

Marketing for Accessibility: Tips and Tools for the Hospitality Industry

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National Initiative



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from the **General Accounting Office**:

The hospitality and hotel industry received a **12% revenue increase** just by implementing access provisions of the Americans with Disabilities Act (ADA).

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Open Doors Organization & Harris Interactive

A study conducted in 2002:

- stated that adults with disabilities spent approximately **\$13.6 billion** annually on travel.
- suggested that revenues from this market could easily **double** if certain needs were met and obstacles removed.

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Open Doors Organization & Harris Interactive

A follow-up poll conducted in 2005 shows that:

- travel by people with disabilities **increased 50%** in two years and more than 21 million adults with disabilities traveled for pleasure and/or business in 2004.
- A majority - **60%** - **reported barriers** of some type – physical, customer service or communication – during their stay.

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Three out of five hotel users report that they **encounter obstacles** when staying at hotels

Physical Obstacles (48%):

- **Doors** that are heavy or hard to open (36%)
- Not enough **room to maneuver** in hotel rooms and/or bathrooms (20%)
- Inaccessible **shower or bath** facilities (19%)

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Barriers found at Hotels...

Service/Personnel Obstacles (45%):

- Lack of availability of convenient rooms, such as on the first floor or near the elevator (36%)
- Hotel personnel not aware of services provided for people with disabilities (17%)

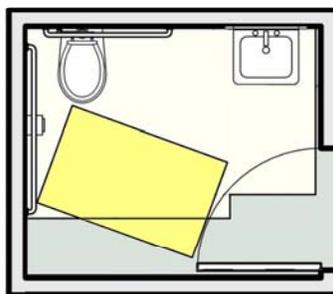
Communication-related obstacles (15%):

- Difficulty communicating with hotel personnel (10%)

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New 2010 ADA Standards:

Accessible single user toilet rooms will require more space for transfers for doors that swing inward.



AccessibilityOnline Webinar Series: **Accessible Doors**

http://www.accessibilityonline.org/Archives/Materials/FY2011/2011-06-02_Accessible_Doors_Maneuvering_Clearances_2_Sides_per_page.pdf

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Swimming pools will require lifts or sloped entry.

Required means of access into the water:

Over 300 linear feet of pool wall requires two accessible means of entry.

Less than 300 linear feet of pool wall requires one lift or sloped entry.

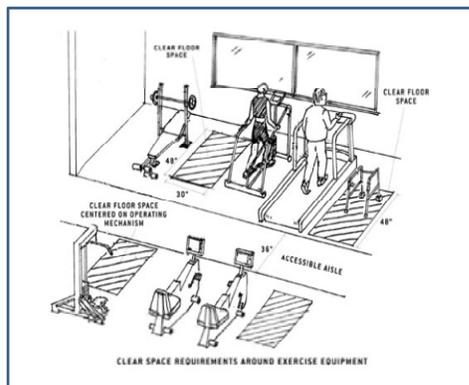


AccessibilityOnline Webinar Series: **Accessible Health Clubs and Fitness Facilities**

http://www.accessibilityonline.org/Archives/Materials/FY2011/2011-08-04_Accessible_Health_Culbs_and_Fitness_Facilities_2_Slides_Per_Page.pdf

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Exercise machines will need to be on an accessible route surrounded by clear floor space.



Hilton's Stay Fit Kit

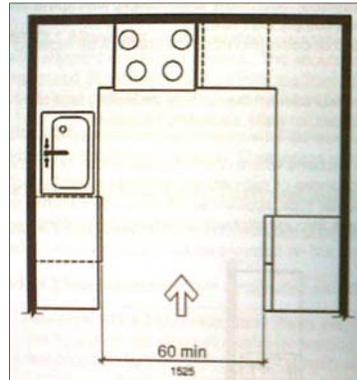
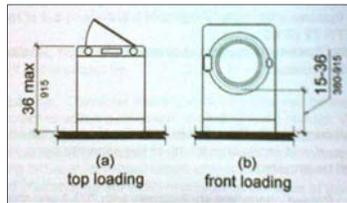


AccessibilityOnline Webinar Series: **Accessible Transient Lodging**

http://www.accessibilityonline.org/Archives/Materials/FY2011/2011-02-03_Accessible_Transient_Lodging_2_slides_per_page.pdf

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Clothes washers and dryers, kitchens and vending machines will need to be accessible.



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The dispersion of accessible guest rooms will change the number of rooms requiring mobility and communication features.

Guest Rooms with Communication Features	
Total Number of Guest Rooms Provided	Minimum Number of Required Guest Rooms With Communication Features
2 to 25	2
26 to 50	4
51 to 75	7
76 to 100	9
101 to 150	12
151 to 200	14
201 to 300	17
301 to 400	20
401 to 500	22
501 to 1000	5 percent of total
1001 and over	50, plus 3 for each 100 over 1000

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Saunas and steam rooms will require accessible doors, turning space and benches.



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New Requirements for Making Reservations:

- allow individuals with disabilities to make reservations for accessible guest rooms during the same hours and in the same manner as other guests.
- hold back the accessible guest rooms for people with disabilities until all other guest rooms of that type have been reserved.
- ensure that a reserved accessible guest room is removed from all reservations systems so that it is not inadvertently released to someone other than the person who reserved the accessible room.

...and...

identify and describe accessible features of a guest room

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Hotel Accommodations

Guest Rooms

After a busy day relax in the total comfort of one of our standard rooms. Choose from one king bed or two double beds. All our rooms feature an oversized work desk with laptop tray, speaker telephone with 2-line night on the desk, and an adjustable desk lamp with desktop electrical outlets. [View](#)

Our choices include:

- [1 KING BED](#)
- [2 DOUBLE BEDS](#)



Suites

Enjoy a suite experience at the Hilton San Bernardino. Bring the family or someone special. Your private suite includes a parlor area with sofa bed, two comfortable armchairs, oversized work desk, 27" television and refrigerator. [View](#)

Our choices include:

- [1 KING BED 1 BEDROOM SUITE](#)
- [2 KING BEDS POWER SUITE](#)



Accessible Rooms

Recently renovated, our accessible rooms comply with ADA regulations. Request either one king bed or two full size beds. A limited number of ADA rooms also have roll-in showers. All ADA rooms feature the "Serenity System" by Serta mattress with pillow top, down duvets and "Touch of Clean" pillows. Coffee maker, iron and board and high speed internet access are also standard.

Our choices include:

- [1 KING BED ACCESSIBLE ROOM](#)
- [2 DBL BEDS ACCESSIBLE P ROOM](#)



[Check Room Availability](#)

USA Olympic Team

Internet 15

Hilton San Bernardino... Inbox - Microsoft Out... webinar 2011 combin...

Cool! I can book an accessible room from the website!

Hilton San Bernardino
285 East Hospitality Lane, San Bernardino, California, United States 92408-3411
Tel: 1-909-389-0133 Fax: 1-909-381-4299

2 DBL BEDS ACCESSIBLE ROOM

Our recently renovated double-double accessible guest rooms are ADA compliant (gone with roll-in showers) and are beautifully decorated with warm woods, restful shades of rust and gold and provide an elegant ambience. All rooms offer views of the mountains and the city. Each guest room offers a 27-inch TV, Hilton Alarm Clock Radio with MP3 connection, comfortable chair, work desk with ergonomic desk chair, top-line phones with voicemail, coffee maker, iron, ironing board, and hair dryer. Task lighting and high-speed Internet access are within easy reach on the desktop. The Serenity Bath features Crabtree & Evelyn's La Source bath amenities. All rooms feature the Hilton Sleep System. [Check Room Availability](#)



Photo: 2 of 2

Amenities

For your Comfort	For your Convenience	For your Confidence
<ul style="list-style-type: none"> • 250 Thread Count Sheets • accessible • Air Conditioning • Alarm Radio • Back-Out Curtains • Bidet Pillow • Clock Radio w/ MP3 Connection • Complimentary HBO(R) • Curved Shower Rod • Designer Throw Blanket • Duvet Cover • Ergonomic Desk Chair • Feather Pillows Non-Allergenic • Granite Counter Tops/Vanities • Hilton Eat Right Menu • Hilton Serenity Bed • Hilton Serenity Collection™ In-Room Movie Channel • Lever Door Handles • Linen or adjustable Closet Rod • Non-Smoking • On-Demand Movies • On-Demand Video Games • Tramestat (adjustable) • TV - 27 inch • TV-Cable • TV-Premium HBO, CNN, ESPN • TV-Standard Network • Work Desk with Adjustable Lamp 	<ul style="list-style-type: none"> • Bathroom Amenities • Coffee Maker • Convenient Electrical Outlets • Crabtree and Evelyn Amenities • Cuisinart Coffeemaker • Desk Level Bedside Plugs • Desk Level HSB Connection • Desk Level Phone Jacks • Evening Room Service Available • Hairdryer • Hand Held Shower • High Speed Internet Access • In-Suite Coffee Welcome Caddy • Integrated Business Services • Iron • Iron/Joining Board • Newspaper M-F (USA Today) • Remote-Controlled Television • Rollaway • Tea/Coffee Making Facilities • Telephone - Auto Wakeup • Telephone - in Bath • Telephone - Two Lines • Telephone - Two Phones • Telephone - Voice Mail • Telephone - with Dataport • Telephone with Speaker phone • Two Phones with Speaker • Two Phones with Voicemail 	<ul style="list-style-type: none"> • Alarms - Audible • Automatic Door Closer • Double Locking Doors • Electronic Locks • Emergency Call Button on Phone • Glowing Light Switches • Secondary Locking Device • Thumb Dead Bolt • Wide Angle Door Viewer

[Back to top](#)

Wow, this room has a lot of nice amenities, but I can't tell if it will meet my needs.

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The screenshot shows the website's navigation menu with options like 'HOME', 'HOTELS & RESERVATIONS', 'SPECIAL OFFERS', and 'WYNDHAM REWARDS'. The main content area is titled 'ADA Compliant Room Types' and includes a sidebar with links such as 'Special Services and Amenities', 'Accessible Travel Tips', 'Booking Your Reservation', 'Our Initiatives', and 'Short Stature Accessibility Kits'. The main text describes ADA-Accessible suites and lists features such as peepholes, door locks, electronic door handles, guestroom doors, lowered clothes bars, switches, heavy-duty bed frames, desks, remote equipped televisions, and drapery wands. It also mentions amenities like a microwave, refrigerator, and coffee maker. A list of bathroom features includes high toilets with grab bars, grab bars and hand-held shower hoses, covered piping, sink controls, accessible mirrors, towel bars, and robe hooks. A page number '17' is visible in the bottom right corner.

Perfect!!

Guidance on 2010 ADA Regulations:

Identify and describe accessible and non-accessible features in the hotel and guest rooms in enough detail to reasonably permit individuals with disabilities to **assess independently** whether a given hotel or guest room meets his or her accessibility needs.

- **room type and number of beds** (two queen, deluxe executive suite, etc)
- **communication features** (visual alarms and notification devices, etc)
- **type of bathing facility** (bathtub with grab bars, roll in shower, etc)

Examples of Accessible Features to describe:

Guest Room:

- door width
- maneuvering space in bathroom and guest room
- features of tub, shower, toilet, sink
- height of closet bars, shelves, temperature controls and outlets
- length of curtain wands
- bed height
- notification devices, alarms, TTY phone
- large print or audio recordings of hotel services
 - room service menu
 - TV channels
 - hotel amenities
 - emergency exit descriptions

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Examples of Accessible Features to describe:

Hotel Property:

- location of accessible parking
- description of accessible route
- lowered counter at check in
- carpet thickness
- accessibility of:
 - gym
 - business center
 - swimming pool/spa/sauna
 - meeting rooms
 - restaurant
- complimentary transportation
 - how to arrange accessible transportation

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Guidance on 2010 ADA Regulations

Ensure that employees (onsite and at a reservations center) are available to provide additional information such as the specific layout of the room and bathroom, shower design, grab bar locations, and other amenities, such as a bathtub bench.

Train staff on:

- features of each different accessible room
- differences between rooms with mobility vs. communication features
- how to communicate respectfully with guests who have physical or intellectual disabilities

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New Hospitality and Disability Website



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Hotel Customer Service and the ADA

Developed by the
Mid-Atlantic ADA Center



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Guests Who are Blind or Have Low Vision

- Provide print information in large print, Braille, or electronic formats
- Read menus or documents to the guest
- Orient the guest to the hotel, including the lobby, their room, and areas in and around the hotel
- Assist with finding signature line on guest checks, registration forms, etc.
- Offer to trim a corner off a key card so the guest knows which way to put it in the door



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Fact Sheet

Removable Tub Seats/Transfer Benches

<http://www.adainfo.org/content/hospitality-initiative>



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Tax Deductions



- IRS Tax deduction for businesses of any size
 - Up to \$15,000 for removing barriers in buildings or vehicles
 - Cannot be used for renovation work
 - Is applicable every tax year
 - IRS Code: Section 190, Barrier Removal Forms: 907 & 535

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Assessment Tools

- AH&LA is developing a checklist which will be available Spring 2012 based on the 2010 ADA Standards.
- BluePath has a checklist for hotels that focuses on usability – a good introduction to identify barriers and apply for membership.

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The screenshot shows the BluePath website homepage. At the top, the BluePath logo is displayed with the tagline "Businesses Committed to Accessibility." Below the logo is a navigation menu with links for Home, Directory, PathFinders, Business Membership, Accessibility Tools, Partners & PathBuilders, and About. There is also a login form with fields for "Email or Screen Name" and "Password" and a "Login" button. The main content area is divided into several sections: "BluePath Business Directories:" with a table listing states and regions; "Featured Business:" with logos and contact information for Gateway Mall, The Pike Brewing Company, and Courtyard by Marriott; "What is BluePath?" with text explaining the organization's mission and a "Read more" link; "Recently Added Businesses:" with logos and contact information for Cosmic Pizza, Sweet Life Patisserie, and Comfort Inn & Suites; and "Become a BluePath Business" with a "Be a BluePath Findor!" button and a registration form with fields for "Screen Name", "Email", "Password", and "State". The footer contains the BluePath logo and the number 28.

www.blue-path.com

- Encourage businesses to **remove barriers** and improve **cross-disability access**.
- Provide **tools** to evaluate physical access and **educate** on disability-focused customer service.
- **Inform customers** with disabilities about the access they will find at a BluePath business.
- Expand awareness about the **value** of the disability market.
- Reward businesses with membership **status** and **targeted marketing**.



A screenshot of the BluePath website for a Courtyard by Marriott hotel. The page is divided into several sections: "About Business" on the left, "BluePath Priorities" in the center, and "Customer Reviews" on the right. The "BluePath Priorities" section lists various accessibility features with corresponding icons and a "Rate" dropdown menu for each. The "Customer Reviews" section shows a review by Karen L. Braitmayer from 03/22/2010. The "Related Businesses" section lists other hotels like Watertown, Paramount Hotel, Crowne Plaza Hotel, and Silver Cloud Inn University Village. The bottom of the screenshot shows a Windows taskbar with several open applications and the system clock at 4:03 PM.

accessible but several items are being addressed.

- **Hotel Lobby** [Rate](#)
 Check-in
 Counter

Lowered counter available.

- **Tables & Chairs** [Rate](#)

There is a breakfast area with movable tables and chairs. Let us know if we can help you arrange the seating you require!

- **Restaurant Bars & Counters** [Rate](#)

Buffet counter and slide surface is reachable from seated position.

- **Restaurant Menu** [Rate](#)

- **Meeting Rooms** [Rate](#)

Assistive listening devices available.

[Login & Save Ratings](#)




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Put out a welcome sign!



Advertise your space!



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Advertise your space!



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Show off your accessible features!



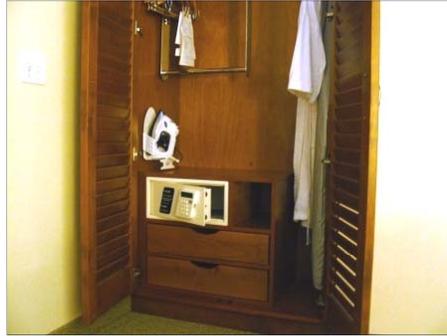
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Market your accessible features!



35

Describe your accessible features!



37

Get creative with your accessible features!



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Make your accessible features universal!



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Access makes everyone comfortable!



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More helpful stuff for Hotels!

Click [here](#) for a presentation from the U.S. Access Board on new 2010 ADA Standards for places of lodging.

Training Video!

Hospitality: Serving Guests With Disabilities



Two ladies. One on wheels. The other on the heels...of a service dog. Both travelers wanting the same hospitality and access to amenities as anyone.

But what are the challenges of a girl in a wheelchair?
And how does a woman who is blind use all the features a hotel has to offer?

The first video "It's the Little Things that Count" will guide hotel staff in making a guest room welcoming and accessible for travelers using wheelchairs.

The second video "Sightless in Seattle" will train hotel staff on ways to familiarize a guest who is blind to their guest room.

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Microtel Inn and Suites

[Solutions Marketing Group](#) - 2006

Microtel's hard work has triggered a superb effect in their bottom line. They reported sharp gains in 2004 bookings for ADA room nights -- up by nearly 275% over the previous year. In addition, net revenues for ADA room nights increased by more than 260%. Internet bookings for ADA rooms during the same period marked the strongest gains, with an increase of more than 400%.

Males 65 and over

15,150,000 total

9,357,000 without disabilities

2,751,000 with 1 disability

3,041,000 with 2 disabilities

Source: US Census 2006

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Females 65 and older

20,421,000 total

11,646,000 without disabilities

3,497,000 with 1 disability

5,278,000 with 2 disabilities

Source: US Census 2006

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US Census

- An American turns 50 every 7 seconds—that's more than 12,500 people every day.
- By 2030, the 65-plus population will double to about 71.5 million, and by 2050 will grow to 86.7 million.

AARP

- By 2015, those aged 50 and older will represent 45% of the U.S. population.

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Baruch College-Harris Poll commissioned by Business Week Magazine

- Internet users over-50 age group are the most likely to buy online

Media Matrix Report

- Seniors are the fastest growing Internet demographic group
- Seniors go online more frequently and stay on the Internet longer than those under age 50
- Seniors comprise 20% of total online users outpacing 18- to 24-year olds who trail at 17.5%

Jupiter Research

- One-third of the 195.3 million Internet users in the U.S. are adults aged 50+ and represent the Web's largest constituency

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The Silver Tsunami

78 million Americans who were 50 or older as of 2001 controlled 67% of the country's wealth, or \$28 trillion.

- U.S. Census and Federal Reserve

96% of baby boomers participate in word-of-mouth or viral marketing by passing product or service information on to friends. - ThirdAge and JWT Boom



42% of all travel industry purchases happen online, and adults 50+ account for 80% of all luxury travel spending. - Pew Internet and American Life Project

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“Dot Boom”

[Social Networking Doubles Among Boomers and Seniors](#)

Emarketer, 9/13/10

[> Read More](#)

[Social Networking Surges For Seniors](#)

NPR, 9/9/10

[> Read More](#)

[Senior Moment: Tweetin' Grannies and Gramps Outpace Social Whippersnappers](#)

Fast Company, 9/1/10

[> Read More](#)

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The Graying of America

“At more than 100 million strong, baby boomer and older customers (born before 1965) are the single largest consumer group in America, and they are the wealthiest, best educated and most sophisticated of purchasers. With more disposable income than any population in America, they are, in fact, the New Customer Majority.”

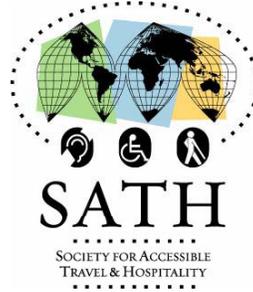
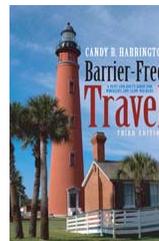
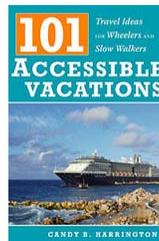
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The screenshot shows the AARP website interface. At the top, there are navigation links for 'En Español', 'Join/Renew', 'Find a Discount', 'Donate', 'Volunteer', 'Watch', 'Listen', 'My Account', 'Community', and 'Help'. A search bar is also present. The main content area features an article titled 'Flying Tips for Wheelchair Users' by Peter Greenberg, dated December 10, 2010. The article includes a quote: 'The most important tip is to prepare yourself, make the phone calls upfront and explain the equipment that you have.' To the right of the article is an 'AARP TRAVEL CENTER' widget with an Expedia logo and a booking form. The form includes fields for 'Destination', 'Check-in', 'Check-out', 'Rooms', 'Adults (19+)', and 'Children (0-18)'. Below the form, it says 'AARP MEMBERS SAVE 10%'. On the left side of the page, there is a sidebar with various categories like 'HOME', 'MEMBER BENEFITS', 'HEALTH', 'MONEY', 'WORK & RETIREMENT', 'PERSONAL GROWTH', 'POLITICS & SOCIETY', 'RELATIONSHIPS', 'HOME & GARDEN', 'FOOD', 'TRAVEL', 'ENTERTAINMENT', 'GAMES', 'TECHNOLOGY', and 'GIVING BACK'. There is also a 'JOIN AARP' button and a 'travel POLL' section.



I Can    
travel with confidence no matter what the challenge

Rolling Rains Report
Precipitating Dialogue on Travel, Disability, and Universal



The nonprofit Society for Accessible Travel and Hospitality (SATH), made up mostly of travel agencies catering to those with mobility disabilities, saw members' hotel bookings more than double last year, a remarkable feat in a recession.

National Geographic Traveler

Rebels With a Cause (September 2011)

Boomers, many of whom came of age holding a protest sign, are joining forces with disability and senior groups to add muscle to the cause of increased accessibility in travel. “They don’t intend to let hip replacements and insulin shots stop them from traveling,” says Rains. “Nor will they be pandered to, stigmatized, or written off.”

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Bookmark



www.ADAhospitality.org

**Become a
BluePath Member**
www.blue-path.com



National Network
*Information, Guidance and Training on the
Americans with Disabilities Act by DBTAC*

Call your local ADA Center
1-800-949-4232

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