

## Pledging to the Accessibility Journey

### Presentation abstract

The City of Gold Coast is a vibrant city with a coastal town soul, a population of 555,000 people, where 1 in 6 jobs are related to tourism, and 13m visitors spending \$5b each year. With 57km of pristine coastline, 100,000ha of world heritage listed rainforest and over 270km of waterways (nine times more than Venice), we are Australia's most bio-diverse city.

In April 2018, the City of Gold Coast welcomes the world to the largest ever inclusive Commonwealth Games. The Gold Coast 2018 Commonwealth Games (GC2018) will welcome more than 6,600 athletes and team officials and over 3000 media representatives from 70 Commonwealth nations and territories to the Gold Coast. The largest sporting event in Australia this decade, GC2018 will feature the largest integrated sports program in Commonwealth Games history, comprising 18 sports and seven para-sports.

As a city, our accessible tourism journey is in its early phases; but we are learning, listening and taking steps to create a foundation that is buoyed by our overarching vision to become the most recommended destination in Australia. Parallel to this aspiration, the City of Gold Coast is moving on a path that will see us as the most accessible city in the state of Queensland.

The presentation by Destination Gold Coast will outline the destination marketing organisation's accessible tourism journey over the past 12 months. From the first Gold Coast Accessible Tourism Forum attended by 170 tourism and community leaders to the Accessibility Pledge which drives Gold Coast tourism industry champions to lead the growth of accessibility (online guides and education). The presentation will include case studies, further initiatives and legacy outcomes from the Commonwealth Games.

Through collaboration with the City of Gold Coast local government and GOLDOC (Gold Coast 2018 Commonwealth Games Corporation), many programs have led the Gold Coast tourism industry to start discovering and promoting their accessible products and take action within their own business for the benefit of all.

**Lead speaker :** Lenna Klintworth

**Organisation :** Destination Gold Coast

**City (Country) :** Gold Coast(Australia)

**Biography :** Lenna Klintworth has worked in the tourism industry for over 23 years, based in the leading tourism state of Queensland, Australia. After 19 years of varied roles with Qantas Airways, Lenna is now leading the tourism industry development programs for the regional tourism organisation Destination Gold Coast. As Destination Management Officer, this includes facilitating effective linkages between government agencies in the region and ensuring local council includes tourism in planning. A key program for the City of Gold Coast and tourism industry, in 2017 Lenna developed the Accessible and Inclusive Tourism Initiative and launched the first ever Accessibility Pledge. Lenna is incredibly passionate about inspiring the tourism industry to discover and promote their accessible guest experience.



**2nd speaker :**

**Organisation :**

**City (Country) : ( )**

**Biography :**