Accessible Tourism: Good Economic Strategy

will begin at 12:30 PM ET

About Your Hosts…

- TransCen, Inc.
  - Improving lives of people with disabilities through meaningful work and community inclusion
- Mid-Atlantic ADA Center, a project of TransCen, Inc.
  - Funded by National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR), Administration for Community Living, U.S. Department of Health and Human Services

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Customize Your View continued

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Mid-Atlantic ADA Center

Archive

- This webinar is being recorded and can be accessed within a few weeks
- You will receive an email with information on accessing the archive

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Accessible Tourism: Good Economic Strategy

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West Virginia University

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Center for Excellence in Disabilities

West Virginia University

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Center for Excellence in Disabilities

Part of a National Network

AUCD
ASSOCIATION OF UNIVERSITY CENTERS ON DISABILITIES
RESEARCH, EDUCATION, SERVICE

WVU CED's role:

- Education and training to University students in multiple disciplines to prepare a workforce that is able and willing to serve persons with disabilities
- Technical assistance to individuals with disabilities and direct care providers who serve them to enhance their skillset and improve service quality
- Gap filling direct services and supports in an effort to improve availability and acceptability of services for West Virginians
- Dissemination of information about the status of disabilities services in West Virginia and the nation
- Research activities conducted in collaboration with partners, to improve services and policies related to individuals with disabilities and their families.

About WVU CED

- Serves individuals with disabilities across the life span in all 55 counties
- 13 Programs
- 3 Clinics
- Approx. 90 Staff
- Multiple state and federal partners

Become an Affiliate

Looking for a way to be more connected to CED? Individuals can now sign up to be an Affiliate of the CED. Affiliates will:

- Receive updates on CED news and events
- Have opportunities to provide input regarding programs, services and research projects

http://www.cedwvu.org/about-ced/become-an-affiliate/

West Virginia Assistive Technology System (WVATS)

- Increases access to and acquisition of assistive technology devices and services
- Assistive technology is any device used to perform tasks that would otherwise be difficult or impossible
- Areas of emphasis in Education, Employment, and Community Living
- Exchange, Loan, Demonstration

Who are people with disabilities?

- WV leads the nation in:
  - Percent of population who have disabilities
  - Children with disabilities
  - People with work-related disabilities
- Nationally, majority are people 65 and older

The Senior Tsunami

Tsunami Facts – Did you know…..

- Baby boomers began turning 65 in 2011
- Some 12,500 Americans turn 50 each day, another 10,000 turn 65
- Mature market is larger than the population of the United Kingdom or France
- By 2029, all of the baby boomers will be 65 years and over
- By 2056, Gen X is retiring and the population 65 years and over will be larger than the population under 18

Visible and Hidden

- Almost 30% of adults in the United States have difficulty with basic movement or have sensory concerns
- More than 60% of Americans aged 50-64 have at least one chronic health condition (80% of 65+)
- By 2020, half of the U.S. population will have at least one chronic health condition and one-quarter will be living with multiple chronic conditions

Why do we care about people with disabilities?

- Over $200 billion per year in disposable income
- Over one trillion if you include families
- More than 21 million adults with disabilities traveled at least once in a two year period
- More than 50% of adults with disabilities stayed in hotels while traveling
- In a 2002 study, the ODO found that annual spending by travelers with disabilities equals $13.6 billion

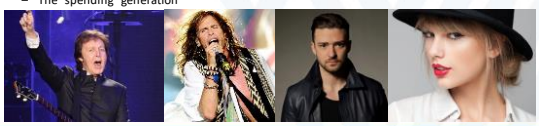
SHOW ME THE MONEY!

Generational Diversity

- **Traditionalists** (1925-1945) – what matters most to them is the work itself, they will "take one for the team," sacrifice for the common good, patriotism – for this group, the world is HUGE
- **Boomers** (1946-1965) – what matters most to them is getting respect, let's enjoy the moment, anything is possible, cause-oriented – for this group, the world is a little more accessible, i.e. British invasion in music, Vietnam War
- **Generation X** (1970-late 1980's) – what matters most to them is "am I appreciated," want to be different or unusual, more diverse with less sense of home or security, very independent and informal –for this group, the world has always been accessible, international corporations, international banking, international flights
- **Millenials** – Generation Y (after 1988) – what matters most to them is the challenge that impacts the world, are tech-savy but don't even think of it as technology (just the way it is), "echo-Boomers" – largest population group since the Boomers, full of self-esteem, also patriotism (the 9/11 impact) – for this group, they are "global" citizens, world is small

SPENDING BY GENERATION

- **Traditionalists** (1925-1945)
  - $471 per day when traveling
  - The "saving" generation
- **Boomers** (1946-1965)
  - $522 per day when traveling
  - Will inherit between 4-10 trillion dollars
  - The "spending" generation
- **Generation X** (1970-late 1980's)
  - $627 per day when traveling
  - Spend slightly more on alcoholic beverages
- **Millenials** – Generation Y (after 1988)
  - $527 per day when traveling
  - 46% of food expenditure on food away from home



Where do Boomers spend their money?

- Shopping, eating the evening meal in a sit-down restaurant, wine consumption, visiting gambling casinos, lottery
- 14.7% eat fast food 3 or more times per week
- 18.3% had 4 or more meals in a sit-down restaurant every two weeks
- Prefer restaurants with soft music, light, no smoke, bigger bathroom stalls, well lighted parking lots

Travel

- Mature market accounts for over 80% of all leisure travel
- The average age of leisure travelers is 47.5 years old.
- Baby Boomers planned to take 4-5 trips in 2015, more than half in the U.S.
- Most likely travel is in spring, summer or fall
- Growing markets celebration vacation, solo travel, multi-generational trips and weekend getaways vs. romantic getaways
- The 65-and-older group of travelers spent an average of 4 percent of its total average annual expenditures on trips and vacations, about twice the share spent by travelers in most of the other age groups.

TRAVEL AND THE ADA

So what have we learned about Baby Boomers?

- Control 50% of the national discretionary income
- Take 4-5 trips a year
- More than 60% have at least one chronic health condition

ADA Requirements for Public Accommodations

- Parking
- Entrances
- Restrooms
- Paths of travel
- Signage
- And more!

New buildings and renovations

- Under the ADA, hotels, motels, inns and other places of lodging designed or constructed after January 26, 1993, must be usable by persons with disabilities

Customer Service

- Reservations
- Communication – TTY, Disability Etiquette

Maintain Accessible Features

Usability vs. Design Trends

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Civil Rights Division
Disability Rights Section

Expanding Your Market

Accessible Customer Service Practices for Hotel and Lodging Guests with Disabilities

The Market of Travelers Who Benefit from Accessibility

People with disabilities, in the United States and around the world, travel for both business and pleasure and regularly patronize hotels. Statistics indicate the enormous size of this prospective market.

The U.S. Census Bureau's 2002 Survey of Income and Program Participation (SIPP) found that there are 51.2 million people with disabilities in the United States. To put that number into perspective, the 2002 SIPP indicates that the U.S. population's percentage of people with disabilities is 18.1 percent. [1] That is larger than the percentage of Hispanic Americans in the U.S. population (13.3%), the country's largest ethnic, racial, or cultural minority group. [2]

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Expanding Your Market

Accessibility Benefits Older Adult Customers

Baby Boomers, mature consumers, older adults, senior customers – whatever one names this market, it is large and growing. In 2006, the leading edge of the Baby Boom generation turns 60 years of age. Between 1989 and 2001, according to the last census, the entire Silvers' 50s and 2001, the median net worth of households headed by people age 65 and over increased by 62 percent. [1] And, more than 50% of the total U.S. discretionary income is controlled by those 50 years and older. [2] This is not a market that businesses should turn away from their doors.

Older adults make up a diverse group in many ways. Their one certain commonality is that they will experience at least some physiological and cognitive changes and, perhaps, disability as they age. [3] The 2000 U.S. Census found that 41.9% of adults 65 years

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Expanding Your Market

Building a Diverse Customer Base

The Americans with Disabilities Act Comprehensive Civil Rights Legislation

The Americans with Disabilities Act (ADA) was signed into law on July 26, 1990, by President George H.W. Bush. While some businesses may think of the ADA as merely a building code or an employment law, the ADA is, in fact, one of America's most comprehensive pieces of civil rights legislation. The ADA bears much of its structure and enforcement remedies and procedures on the 1964 Civil Rights Act

Nondiscrimination in Public Accommodations

Title III of the ADA extends to people with disabilities the same protections that Title II of the Civil Rights Act of 1964 extends to people discriminated against on

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Expanding Your Market

Maintaining Accessible Features in Retail Establishments

Introduction

More than 50 million Americans with disabilities are potential c families and friends, patronize clothing boutiques, mail outlets, million baby boomers in this country - who do not always merge retail establishment brings in new customers and keeps them

The Americans with Disabilities Act (ADA) requires businesse provide access to customers with disabilities. A key component remove barriers. And, businesses need to protect that investm

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Expanding Your Market

Maintaining Accessibility in Museums

Introduction

According to the Institute for Museum and Library Services, there are a and free museums) in order to engage the public in learning about wea museums – ranging in size from a small historic house to a larg million dollars. [1]

Regardless of size or income, most museums have legal obligations u the ADA's title II, and museums that receive Federal funding – whether t Act

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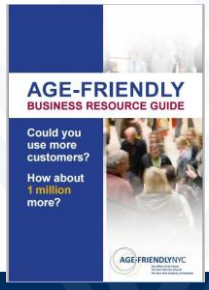
Tax Incentives

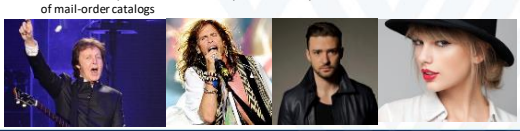
NYC Special Publication



TARGET MARKETING

REACHING EACH GENERATION

- **Traditionalists** (1925-1945)
  - Most likely to be repeat visitors
  - 1/3 read all available direct mail
  - 71% read local daily newspapers
- **Boomers** (1946-1965)
  - Most Boomers throw out the majority of direct mail they receive with the exception of mail-order catalogs
- **Generation X** (1970-late 1980's)
  - 82% book travel online
- **Millenials** – Generation Y (after 1988)
  - 90% book travel online
  - Think their smart phone can solve all problems



COMPONENTS OF AN ACCESSIBLE MEETING

For Meeting Planners - Prior to your Meeting

- Need for accommodations information on registration form
- Available assistive devices - low-tech or high-tech
- Variety of dissemination mechanisms
- TTY number available for registration/questions
- Walk through the site with person with disability to verify accessibility features – use accessibility checklist
- Alternate formats

For Conference Centers - Meeting Room

- Accessible
- Comfortable
- Accommodating

Suggestions to increase accessibility:

- Signs to show room location
- Accessible rest rooms on same floor as meeting area
- Room set-up to allow for movement
- Check room for lighting, drapes close, availability of outlets
- Provide accessible seating, dispersed around room
- Request a raised speaker platform
- Provide convenient location for breaks, registration
- Registration table and catering table at accessible heights
- Check for potential safety hazards
- Separate lighting on interpreter

Key Points

- Anyone could be a person with a disability.
- It's a good idea to plan to accommodate everyone – remember Universal Design principles!
- However, the probability is the individual with a disability will be 65 or older
- A Baby Boomer!
- Accessible Tourism is an economic tool for communities, as well as traditional tourism industries like hotels, resorts and restaurants.
- Baby Boomers control lots of money and love to spend it!
- If they have a good experience, they are more likely to be a return customer.
- Compliance with the ADA and incorporating Universal Design is good business!

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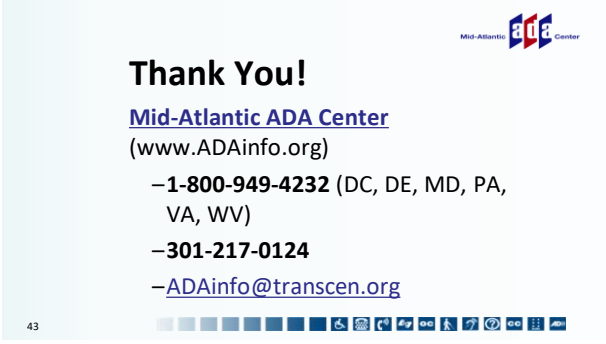
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