

Influence Creates New Opportunities for Accessible Tourism

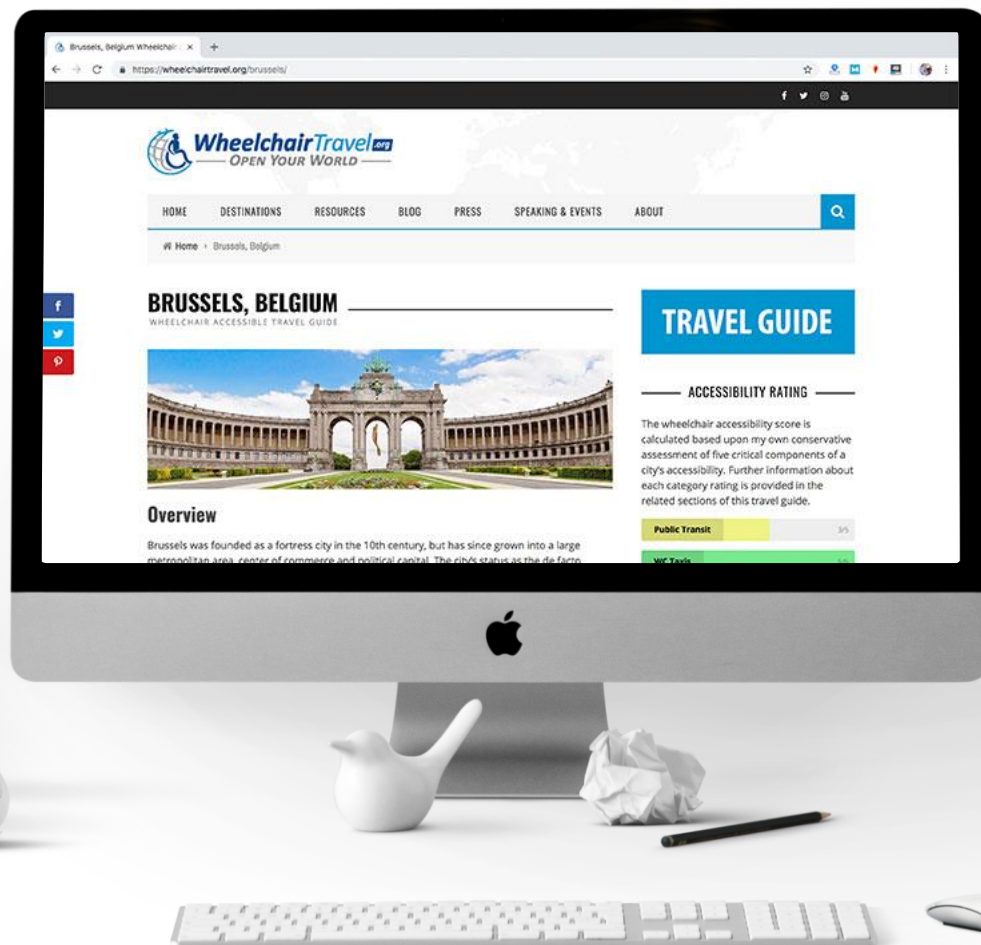
JOHN MORRIS | 2 OCTOBER 2018 | BRUSSELS



HELLO!
I'M JOHN.

**I travel the world with one
hand, a passport and my power
wheelchair.**

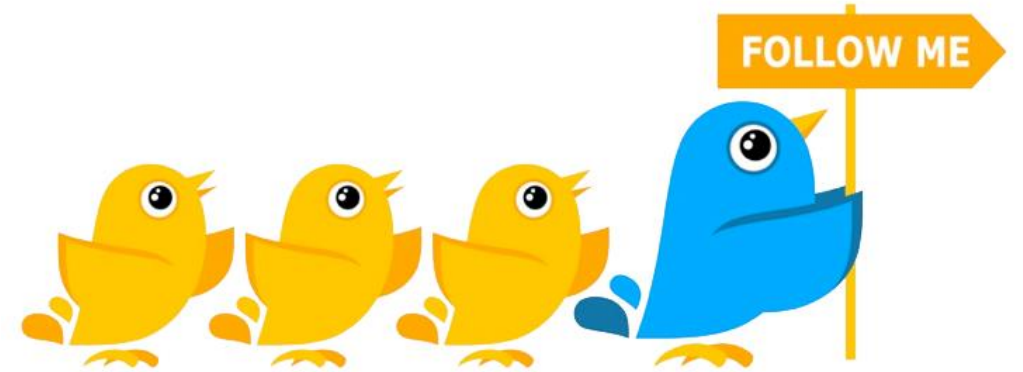


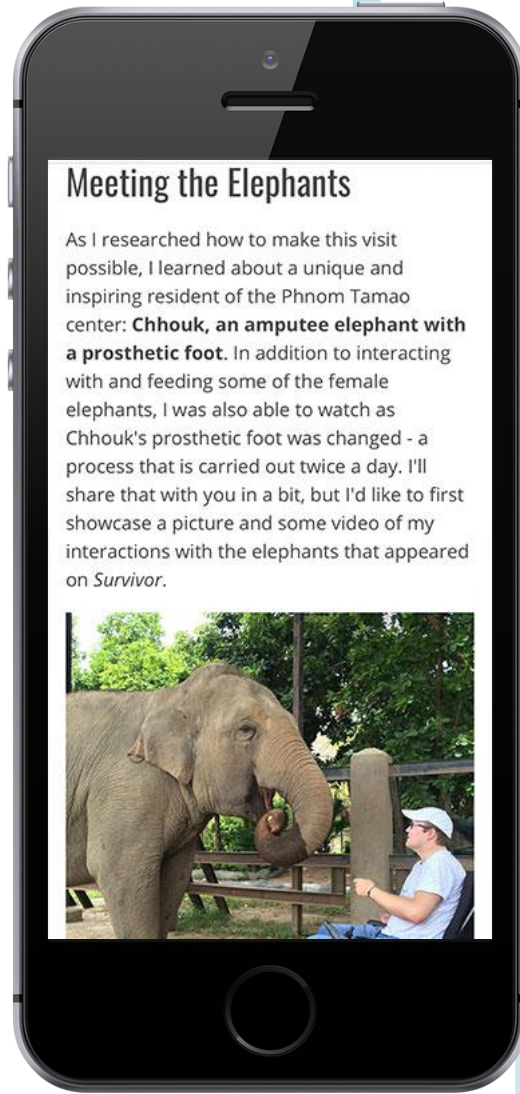
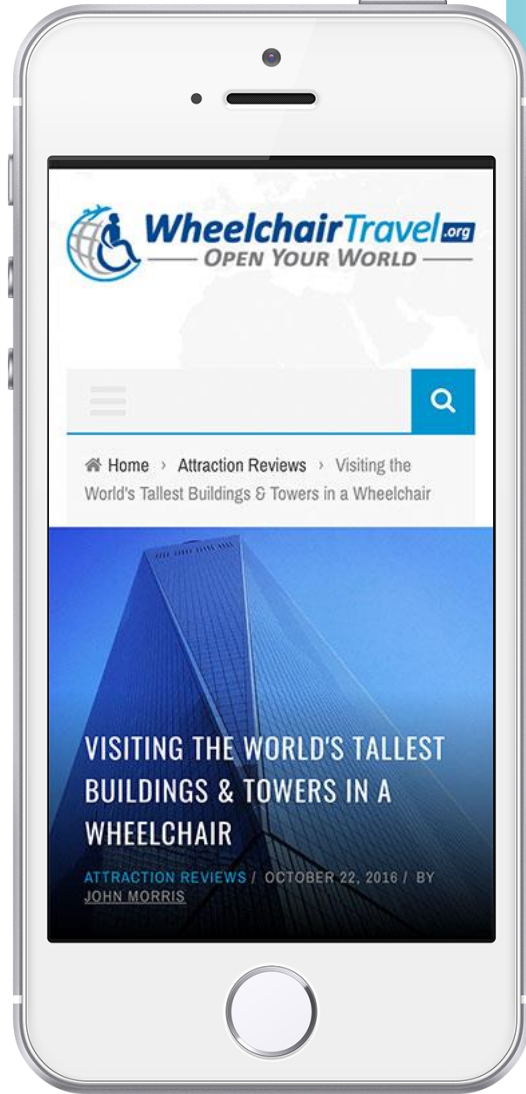


THIS IS
MY
WEBSITE.



What is
influence? |





The website is now visited by hundreds of thousands of people each year.



Generating Action on Accessibility

- **EDUCATION**
- **ADVOCACY**
- **CONSULTING**

Education



**WHAT DOES ACCESSIBILITY
LOOK LIKE?**



THINKING OUTSIDE THE BOX



**TRAINING AN ACCESSIBILITY
ARMY**

Advocacy



**SEE SOMETHING, SAY
SOMETHING**



**VISIBILITY DEMANDS
ATTENTION**

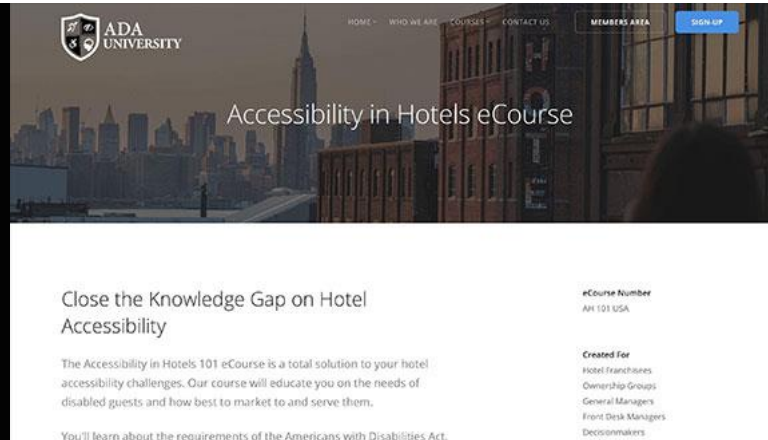


IT'S ALL TEAMWORK

Consultancy



**ACCESSIBLE DEVELOPMENT
GROUP**



ADA UNIVERSITY



LET'S TALK...



Why?

Readers

*Why should I take the
risk of travel?*

Businesses

*Why should we invest
in accessibility?*

*Why should I support
this accessibility
measure?*

Lawmakers