

**Marketing for Accessibility:**  
Tips and Tools for the  
Hospitality Industry

**Marian Vessels**  
Director, Mid-Atlantic ADA Center

**Don Brandon**  
Director, Northwest ADA Center

**Sara Woody**  
BluePath Coordinator, Northwest ADA Center

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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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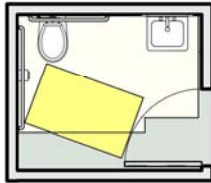
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## New 2010 ADA Standards:

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

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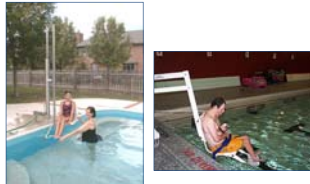
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## Swimming pools will require lifts or sloped entry.

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/FY2011/2011-06-04\\_Accessible\\_Health\\_Culbs\\_and\\_Fitness\\_Facilities\\_2\\_Slides\\_Per\\_Page.pdf](http://www.accessibilityonline.org/Archives/Materials/FY2011/2011-06-04_Accessible_Health_Culbs_and_Fitness_Facilities_2_Slides_Per_Page.pdf)

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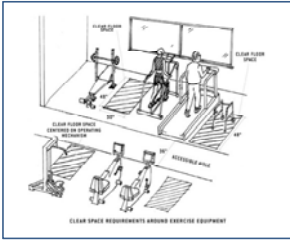
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Exercise machines will need to be on an accessible route surrounded by clear floor space.



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

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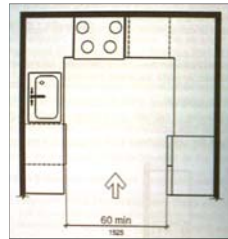
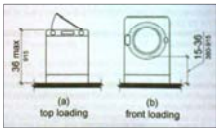
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Clothes washers and dryers, kitchens and vending machines will need to be accessible.



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

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

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Perfect!

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**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)

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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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accessible for 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 side surface is reachable from seated position
- Restaurant Menu [Rate](#)
- Meeting Rooms [Rate](#)

Assistive listening devices available

[Sign & Tactile Ratings](#)

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### Put out a welcome sign!



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### Advertise your space!



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### Advertise your space!



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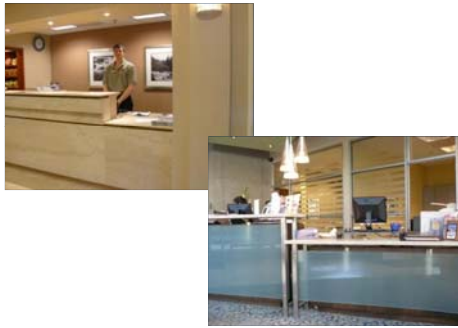
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### Show off your accessible features!



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### Market your accessible features!



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Describe your accessible features!



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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

Stop Up Today! [Learn](#)

#### Training Video!



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%.

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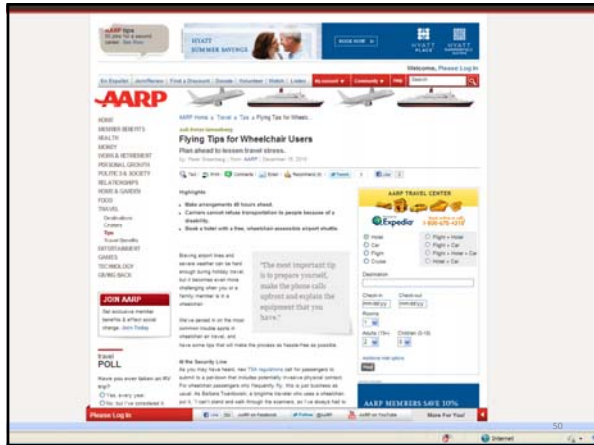
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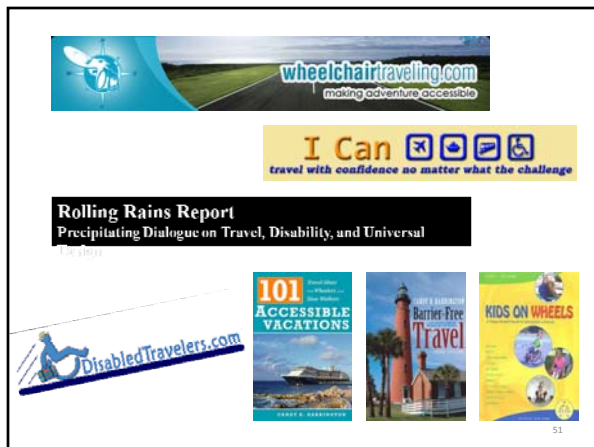
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The nonprofit Society for Accessible Travel and Hospitality (SATH), made up mostly of travel agencies catering to those with mobility disabilities, saw members' hotel bookings more than double last year, a remarkable feat in a recession.

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## 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](http://www.ADAhospitality.org)

Become a  
**BluePath Member**  
[www.blue-path.com](http://www.blue-path.com)



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

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