Influence, Cooperation Create New Opportunities for Accessible Tourism

Presentation abstract

As the demand for accessible tourism increases, popular movements seeking greater accessibility and the implementation of universal design practices are ripe for development. Such movements, borne out of discontent with elements of the (inaccessible) status quo, should be seen by governments, destinations and business owners as an opportunity, rather than a liability.

As the operator of one of the internet's largest accessible travel websites, I represent tens of thousands of readers with disabilities from the United States and around the world who express a passionate desire to participate in the travel economy. With the influence gained from a large audience and the perspective of an extensive traveler, I have been able to involve the government and travel providers in the promotion of inclusive development and business practices.

Through examples of my engagements with legislators, government agencies, businesses and the travel industry, I will share a set of best practices for engaging with and responding to the needs and demands of travelers with disabilities.

Collaboration with leaders across the disability community is a winning strategy for all parties, and will be critical to maintaining growth in the accessible travel sector.

Lead speaker : John Morris

Organisation : WheelchairTravel.org

City (Country) : Orlando (USA)

Biography : John Morris is the founder of WheelchairTravel.org and the owner of Accessible Development Group. He earned both a Bachelor's degree and Master's degree in history at Florida State University and is now a resident of Orlando, Florida.
John is known for traveling the world with one hand, a passport and his power wheelchair, and he has become an advocate for inclusion within the travel industry. Morris eloquently shares his vision for a world open to people with disabilities, and consults with businesses and destinations on finding opportunity within the accessible travel marketplace.