

Discoverability and quality of online information of accessible tourism services - Example of Wheelchairtraveller.org'

Presentation abstract

The digital era provides opportunities and challenges for people with disability to find holiday information online. Further, it is known that people with disabilities are more likely to use the internet than travel agencies for their preliminary holiday research. Research shows that information can not be easily found in the web, as the tourism industry does not provide enough information for disabled travellers and even the existing information diverges widely in the form and quality.

The presentation will provide some insights into the NGO activities of an online platform, www.wheelchairtraveller.org. It will focus on successes and failures to increase the visibility of the website via social media and SEO activities. Finally, the power of building a network and joined efforts to support visibility via websites like wheelchairworld.org and collaboration for the Lonely Planet's 'Accessible Travel Online Resources' will be discussed.

The web is like the universe with millions of different stars and hemispheres to be discovered. Market players like hotels, restaurants and travel agencies must provide more good structured information about their services for accessible tourism. Also organisations and websites about accessible tourism have to collaborate and invest in their discoverability online.

Lead speaker : Tobias Streitferdt

Organisation : Wheelchairtraveller.org

City (Country) : Munich(Germany)

Biography : Tobias Streitferdt is the founder of the project Wheelchairtraveller.org and takes care of the design, as well as online marketing and consultancy. He was born in Munich in 1976 and is working for over 20 years in the publishing industry in the sector of online marketing and data management. Due to the genetic disease "progressive muscular dystrophy, type: limb-girdle" he has been confined to a wheelchair since he was 20. However, this has not prevented him to already travel to every continent on this planet. His slogan: 'Everythings is possible!'

2nd speaker :

Organisation :

City (Country) : ()

Biography :