Inclusive Tourism
The Most Under Serviced Sector in Travel

Accessibility Marketing Guide
Why and How to present accessibility information and attract the Inclusive Tourism market.

About Travability
Travability was formed in 2007 by Bill Forrester and Deborah Davis. We are members of SATH (Society for Accessible Travel and Hospitality), ENAT (European Network for Accessible Tourism) and Tour Watch the world incubator for Accessible Tourism. We are acknowledged as global thought leaders on inclusive tourism and the economic impact the sector will have on the travel industry over the next ten years.

We have presented at international forums including:
- SATH World Congresses in 2009 and 2011
- Inaugural Access Tourism New Zealand Conference in October 2010

Bill Forrester
Bill was born and raised in Melbourne, Australia. Bill has a Bachelor of Commerce from the University of Melbourne and spent most of his working life in the corporate field in both financial and operation roles. He specialised in corporate and cultural change, and has extensive experience in facility management, major project delivery, stakeholder relations and corporate training programs. He has worked in the private, mutual, and government sectors. Several years ago he left the corporate world and bought three retail travel agencies in Melbourne to pursue his love of travel.

Recognising that there was a lack of information of accessible tourism facilities, three years ago, Bill formed Travability with a mission to change the way the tourist industry viewed travellers with disabilities and the way accessible information was made available.

Contact Bill on 61 4 1769 0533 or bill@travability.travel

Deborah Davis
Deborah was born and raised in Maryland and moved to Miami in 1984. She was involved in a car accident at the age of 18 sustaining a C6/7 spinal cord injury resulting in incomplete quadriplegia. Deborah has a Bachelor of Business Administration from the University of Miami and has had a successful career in the medical sales field and was the Director of Abilities Florida. She has extensive experience in developing and conducting training programs on disability awareness and the seamless inclusion of accessible facilities. She has a wealth of experience in marketing. She is well travelled and enjoys the thrill of discovering new places. As an active and accomplished individual she is passionate about our dream of making the world accessible to all.

Contact Deborah at abildavis@aol.co

www.travability.travel

Our Services
Training Services
Travability is committed to the accessible tourism sector. Our vision is to make the world accessible to all. We offer full training services for both front line staff and management in the needs and requirements of of the disabled community. Further we offer cultural change courses on the concept of inclusivity not just accessibility.

Marketing Services
We can help develop the basic information requirements and presentation to allow your facilities to be identified and enjoyed.

We have developed a self assessment guide and improvement manual, that can be tailored to your establishment.

We can develop your marketing material including photo shoots or images from our stock library.

Property Audits and Universal Design
Compliance with design standards is only a starting point in making a facility truly inclusive. We have a principle that good inclusive design should just blend in. Universal Design is an evolving thing centering around making as much of a facility as possible usable by all. Our audits concentrate on making improvements to things not directly covered by the design standards. It is often surprising just how easily, and often inexpensively, a non accessible venue can be made inclusive.

Resort Development and Design Review
In addition to just incorporating legislative design requirements for access we can review your project to ensure that inclusion is incorporated into the entire concept based on the 7 principles of Universal Design

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Ramped or level access
There is level or ramped access in Door width.

2008 Australian National Visitor Survey estimated the following: disability travel far less than the general population, however, the Inclusive Tourism sector to over 25% of the market by 2020.

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 every 11% of the total industry market share. US research by McKinsey & Company predicts that by 2015, the baby boomer generation will command almost 60 percent of 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.

There are myths in the marketplace that suggest that people with a disability travel far less than the general population, however, 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 inclusive tourism market does not spend because of economic circumstance. That is false as it is 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.

“American adults with disabilities or reduced mobility currently spend an average of $13.6 billion a year on travel. Creating accessible cruise ships, accessible ship terminals, accessible ground transportation, and accessible tourist destinations is not charity. It is just good business.”

Dr Scott Rains. a US expert on disability issues.