



TravAbility

Advocates for Inclusive Tourism
Working Towards Making the World Accessible For All

Universal Design Applied to Soft Infrastructure

A Customer Focused Perspective





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Travability was formed in 2007 by Bill Forrester and Deborah Davis with a vision of "Making the World Accessible to All"

Our philosophy is embodied in this presentation in that inclusion is the driving force, not "Accessibility"

Accessible Tourism is about the mainstream industry embracing the market





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What is Soft Infrastructure?

Customer Interface that turns Physical Assets into a Customer Value Proposition

**Product Development
Customer Service
Booking Systems
Staff Training
Provision of Detailed Information
Marketing
Imagery**

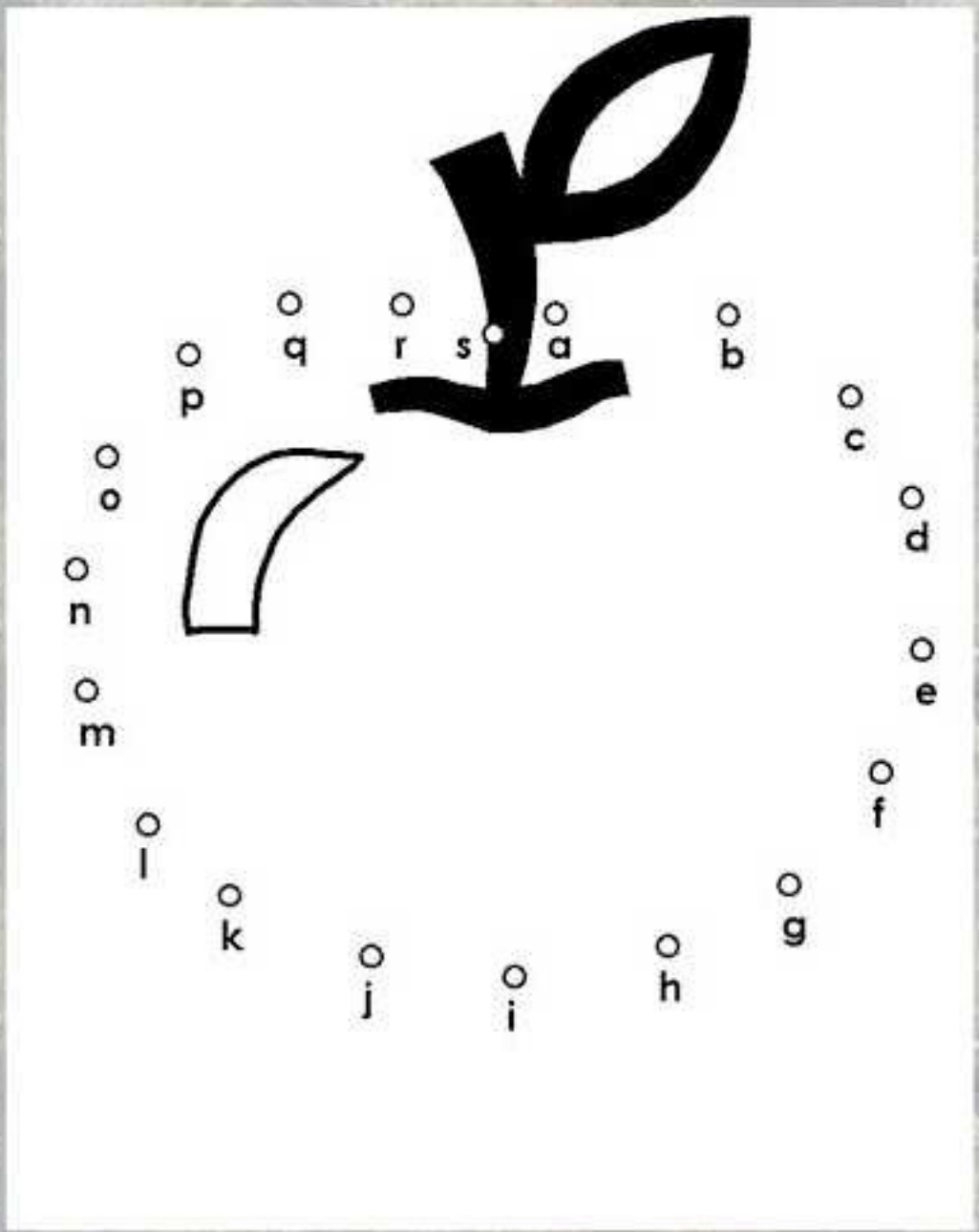




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Challenging the Pre-conceptions



What do you See?



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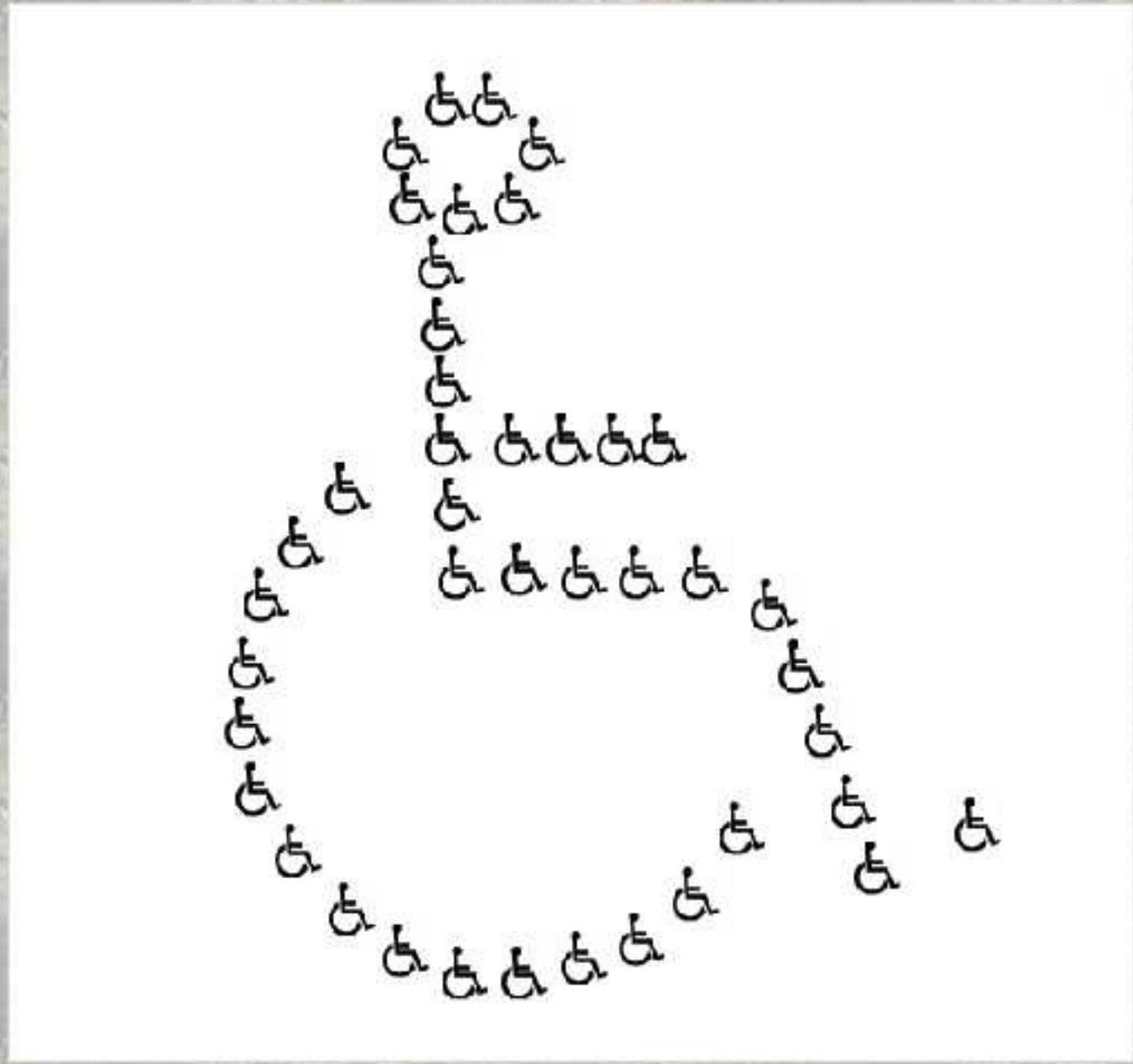
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**Disability is the only minority group
anyone can join in an instant.**

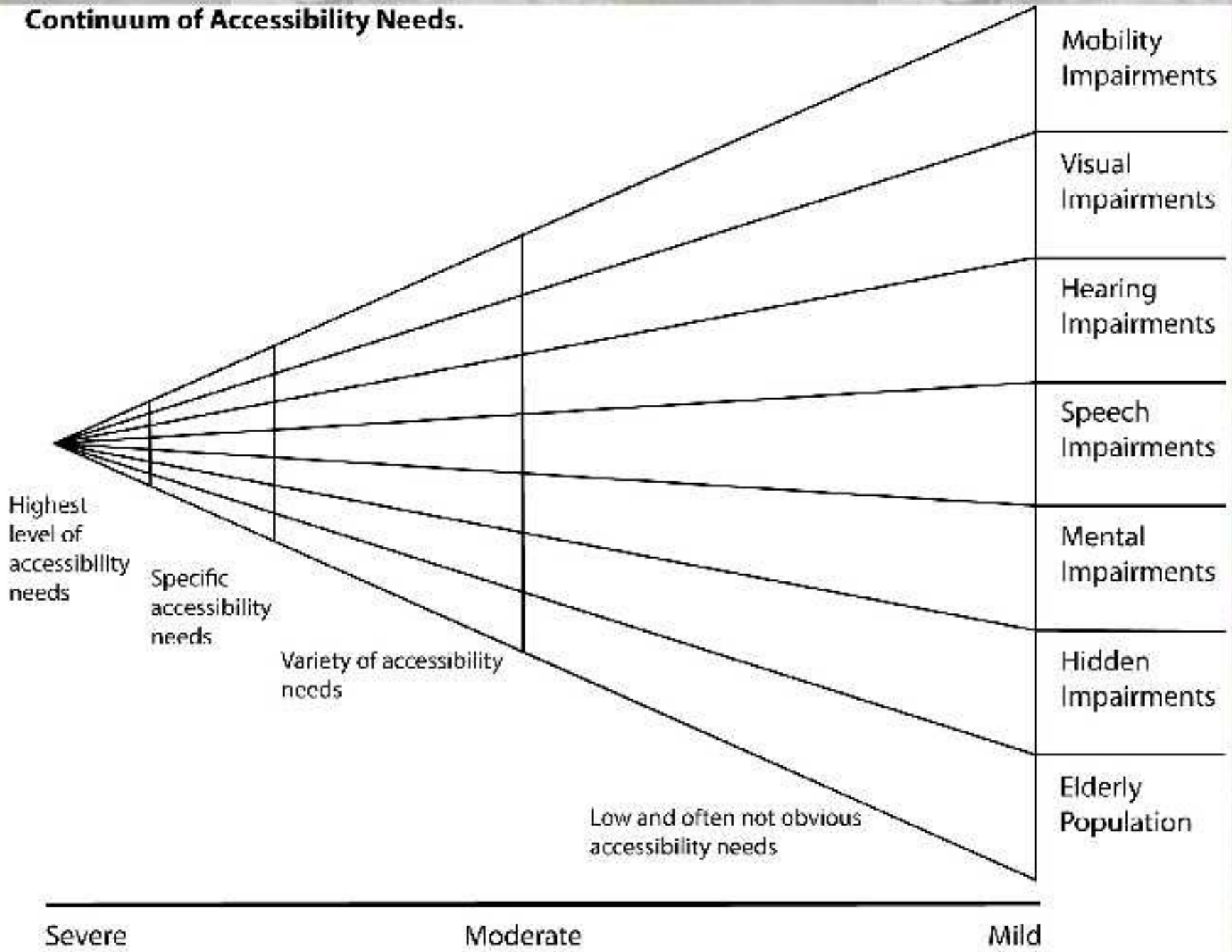




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Continuum of Accessibility Needs.



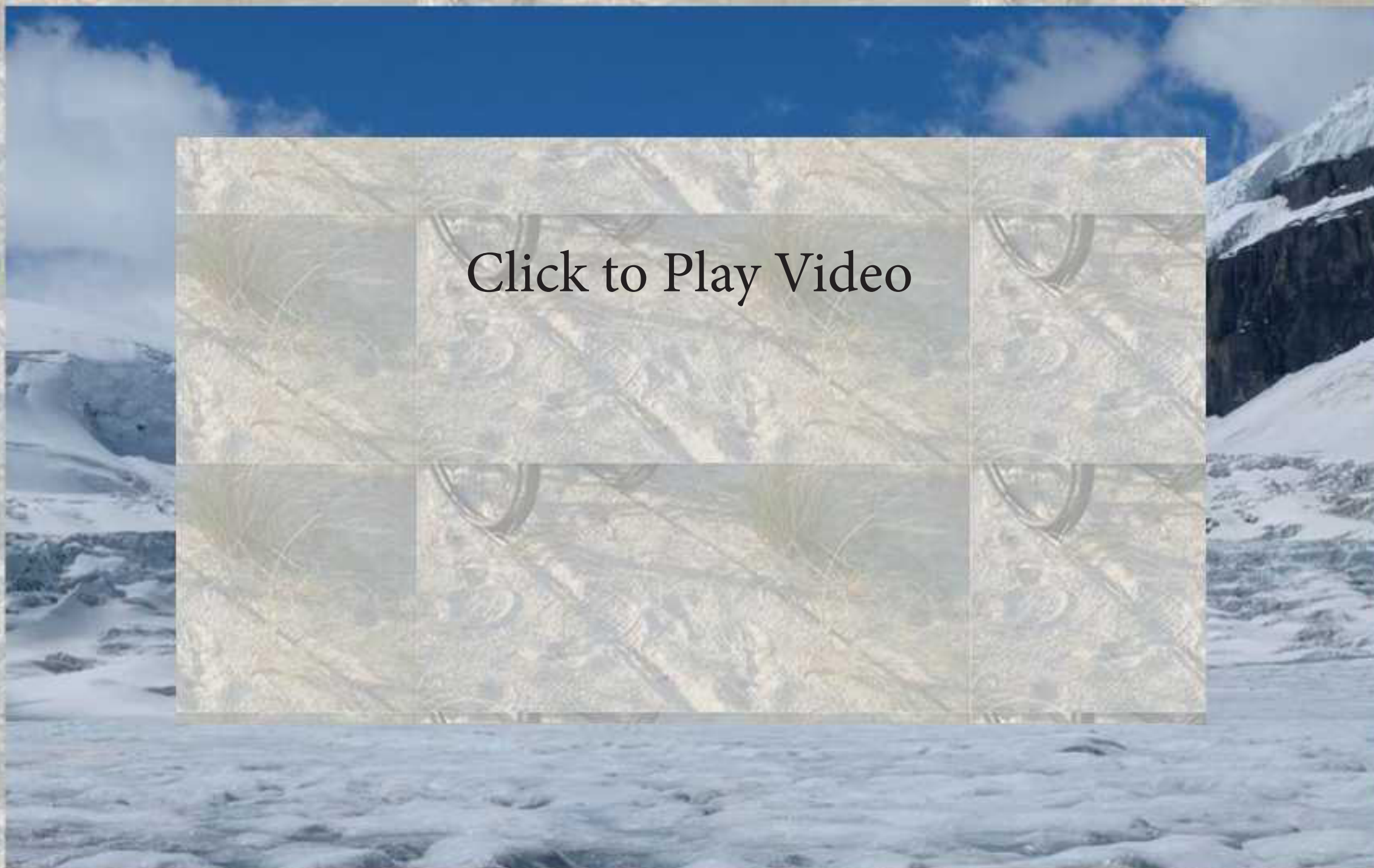
Adapted from Dimitrios Buhalis and Simon Darcy: Accessible tourism: concepts and issues Channel View Publications, 2010



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Key Messages

Joanne Kelly

"This is very cool. I was actually a bit nervous to come up here"

Craig Doherty

"It is an enormous market, enormous yet enormously under serviced"

Michael Hannon

"We do not keep separate statistics.....what really is important is that everyone is afforded the opportunity"



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The 2008 Australian National Visitor Survey estimated the following:

Some 88% of people with disability take a holiday each year that accounted for some 8.2 million overnight trips.

The average travel group size for people with a disability is 2.8 people for a domestic overnight trip and 3.4 for a day trip.

There is a myth that the accessible tourism market does not spend because of economic circumstance and are a significant proportion of each travel market segment.

They travel on a level comparable with the general population for domestic overnight and day trips.

The total tourism expenditure attributable to the group is \$8bn per year or 11% of overall tourism expenditure.

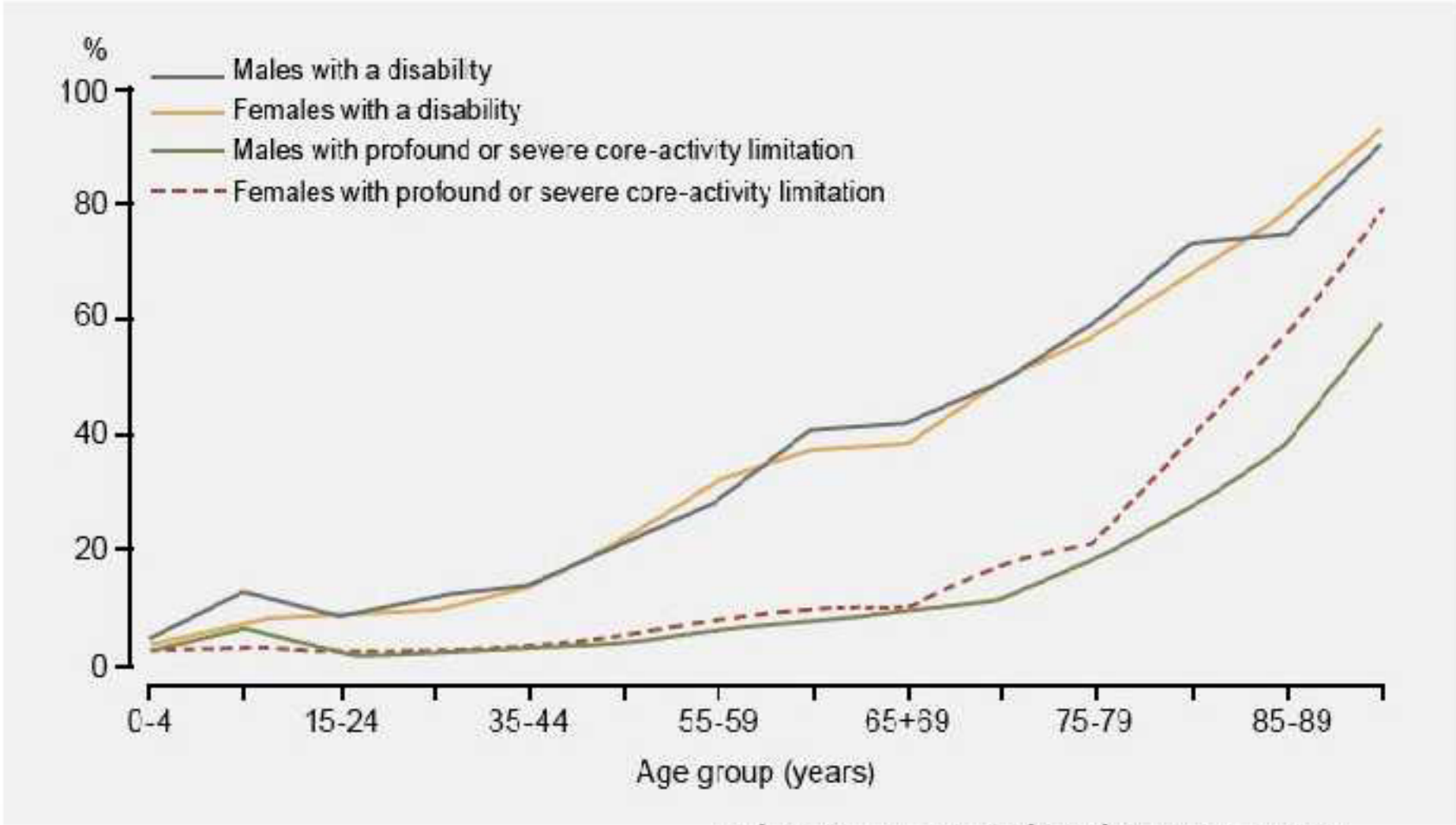




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Disability Rates in Australia by Age and Sex



Source: ABS (2004, p. 5)

Baby Boomers started turning 65 1 Jan 2011
Control 45% of the retail spend
Are now time rich!!!!
And a generation that has never accepted "NO"
as an answer





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US research by McKinsey & Company predicts that by 2015, the baby boomer generation will command:

**60 percent of net U.S. wealth and
40 percent of spending.**

In many categories, like travel, boomers will represent over 50 percent of consumption.

The impact on the Inclusive Travel sector is significant as over 40% of them will be retiring with some form of disability, raising the total value of the Inclusive Tourism sector to over 25% of the market by 2020.

25% of the Market by 2020



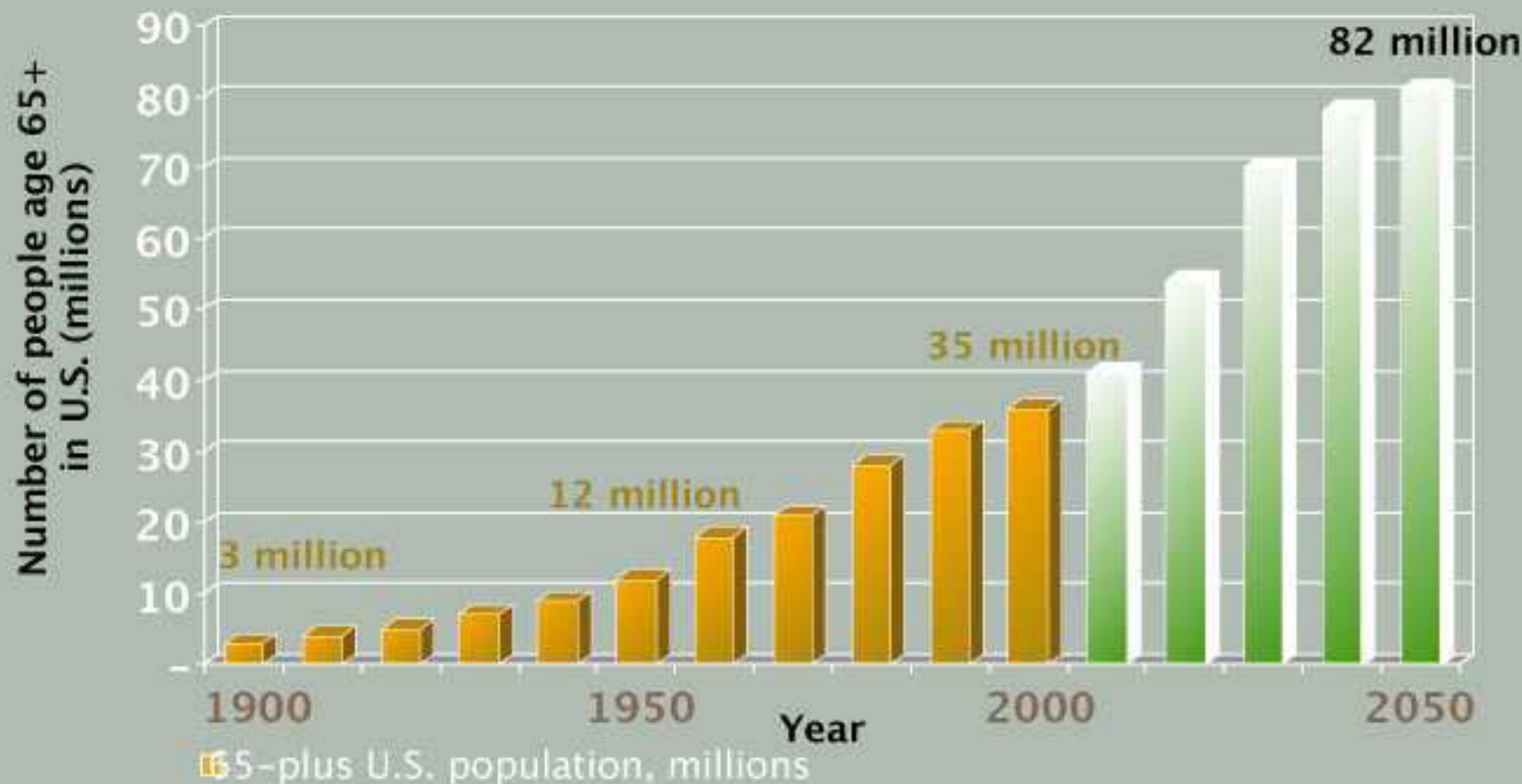


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Of every person who has lived to be 65 from the beginning of recorded history, two-thirds are alive today.

America Is Aging



Source: U.S. Census Bureau, 2000





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“There are an estimated 650 million persons living with disabilities in the world today. If one includes the members of their families, there are approximately 2 billion persons who are directly affected by disability, representing almost a third of the world’s population. Thus, persons with disabilities represent a significant overlooked development challenge, and ensuring equality of rights and access for these persons will have an enormous impact on the social and economic situation in countries around the world.”

United Nations Convention on the Rights of Persons with Disabilities (2008)





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“Countries are now committed to promoting participation in cultural life, recreation, leisure and sport for people with disabilities. This is a truly global concern which must be tackled by raising the quality standards of the tourism industry as a whole.”

Mr. Ivor Ambrose, Managing Director of European Network for Accessible Tourism (ENAT)





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The Victorian Competition and Efficiency Commission's draft report on the barriers facing Victorian Tourism expressed some concern over the cost and lack of utilisation of accessible rooms.

A review of the accessibility requirements, however, argued business could address this low use of accessible rooms by more carefully designing accessible rooms, educating staff and better marketing to older people as well as people with a disability.

Sometimes very little additional expenditure can make a venue fully accessible.





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People will not utilise a service they are not aware of.

It is like the idea of the chicken and the egg what comes first?

In this case the accessible facilities, then the information/promotion and finally the market use by the consumer.

Unlike the movie Field of Dreams, where the line was

“Build it and they will Come”,

in providing accessible facilities the line is

“Build it, Understand it, Market it and they will Come and Keep Coming!”





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Seven Principles of Universal Design

1. **Equitable use**
2. Flexibility in use
3. **Simple and intuitive**
4. **Perceptible information**
5. Tolerance for error
6. **Low physical effort**
7. Size and space for approach and use





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Current Issues

Why do we see booking Systems that require a separate procedure?

Why do we have special seating areas for one carer only?

Why is accessible information hidden in FAQ's or "Special Procedures"?

Why do we have accessibility information pages written in a different language style?

Why do accessible rooms always overlook the dump master and look like a hospital suite?

Why do staff not know how to talk to people with a disability?





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Little Things Can Make a Huge Difference

- Seats in reception
- Large type registration forms/menus
- Large faced clocks
- Large buttoned remote controls
- Lower reception counter
- Walking stick holders
- Accessible paths of travel marked
- Raised toilet flush buttons
- Levers rather than door knobs
- Step free garden paths
- Information and maps to local accessible cafes, bars and attractions
- Arrangements with local equipment hirers
- Straws for drinks including wine tasting venues





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Examples of True Inclusion in Travel

Phillip Island Nature Park





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Examples of True Inclusion in Travel

Phillip Island Nature Park

Koala Conservation Centre

100+ Activities

09 Prices and bookings

9-5 Opening times

Address and transport

Accessibility

Accessibility
The Koala Conservation Centre is accessible to prams and has disabled facilities.

[Learn more >](#)



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Examples of True Inclusion in Travel

Butchart Gardens, Victoria, BC, Canada





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Examples of True Inclusion in Travel

Jervis Bay Wild, Accessible Whalewatching, Huskisson,
New South Wales, Australia





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Alberta Parks - an Inclusive Culture



Everyone belongs outside

Connecting with nature is important for the quality of life of all people. Parks provide opportunities for people to be active in natural or wilderness settings, to spend time with friends and family, and to escape busy daily routines. The Alberta Parks Division is committed to supporting the participation of all people in park experiences and programs, regardless of ability.



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"Inclusion should just blend in"



*Josko Glass Factory
Deggendorf, Germany*



*White Water World
Goldcoast Queensland,
Australia*



*Carter Observatory,
Wellington New Zealand*



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The Man in Motion 25 Years On

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25 years ago the barrier was the infrastructure

25 years on we have the infrastructure, the barrier is the culture of the tourism industry

"He is in a wheelchair he can't do that"

He or she might be in a wheelchair and they can do whatever they want, but importantly they should be able to do it with their family and friends





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Bungee Jumping is not the "New Frontier"

The New Frontier is the Tourism Industry understanding that Accessible Tourism is a viable and valuable market segment

The New Frontier is understanding the market's needs and developing product accordingly.

The New Frontier is not about "special accommodation", is not about feel good projects, it is not charity and it is not about compliance





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Tourism has often been described as selling dreams and indeed that is what the majority of the industry attempts to do by developing products and services that give clients an "experience".

The industry has evolved to develop a vast array of experiences the cover all aspirations and budgets.





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Universal Design has to start with the customer.

In Tourism that means building an experience from the initial research to the departure.

The experience lingers long after the visit as memories are shared for a lifetime.

Tourists expect "shared" experiences





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**Universal Design is Human Centered
Design creating design for all.**

It is not Design for the Disabled.

**Too often in Tourism we have seen
the latter where codification has taken
over from Inclusion.**





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**Throw away the Disability Action Plan -
Incorporate Inclusion into all aspects of your
strategic plan**

Create an Inclusive Experience

Facilities

Customer Service

Booking

Marketing

Activities and hire equipment

**Knowledge of the local area and its accessible
attractions**

**Imagery - Tell your potential market that they are
welcome and valued**

**Innovate - ask your clients what else they would
like**

**Seek advice - dont just do an access audit - it is
not a risk management issue**





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The Final Word

"So I go..and I relish in the next trip..the next challenge that I WILL over come. I am not a wheelchair sports jock-never raced in my chair or played tennis or rugby or wheelchair basketball. Travel and love is how I survive. I take my love and my will with me and I look strangers in strange lands in the eye as I roll by and I am saying to myself and to everyone who sees me that WE are not pathetic, sad, miserable cripples...

WE are here and we want to share the world with you....it is up to me to show you I will come...it is up to you to show me I am welcome."

Deborah Davis





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Thank You

For more information and resources see

Travability.travel

for images

PhotoAbility.net



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Further Reading

[Click on a Title to Read More](#)

Accessible Tourism has to be Customer, not Compliance Focused.

Accessible Tourism is the Tourism Industry's Bicycle.

Inclusive Tourism - An Economic Imperative driven by the Baby Boomer Generation.

The Economic Model of Inclusive Travel - Changing the demand drivers for the provision of products and services in Inclusive Tourism. The Why and How.