REASONS FOR TRAVELLING

1. Why do you travel? (pick all that apply)

- To look after my business affairs
- For my job
- For formal education
- To look after my health needs
- For enjoyment
- To challenge myself
- To have new experiences
- For relaxation
- To connect with friends , family, or partner
- To meet new people
- Other, please state [_____]

2. Have you ever visited New Zealand?

Please choose one of the following statements

- I have visited New Zealand (Got to 4)
- I have never visited New Zealand but plan to one day (Go to 11)
- I have never visited New Zealand and I have no plans to do so (Go to 3)

3. Please tell us why you don't plan to visit New Zealand [_____] (Go to 24)

YOUR VISITS TO NEW ZEALAND

4. In which year did you last visit New Zealand (please enter only the year of travel e.g. 2007)
[____]

5. What was the main reason for your last visit to New Zealand?

- Holiday
- Sightseeing
- Publicised special event
- Sporting event
- Sports participation

- Cultural event
- Being with friends and/or family
- Conference/seminar/training or similar
- Business/work
- Education or study
- Shopping
- Personal reasons
- Other, please state [_____]

6. On your last visit to New Zealand, how many people did you travel with including yourself (exclude anyone you met while in New Zealand) [__]

What was your relationship to the people on this trip? (pick one)

- Travelled alone
- Partner / Spouse
- Family / Whanau
- Friends
- Business Associates
- Tour Group
- School Group / Student Group
- Special Interest Group
- Caregiver
- Other (specify) _____

7. What forms of transport did you use in New Zealand during your last visit? (pick all that apply)

- Scheduled domestic flight
- Private passenger vehicle (car, van)
- Rented passenger vehicle (car, van)
- Bicycle
- Motorbike
- Campervan/motorhome/RV
- Scheduled bus/coach service
- Backpacker bus
- Coach tour
- Train
- Interisland ferry
- Cruise ship
- Private/chartered boat/yacht
- Private/chartered plane
- Other, please state [_____]

8. During your last visit to New Zealand, how many nights did you stay in the following types of accommodation? (pick all that apply) # of nights

- Hotel [__]
- Motel [__]
- Luxury hotel/lodge or serviced apartment [__]
- B&B/farmstay/homestay [__]
- Rented house/apartment/unit [__]

- Own holiday property/holiday house [__]
- Backpackers/hostel [__]
- Boat, houseboat, cabin cruiser, or cruise ship [__]
- Holiday park/campground [__]
- Freedom camping, no payment required [__]
- Hospital or respite related accommodation [__]
- University or other educational institute accommodation [__]
- Staying with friends and/or family, no payment required [__]
- Other, [_____]

9. What were the main types of activities and attractions you undertook or visited during your last visit to New Zealand? (pick all that apply)

- None
- Sightseeing
- Museums, galleries, or other cultural venues
- Concerts, live theatre, ethnic festivals or other cultural events
- Animal parks, wildlife sanctuaries, aquaria, zoos, or similar
- National parks, botanical gardens, natural areas
- Theme parks, historic parks or similar
- Expos, agricultural shows or similar
- Food, wine tours, festivals/event, or similar
- Visiting cafes, bars, pubs, and restaurants
- Sporting events
- Hunting, fishing
- Participation in other sports
- Hiking, climbing, canoeing or other outdoor pursuits
- Adventure tourism
- Ecotourism
- Casinos
- Cruises
- Shopping
- Visiting friends and/or family
- Other, please state [_____]

10. What were the main types of food and beverage outlets you used during your last visit to New Zealand? (pick all that apply)

- Supermarkets or similar
- Ate at family and/or friends residence
- Cafes
- Snack bars, fast food restaurants such as in malls
- Take out , bakery
- Fine dining restaurants
- Coffee bars
- Licensed bars
- Pubs
- Night clubs
- Other, please state [_____]

TRAVELLING TO AND IN NEW ZEALAND WITH A HEARING LOSS

11. Have you ever tried to find out if any transport to or in New Zealand (for example airlines, taxis, trains, ferries, buses) caters for people with hearing loss? Yes [☐] No [☐]
(If "Yes", go to 12; if "No", go to 13)
12. How easy is it for you to find information about transport in New Zealand which caters for people with hearing loss
Easy [☐] Hard [☐] Impossible [☐] (Go to 14)
13. Please tell us why you have never tried to find out if any transport to or in New Zealand caters for people with hearing loss []
14. Have you ever tried to find out if any accommodation in New Zealand (for example, motels, hotels, bed and breakfast, backpackers) caters for people with hearing loss? Yes [☐] No [☐]
(If "Yes", go to 15; if "No", go to 16)
15. How easy is it for you to find information about accommodation in New Zealand which caters for people with hearing loss?
Easy [☐] Hard [☐] Impossible [☐] (Go to 17)
16. Please tell us why you have never tried to find out if any accommodation in New Zealand caters for people with hearing loss []
17. Have you ever tried to find out if any activities and attractions in New Zealand (for example, bungy jumping, horse trekking, concerts, museums) cater for people with hearing loss?
Yes [☐] No [☐] (If "Yes", go to 18; if "No", go to 19)
18. How easy is it for you to find information about activities and attractions in New Zealand that cater for people with hearing loss?
Easy [☐] Hard [☐] Impossible [☐] (Go to 20)
19. Please tell us why you have never tried to find out if any activities and attractions in New Zealand cater for people with hearing loss []
20. Have you ever tried to find out if any food and beverage outlet in New Zealand (for example, cafes, restaurants, pubs, bars) caters for people with hearing loss? Yes [☐] No [☐]
(If "Yes", go to 21; if "No", go to 22)
21. How easy is it for you to find information about food and beverage outlets in New Zealand that cater for people with hearing loss?
Easy [☐] Hard [☐] Don't know [☐] (Go to 23)
22. Please tell us why you have never tried to find out if any food and beverage provider in New Zealand caters for people with hearing loss []

23. In your experience of what the New Zealand tourism, travel, and hospitality industry offers the hearing impaired, please answer the following statements using a scale from 1 (Agree) to 5 (Disagree) Agree ----- Disagree

- Information about services for the hearing impaired is easy to find
- Information about services for the hearing impaired is often wrong or misleading
- The level of services for the hearing impaired across the industry in New Zealand needs to be improved

OTHER TRAVEL

24. How many international trips (that is, trips away from your home country) with at least one night away from home did you take in all of 2010? Include any trip(s) you took to New Zealand in your total [_____]

25. Are you satisfied with the number of international trips you take with at least one night away?
Yes [___] No [___] if "No" go to 26; if "Yes" go to 27

26. Please indicate which of the following factors prevent you from taking more international trips with at least one night away? (pick all that apply)

- I don't like travelling so I don't do it
- Lack of people to travel with
- Costs/economic constraints
- Time constraints/no time to travel
- I am concerned my hearing needs will not be met
- I am concerned that access needs for other disabilities I have will not be met
- Health issues prevent me travelling
- Personal issues prevent me from travelling
- Difficulty finding accurate information about transport accessible to people with hearing loss
- Difficulty finding accurate information about accommodation accessible to people with hearing loss
- Difficulty finding accurate information about food and beverage outlets accessible to people with hearing loss
- Difficulty finding accurate information about activities and attractions accessible to people with hearing loss
- Other, please state [_____]

27. How many domestic trips (that is, trips within your own country) with at least one night away from home did you take in all of 2010?

[___] number of trips

YOUR TRAVEL NEEDS

28. How important to you are the following factors in meeting your ACCESS NEEDS when travelling away from home? (please select one response for each factor)

Not at all important Not important Neutral Important Very Important

- Clear signage on the outside of buildings
- Intercom at the entrance to buildings
- Clear signage within buildings
- Intercom at front desk/counter
- Hearing loop at front desk/counter
- Staff at front desk/counter well-lit and clearly visible
- Other public areas well- lit
- Information in alternative formats such as large text
- Low background noise in public areas
- Customer service staff knowledgeable about serving guests with hearing loss
- Customer service staff who have a “can-do” attitude
- Visual (as well as audible) emergency alarms in all public areas
- Information about safety, emergency evacuation, etc available in clear print or on screen in text
- Emergency phone/button in all lifts
- Audio public announcements are clear and understandable
- Audio public announcements also in text on TV screens
- Audio public announcements also in sign language on TV screens
- Audio information on screens also provided with captioning/teletext
- Audio information on screens also provided the information in sign language

29. How important to you are the following factors in meeting your TRANSPORT NEEDS when travelling away from home? (please select one response for each factor)

Not at all important Not important Neutral Important Very Important

- Accurate information about transport services for the hearing impaired online
- Accurate information about transport services for the hearing impaired in other formats, for example in brochures
- Easy access to public transport
- Clear visual information identifying the names or numbers of transport
- Clear visual information identifying stops
- In-transit audio public announcements (for example, on-board safety instructions, menu details, stops) also shown in text on TV screens
- In-transit audio public announcements also given in NZSL on TV screens
- Neck loops provided
- Information in accessible formats about arrival and departure places and times

30. How important to you are the following factors in meeting your ACCOMMODATION NEEDS when travelling away from home? (please select one response for each factor)

Not at all important Not important Neutral Important Very Important

- Information in accessible formats about the establishment and the surroundings
- Information about safety, emergency evacuation etc, provided in large format text or in TV teletext
- Information about safety, emergency evacuation etc, provided in NZSL on TV
- Visual door bell
- Visual in-room and in-bathroom emergency alarm
- Vibrating in-bed emergency alarm
- TV sets provided with captioning/teletext
- Telephone with a visual light alert
- Telephone with volume control or speaker
- Access to a telephone typewriter (TTY)
- Access to Internet and/or email
- Well lit room
- Front desk/Room service can be contacted TTY

31. How important to you are the following factors in meeting your FOOD AND BEVERAGE NEEDS when travelling away from home (please select one response for each factor)

Not at all important Not important Neutral Important Very Important

- Menus with prices are available online
- Menus are available in alternative format such as large text
- Other information about food and beverage (for example, on chalkboards) clearly written
- Information about safety, emergency evacuation etc, available in clear, large text

32. How important to you are the following factors in meeting your ACTIVITIES AND ATTRACTIONS NEEDS when travelling away from home? (please select one response for each factor)

Not at all important Not important Neutral Important Very Important

- Venue/activity information with prices available online
- Venue/activity information in alternative formats such as large text
- Text information about displays etc in large format
- Audio information also presented in text
- Audio information also presented in sign language
- Guided tours offered in sign language

33. What other things are important to you as a person with a hearing loss that would make your travel more enjoyable and accessible?

[_____]

GENERAL QUESTIONS

34. If you find a business that has good access for hearing-impaired people, do you:

- return to that business because of this access often [_] sometimes [_] never [_]
- tell friends and family about it often [_] sometimes [_] never [_]

35. If you find a tourism product or service that has good access for hearing-impaired people, do you:

- return to that business because of this access often [_] sometimes [_] never [_]
- tell friends and family about it often [_] sometimes [_] never [_]

36. The New Zealand National Foundation for the Deaf is interested in developing a symbol that can be used by New Zealand businesses to show that they are accessible to people with hearing loss. Do you think it is a good idea to have a hearing rating symbol for businesses to use?

Yes [_] No [_] Don't know [_]

Please tell us why you answered this way [_____]

37. If a website existed that had reliable information about a number of tourism businesses that were hearing loss friendly, would you visit it to gather information about those businesses?

Yes [_] No [_] Don't know [_]

ABOUT YOU

38. In which country do you live permanently? [_____]

39. Are you Female [____] Male [____]

40. What is your age group? (pick one)

20-24 [____] 25-29 [____] 30-34 [____] 35-39 [____] 40-44 [____] 45-49 [____]
50-54 [____] 55-59 [____] 60-64 [____] 65-69 [____] 70-74 [____] 75+ [____]

41. What is the highest level of formal education you have completed? (pick one)

- Secondary School/High School or similar
- Trade certification/polytechnic/technical or similar
- University or other tertiary graduate
- Postgraduate

42. What is your approximate annual income in US\$ from all sources (wages, salary, investments, benefits, pensions etc)?

- Under \$15,000
- \$15,001 - \$30,000
- \$30,001 – \$45,000
- \$45,001 – \$60,000
- \$60,001 – \$75,000
- \$75,001 – \$115,000
- \$115,001 – \$150,000
- \$150,000+

43. What is your life stage?

- Single, Living at home with parent (s)
- Single, living alone or with others in shared accommodation
- Living with partner
- Living with partner and child/children
- Other, please state [_____]

44. How would you describe your level of hearing loss? (pick one)

- Low
- Medium
- High
- Total

Thank you for filling out this survey. If you would like to receive information about the results of this survey, send an email to sarhodka@aut.ac.nz with “Send NFD survey results” in the subject line.

Appendix 3: Country of permanent residence of international respondents

Country of permanent residence of international respondents	Number of respondents	% of respondents
U.S.A.	60	40
Australia	51	34
Canada	13	9
U.K. and Northern Ireland	10	7
Belgium	3	2
Malaysia	2	1
Nepal	2	1
Denmark	1	>1
Finland	1	>1
Hong Kong	1	>1
Indonesia	1	>1
Mongolia	1	>1
Thailand	1	>1
Pakistan	1	>1
Ghana	1	>1
South Africa	1	>1
Israel	1	>1
Total	151	

Appendix 4: Importance of access needs when travelling

NEW ZEALAND	Not at all important (1) %	Not important (2) %	Neutral (3) %	Important (4) %	Very important (5) %	Mean	n=
Customer service staff who have a “can-do” attitude	1	2	4	29	63	4.5	125
Information about safety, emergency evacuation, etc in clear print or on screen in text	3	1	6	23	67	4.5	125
Visual (as well as audible) emergency alarms in all public areas	1	2	7	22	68	4.5	123
Audio public announcements also in text on TV screens	3	3	2	28	64	4.5	119
Staff at front desk/counter well-lit and clearly visible	2	1	6	29	62	4.5	125
Customer service staff knowledgeable about serving guests with hearing loss	3	2	6	25	64	4.5	125
Other public areas well- lit	2	1	6	33	58	4.4	123
Clear signage within buildings	3	2	5	28	62	4.4	112
Emergency phone/button in all lifts	6	1	11	17	65	4.3	125
Audio information on screens also provided in captioning/teletext	6	2	8	23	61	4.3	123
Clear signage on outside of buildings	5	1	9	30	55	4.3	123
Audio public announcements clear and understandable	8	5	7	12	68	4.3	123
Low background noise in public areas	12	3	7	19	59	4.1	125
Information in alternative formats such as large text	7	7	23	35	28	3.7	124
Audio public announcements also in sign language on TV screens	15	9	23	21	32	3.5	124
Audio information on screens also provided in sign language	15	8	29	17	31	3.4	123
Hearing loop at front desk/counter	13	10	34	21	22	3.3	125
Intercom at front desk/counter	16	15	35	21	13	3.0	121
Intercom at entrance to buildings	18	15	34	18	15	3.0	122

INTERNATIONAL	Not at all important (1) %	Not important (2) %	Neutral (3) %	Important (4) %	Very important (5) %	Mean	n=
Audio information on screens also provided in captioning/teletext	1	1	5	18	75	4.7	156
Visual (as well as audible) emergency alarms in all public areas	1	0	5	21	73	4.6	157
Customer service staff who have a “can-do” attitude	1	0	5	27	67	4.6	154
Audio public announcements also in text on TV screens	3	0	8	15	74	4.6	156
Information about safety, emergency evacuation, etc in clear print or on screen in text	1	1	4	27	67	4.6	157
Customer service staff knowledgeable about serving guests with hearing loss	0	2	7	26	65	4.5	157
Staff at front desk/counter well-lit and clearly visible	3	1	6	31	59	4.4	156
Clear signage within buildings	4	1	5	37	53	4.4	159
Other public areas well- lit	2	1	10	34	53	4.3	155
Emergency phone/button in all lifts	2	2	11	30	55	4.3	155
Clear signage on outside of buildings	3	1	11	33	52	4.3	158
Low background noise in public areas	8	2	16	20	54	4.1	157
Audio public announcements clear and understandable	13	6	15	19	47	3.8	150
Information in alternative formats such as large text	12	10	27	24	27	3.4	151
Hearing loop at front desk/counter	16	8	23	25	28	3.4	155
Audio public announcements also in sign language on TV screens	20	5	28	14	33	3.3	153
Audio information on screens also provided in sign language	21	6	30	16	27	3.2	154
Intercom at front desk/counter	25	11	26	19	19	3.0	157
Intercom at entrance to buildings	27	11	27	18	17	2.9	158

Appendix 5: Importance of transport needs when travelling

NEW ZEALAND	Not at all important (1) %	Not important (2) %	Neutral (3) %	Important (4) %	Very important (5) %	Mean	n=
Information in accessible formats about arrival and departure places and times	2	1	6	18	73	4.6	124
Clear visual information identifying stops	2	1	6	23	68	4.5	120
Clear visual information identifying the names or numbers of transport	3	1	5	25	66	4.5	122
In-transit audio announcements (for example, on-board safety instructions, menu details, stops) also shown in text on TV screens	2	2	10	17	69	4.5	124
Easy access to public transport	2	1	12	31	54	4.3	121
Accurate information about transport services for the hearing impaired in other formats, e.g., in brochures	3	2	14	34	47	4.2	122
Accurate information about transport services for the hearing impaired online	4	4	13	37	43	4.2	126
In-transit audio announcements also given in sign language on TV screens	14	6	27	19	34	3.5	123
Neck loops provided	18	8	35	22	17	3.1	121

INTERNATIONAL	Not at all important (1) %	Not important (2) %	Neutral (3) %	Important (4) %	Very important (5) %	Mean	n=
Clear visual information identifying stops	0	0	2	23	75	4.7	154
In-transit audio announcements (for example, on-board safety instructions, menu details, stops) also shown in text on TV screens	0	1	5	18	77	4.7	154
Clear visual information identifying the names or numbers of transport	0	0	2	27	71	4.7	154
Information in accessible formats about arrival and departure places and times	2	0	2	22	74	4.7	155
Easy access to public transport	0	0	9	33	58	4.5	154
Accurate information about transport services for the hearing impaired online	2	2	12	34	50	4.3	156
Accurate information about transport services for the hearing impaired in other formats, e.g., in brochures	3	3	12	37	45	4.2	155
Neck loops provided	14	8	31	19	28	3.4	147
In-transit audio announcements also given in sign language on TV screens	19	5	33	15	28	3.3	152

Appendix 6: Importance of accommodation needs when travelling

NEW ZEALAND	Not at all important (1) %	Not important (2) %	Neutral (3) %	Important (4) %	Very important (5) %	Mean	n=
Information about safety, emergency evacuation, etc provided in large format text or in TV teletext]	1	2	5	32	59	4.4	121
Well lit room	3	1	11	27	58	4.3	118
Information in accessible formats about the establishment and the surroundings	2	1	12	39	46	4.3	120
TV sets provided with captioning/teletext	5	3	7	26	59	4.3	121
Access to Internet and/or email	2	2	12	37	47	4.2	121
Visual door bell	5	2	18	27	48	4.1	119
Visual in-room and in-bathroom emergency alarm	5	4	14	25	52	4.1	120
Telephone with volume control or speaker	8	6	10	28	48	4.0	120
Telephone with a visual light alert	7	8	13	28	44	3.9	121
Vibrating in-bed emergency alarm	7	6	23	21	43	3.9	122
Information about safety, emergency evacuation, etc provided in sign language on TV	13	5	30	22	30	3.5	119
Front desk/Room service can be contacted TTY	10	9	35	19	27	3.4	121
Access to a telephone typewriter (TTY)	14	11	42	14	19	3.1	118

INTERNATIONAL	Not at all important (1) %	Not important (2) %	Neutral (3) %	Important (4) %	Very important (5) %	Mean	n=
Access to Internet and/or email	2	1	5	15	77	4.6	153
TV sets provided with captioning/teletext	1	1	4	19	74	4.6	152
Information about safety, emergency evacuation, etc provided in large format text or in TV teletex]	2	2	8	22	65	4.5	153
Visual door bell	3	2	8	29	58	4.4	153
Well lit room	1	2	9	32	56	4.4	151
Information in accessible formats about the establishment and the surroundings	1	1	6	37	55	4.4	150
Visual in-room and in-bathroom emergency alarm	3	2	6	24	65	4.4	152
Telephone with a visual light alert	5	3	12	26	54	4.2	150
Vibrating in-bed emergency alarm	3	2	17	22	55	4.2	150
Telephone with volume control or speaker	9	5	13	20	53	4.0	151
Front desk/Room service can be contacted TTY	16	7	23	23	32	3.5	150
Information about safety, emergency evacuation, etc provided in sign language on TV	19	5	28	18	29	3.3	151
Access to a telephone typewriter (TTY)	21	9	27	19	24	3.2	147

Appendix 7: Importance of food and beverage needs when travelling

NEW ZEALAND	Not at all important (1) %	Not important (2) %	Neutral (3) %	Important (4) %	Very important (5) %	Mean	n=
Other information about food and beverage (for example, on chalkboards) clearly written	2	3	9	45	41	4.2	121
Information about safety, emergency evacuation, etc available in clear, large text	5	1	13	37	44	4.1	122
Menus with prices are available online	9	8	30	31	22	3.5	121
Menus are available in alternative formats such as large text	8	9	32	29	22	3.5	122

INTERNATIONAL	Not at all important (1) %	Not important (2) %	Neutral (3) %	Important (4) %	Very important (5) %	Mean	n=
Other information about food and beverage (for example, on chalkboards) clearly written	1	1	12	47	38	4.2	151
Information about safety, emergency evacuation, etc available in clear, large text	3	2	15	29	50	4.2	151
Menus with prices are available online	7	4	26	34	30	3.8	151
Menus are available in alternative formats such as large text	15	8	32	24	21	3.3	149

Appendix 8: Importance of activities and attractions needs when travelling

NEW ZEALAND	Not at all important (1) %	Not important (2) %	Neutral (3) %	Important (4) %	Very important (5) %	Mean	n=
Audio information also presented in text	2	4	12	34	48	4.2	120
Venue/activity information with prices is available online	5	5	10	42	38	4.0	141
Venue/activity information in alternative formats such as large text	6	6	31	29	28	3.7	121
Text information about displays etc in large format	6	5	30	30	29	3.7	119
Audio information also presented in sign language	15	10	31	20	24	3.3	119
Guided tours offered in sign language	16	11	28	19	26	3.3	121

INTERNATIONAL	Not at all important (1) %	Not important (2) %	Neutral (3) %	Important (4) %	Very important (5) %	Mean	n=
Audio information also presented in text	3	1	8	23	65	4.5	155
Venue/activity information with prices is available online	0	3	11	34	52	4.3	154
Venue/activity information in alternative formats such as large text	8	7	30	30	25	3.6	155
Text information about displays etc in large format	8	6	30	27	29	3.6	154
Guided tours offered in sign language	21	5	29	17	28	3.3	150
Audio information also presented in sign language	21	5	33	19	22	3.1	153

Appendix 9: Other important factors in making travelling with hearing loss more enjoyable

A guarantee that people with cochlear implants and hearing aids can sit away from the propellers in a plane
Private area at check-in where personal information can be given without being overheard
Fares on buses displayed so they can be seen
More awareness of hearing dogs
Discount fares and accommodation
More government funding for cochlear implants
Announcement boards at a lower level so one doesn't have to look up so high
Text messaging capability by emergency services which should have text & phone numbers i.e., police, ambulance, AA break-downs, coastguard, lost travel doc./bank cards, etc
Accessibility level indicators, rating system for deaf access at businesses, guide to accessible businesses/venues, what kind of access is available
information in tourism guides about interpreter services, emergency interpreter services and how to book/contact them
Information about food ingredients clear and readable
Knowing what recourse is available if needs are not met

APPENDIX 10: Worldwide Access Tourism rating schemes

Worldwide, Access Tourism certifying schemes and symbol use vary because of their different origins and funding (government or NGO) and different geopolitical factors. Such factors include different definitions and recognition of disability, different laws and access standards, and different assessment and evaluation techniques and criteria. Schemes sometimes lack reliability because the information they present is not recent or updated, or businesses self-assess for access without having a set of creditable criteria. Often, the use of symbols does not provide enough information to potential travellers with disabilities for them to make informed decisions (Eichhorn et al., 2007). An example is that of the recently created Access Knoxville (<http://www.drctn.org/survey.html>) scheme, which gives three ratings for access to local restaurants (“Wow”, “Good”, and “Limited” access). Included in the “Wow” grading is the statement that the credited restaurant has little to no background noise. No further information for potential patrons with hearing loss is given.

Another example is that of the Australian Automobile Association National Access Information Programme (<http://www.starratings.com.au/access-information-program/about-access-information-program.aspx>). The programme states it provides comprehensive information about ‘access friendly’ facilities, but a search (August 2011) of accommodation on their website resulted in only one hit when the search terms “Deaf”, “hearing impaired”, “hard of hearing”, and “hearing” were used. The business represented by this entry claims full access for people with disabilities, including those with hearing loss, but no further details are given. Nor are there any further details available on the website of the business itself.

Slightly more informative is the Access Canada scheme (<http://www.canadian-studies.net/accesscanada/>), which uses a four-level standard for assessing accommodations in a voluntary programme. Qualified assessors rate premises for:

- Persons with mild hearing, visual impairments, and stamina, strength and agility limitations;
- persons with moderate hearing and visual impairment or persons who are independent wheelchair users;
- persons with severe hearing or visual impairment, persons who are deaf or blind; and
- persons who are dependent wheelchair users.

Accommodations carry the rating on the provincial tourism organisation website, but infrequently on their own website. Some provinces have furthered the Access Canada system. For example, Accessible Vancouver lists on its website (http://webcache.googleusercontent.com/search?q=cache:PGEKz9_qw-4J:www.tourismvancouver.com/visitors/vancouver/travel_tips/accessibility+tourism+travel

[+deaf+hearing+rating+system&cd=3&hl=en&ct=clnk&gl=nz](#)) a number of businesses that have been rated for access, including for appropriate emergency alarms and plans, and communication material in alternate formats for people with hearing loss. No indication of the degree of access is given; nor is any other information given.

One of the most comprehensive accessibility rating schemes in tourism is that used in the United Kingdom - the National Accessible Scheme (http://www.direct.gov.uk/en/DisabledPeople/TravelHolidaysAndBreaks/TravelAndHolidaysInTheUk/DG_4016120) which rates businesses for people with mobility, sight, and hearing disabilities. In addition, an independent charity, Tourism for All (<https://www.tourismforall.org.uk/>) assesses rated premises. Visits by an independent verifying body are regarded by people with disabilities as more reliable for the collection of information compared to the compilation of data by the awarding body itself (Eichhorn et al., 2007). Individual ratings are represented by symbols displayed on websites and used in promotional literature such as the *Easy Access Britain* guidebook (<http://www.disabledinfo.co.uk/dis/1517-easy-access-britain-the-guide-to-accessible-places.asp>). Explanations of the symbols are available on the EnjoyEngland website (<http://www.enjoyengland.com/stay/accessible-accommodation/national-accessible-scheme-symbols.aspx>). Of nine symbols used, two concern access for those with hearing loss. *Hearing impaired and deaf people 1* is for people who have slight difficulty, are deaf, wear a hearing aid, or have a hearing impairment; *Hearing impaired and deaf people 2* indicates an exceptional level of facilities and services suitable for anyone with hearing impairment from mild hearing loss to profound deafness.

In addition, all accommodations and attractions in England, Scotland, and Wales must have an 'Access Statement' in order to be included in the VisitEngland (England's national tourism board) quality rating scheme and receive a grading. Visit England has recently provided online templates

(<http://www.visitengland.org/busdev/bussupport/access/info/Statements.aspx>) for producing access statements at no cost to businesses so there is now no barrier to participating in terms of cost

(<http://www.visitengland.org/busdev/bussupport/access/info/Statements.aspx>).

In New Zealand, the Barrier Free New Zealand Trust (<http://www.barrierfreenz.org.nz/>) have a number of qualified Barrier Free Advisors throughout the country who, amongst other things, conduct accessibility reports for new and existing buildings in compliance with access provisions. The Trust advocates the use of the International Symbol of Access (ISA) to represent all disabilities on buildings and facilities that comply with the requirements of the Building Code for accessibility, although the International Sign for Deafness may be used in conjunction with the ISA (Department of Building and Housing, 2007). The Trust has recently partnered with the New Zealand Automobile Association (AA) to encourage tourist

accommodation providers to publish full information on the accessibility features of their businesses. It aims to provide verification of provider self-assessments of accessibility features via a checklist and makes recommendations on possible improvements. The checklist includes a consideration of aspects of access for people with hearing loss. The AA records the information on their travel website. However, a search of accommodation, activities and attractions, and transport and rentals listings on the website (<http://www.aatravel.co.nz/main/index.php>; August, 2011) produced no hits when the search terms “Deaf”, “hearing impaired”, “hard of hearing”, and “hearing” were used.

A set of criteria capable of being used to assess accommodations for people with hearing loss is that developed by the Deafness Forum and the Hotel, Motel and Accommodation Association of Australia (HMAA) in a voluntary code of practice. These two bodies worked collaboratively to establish the criteria, which include standards for emergency procedures and alerts, provision of assistive devices such as telephones with telecoils and flashing alerts, television with captioning, audible door alarms, vibrating alarm clocks, rental equipment information, hearing access information and, where there are meeting rooms, assistive listening devices such as neck loops, frequency modulators, and infrared systems (HMAA & Deafness Forum of Australia, 2005). HMAA is also encouraged to promote the use of the International Symbol of Deafness, and educate members on the needs of people with hearing loss.

Most tourism access accreditation schemes have four goals: to set standards, to certify and accredit a label or symbol, to assess businesses for access, and to gain acceptance and recognition in the market place. Darcy (2010) recommends that, in addition to written information, floor plans and digital photographs of accessible assets be provided. Eichhorn et al. (2007) points out that after compiling detailed records of measurements and other factual information of the site or facility by qualified assessors, an actual assessment can either be based on gradual or general evaluation techniques. Gradual assessment is continuous, providing a ranking scale of different accessibility levels, whereas dichotomous, general assessment focuses on a yes/no type of evaluation. Gradual assessments contain more useful information for people with disabilities as, for example, a hotel graded on a general evaluation technique as inaccessible might still be accessible for a person with a hearing loss. It is the level of detail in the information provided that makes a difference for dissimilar user groups. Gradual forms of assessment also bring important advantages for continuous rounds of improvements of facilities that ought to be encouraged by any scheme (Eichhorn et al., 2007).

Appendix 11: Reasons for not seeking hearing access information

Reasons for not seeking hearing access information in TRANSPORT	% New Zealand (n=104)	% International (n=84)
I do not know how to/never thought to/it is too hard to find the information/no such information exists/they don't cater for deaf or HoH	48	42
I manage with my hearing aids/implants/it's not an issue/there is enough provision for my needs	37	26
I travel with/will travel with hearing person/group/use personal transport	16	18
Afraid to travel/do not travel/don't want to mention my deafness/I must adapt/I must accept things as they are	9	2
I was not hearing impaired when I travelled last/was too young on my last trip/haven't looked yet	6	12
Rarely use public transport except airlines	3	0
No time	2	2
I book online so no hearing issues	1	0

Reasons for not seeking hearing access information in ACCOMMODATION	% New Zealand (n=110)	% International (n=76)
I do not know how to/never thought to/it is too difficult to find the information/such information doesn't exist	43	37
I manage with my hearing aids/implants/it's not an issue	43	17
I travelled with/stayed with or will travel /stay with hearing person/group	12	20
Afraid to travel/do not travel/don't want to mention my deafness/I must adapt/I must accept things as they are	10	1
Accommodation booked for me by others e.g. work, team	2	5
Stayed in private homes/mobile homes	2	3
No time	1	0
I was not hearing impaired/was too young/heard better when I went to New Zealand last	0	12
Only stayed one night/stayed on cruise ship	0	5
Don't want to mention my deafness	0	1

Reasons for not seeking hearing access information in ACTIVITIES and ATTRACTIONS	% New Zealand (n=90)	% International (n=68)
I do not know how to/never thought to/it is too difficult to find the information/such information doesn't exist/they don't cater for deaf or hard of hearing	43	40
I manage with my hearing aids/implants/it's not an issue/there is enough provision for my needs	33	29
Activities and adventures not on my agenda/did not do on my last trip/can't/don't do them/ have enough to do/limit my attendance	16	13
Don't want to mention my deafness/I must adapt/accept things as they are	8	0
Travelled with/stayed with/will travel /stay with hearing person/group	3	15
No time	0	2
I was not hearing impaired/was too young/heard better when I went to NZ last	0	12

Reasons for not seeking access information in FOOD and BEVERAGE	% New Zealand (n=94)	% International (n=71)
I do not know how to/never thought to/it is too difficult to find the information/such information doesn't exist/they don't cater for deaf or HoH	46	45
I manage with my aids/implants/not an issue/not enough hearing loss yet to worry	33	30
I don't eat out at all or very rarely/don't eat out because of my hearing loss or don't eat out or avoid as noise levels are too high	15	0
Travelled with/stayed with hearing person/group	11	14
Don't want to mention my deafness/I must adapt/accept things as they are/don't want to be demanding	10	0
Don't know what restaurants could do for the hearing impaired	1	4
I was not hearing impaired/was too young/heard better when I went to NZ last	0	11
Meals were arranged/stayed on cruise ship	0	3