

Who is a traveller with a disability

Presentation abstract

“Disability is the only minority group that anyone can join in an instant.” What does that mean for the tourism industry?

Tourism is an industry that creates experiences to satisfy the desires and aspirations of travellers around the world. It is been referred to as the art of selling dreams.

Accessible Tourism has been referred to as the most underserved market in tourism despite the fact that research over the last ten has pointed to a strong business case that indicates the market is headed towards being 25% of the total tourism spend by 2020.

Why has the industry been so slow to embrace Accessible Tourism into its mainstream tourism offerings?

This presentation will explore the traveller with a disability, their vast diversity of backgrounds and their diversity of capabilities and aspirations. We will explore their desire for inclusive experiences that can be enjoyed with family and friends. The traveller with a disability is not a homogeneous group and in fact transcend every socio-economic and aspiration group in society. The enormous growth of the accessible tourism market is also being driven by the retiring Baby Boomers, a generation that has never accepted no for an answer. They will be the wealthiest and most demanding group to influence the travel sector for the next 25 years and will expect the greatest array of travel opportunities regardless of their physical ability. Further this generation will never accept that they are disabled and will never identify with the disability sector, they will simply expect the products and services they require to be available and the information they need to be available within the mainstream tourism sector. We will go on to challenge the notion of “accessibility” and explore what is possible with the adventure of new equipment and programs that are increasing bringing adventure activities within reach of people with a disability. We will showcase some of the outdoor activities such as the Trailrider all terrain wheelchair, off road handcycling, self propelled beach wheelchairs, cave stair climbers, sit ski cable parks, beach matting and electronic wayfinding systems.

These activities open new possibilities to destination managers and accommodation providers to create and leverage other service providers to create new and exciting destinations for the traveller with a disability.

Marketing needs to embrace that diversity and showcase destinations not only for being accessible but also offering a variety of new and exciting activities for everyone. The industry has long been know for “colour and movement” and there should be no exception for accessible tourism. It is not a footnote to a website to list a range of “special facilities” it gas to be elevated to core product and core marketing that not only says we are accessible but creates a feeling of welcome and that we want your business. Inclusive experiences are a selling point and a key point of difference that drives income and competitive advantage. This presentation will look at some of the best marketing initiatives that sell inclusive experiences not accessibility.

The customer is at the centre of all good tourism experiences, in fact it is said that the mark of a truly great tourism experience is that it leaves a visitor changed in some way. Accessible Tourism has to be based on the creation of Inclusive Experiences that delight and enthrall a visitor with a disability, it is not about creating access.



This abstract could also be presented as a workshop session and we have several potential speakers in mind that could explore the key aspects of this outline.

Lead speaker : Bill Forrester

Organisation : Travability

City (Country) : Melbourne(Australia)

Biography : Bill Forrester is the founder of Travability. He has more than 35 years of experience in both the private and public sectors in senior management roles. During that career, he specialised in strategic leadership, financial management, cost reduction and improved efficiency. Bill is an acknowledged thought leader in the growing economics of accessible tourism, universal design and social inclusion, especially the impact the retiring Baby Boomers will have on the tourism sector. He has given keynote addresses internationally on the economics of inclusive tourism.

2nd speaker :

Organisation :

City (Country) : ()

Biography :