

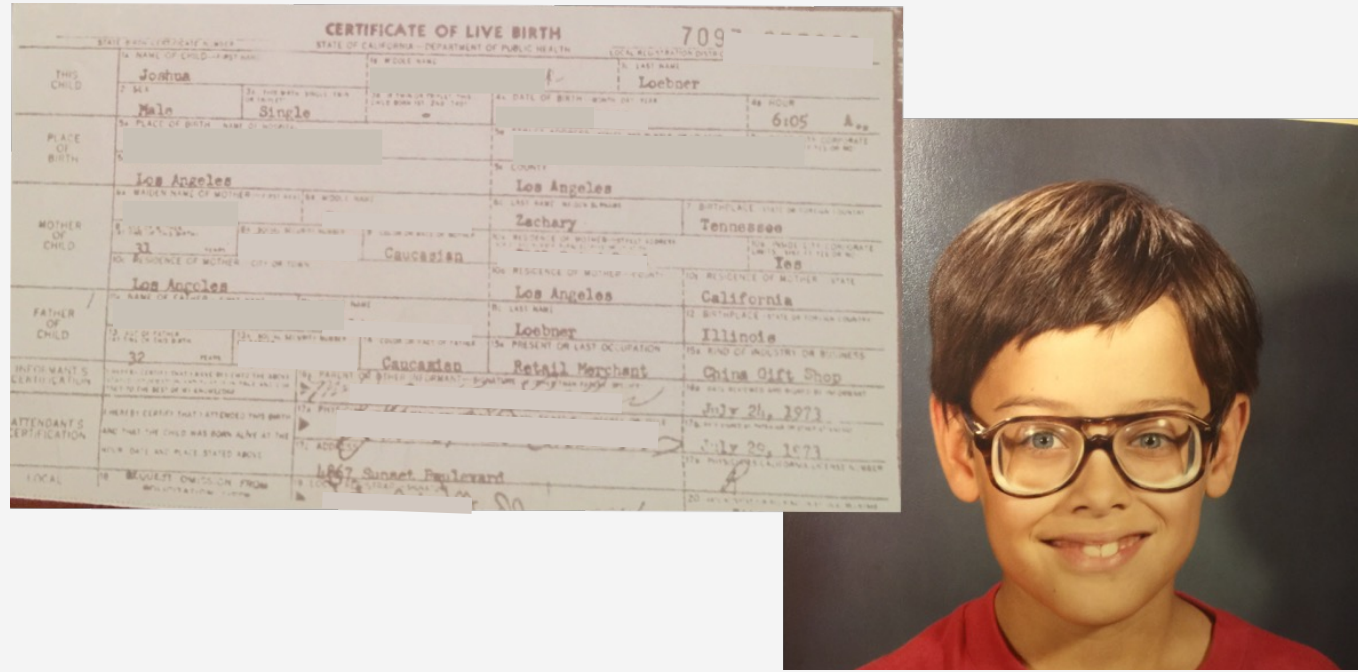


Increase Your Information & Inspiration to Elevate Accessible Tourism

Dr. Josh Loebner, Global Head of Inclusive Design



Disability, Tourism & Me



EXPLORE
GEORGIA.



Dolly Wood.

VISIT FLORIDA



Alaska
AIRLINES

VISIT
Myrtle Beach
SOUTH CAROLINA



The SOUNDTRACK of AMERICA
MADE IN
TENNESSEE
☆☆☆



Germany
Simply inspiring

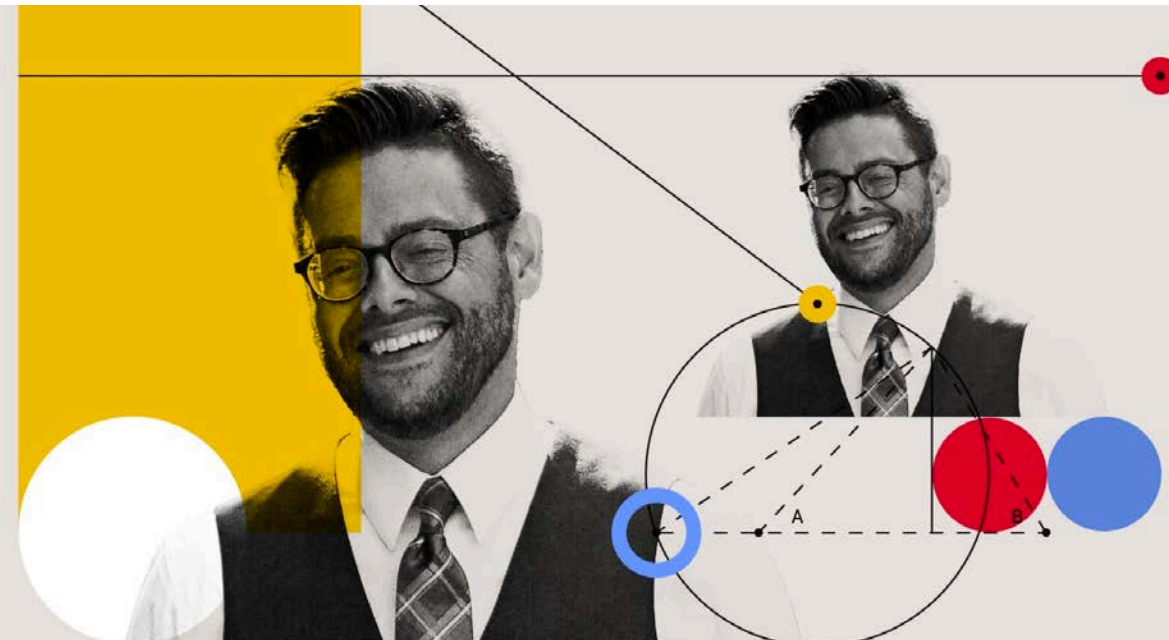


Raconteur



TALENT & CULTURE

How I became an... inclusive
design expert



+ we inspire
growth
for ambitious
brands

Transforming the most world's most iconic brands





Inclusion = Growth

Inclusion impacts business

PWD+ AUDIENCE SIZING AND IMPACT

1B

of the world's population identifies as being disabled

\$13T

the annual disposable spend of people with disabilities globally and their families

3.3B

people are either disabled or are close family or friends with someone who is

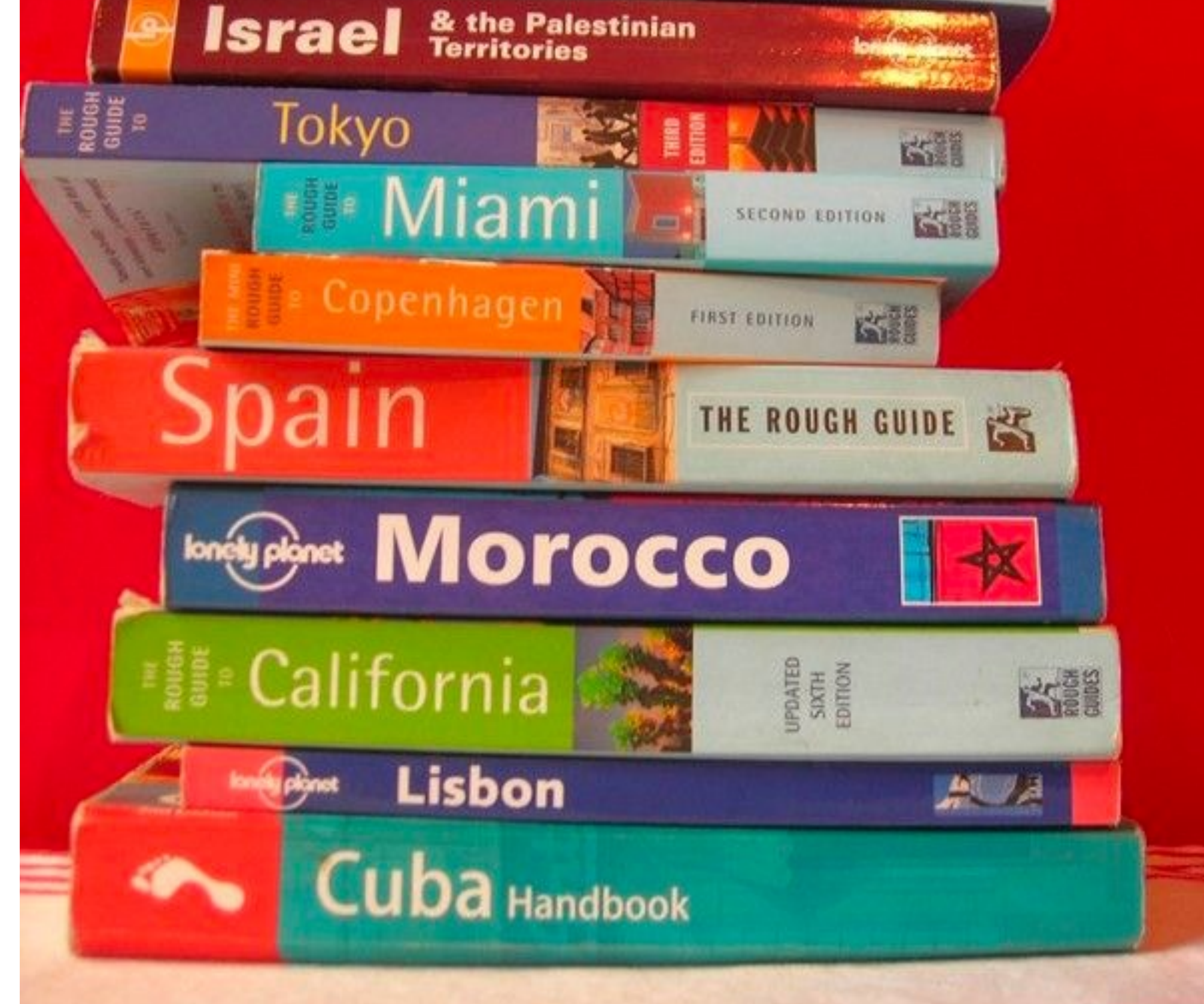
#1

fastest growing minority

Start With Information

Tourism Information has Innovated

We've moved on from folded paper roadmaps and travel guide books to basically everything on our mobile devices, **but sometimes accessible tourism information is still out of reach.**



Share as Much Information As You Can

We often shorten information into symbols, from emojis to signs, and many are useful.

But the accessibility symbol, or the word accessibility may not be enough to inform travelers with disabilities and those they travel with, such as caregivers, family members or others.



Protecting and advancing the rights of individuals with disabilities across California for more than 40 years.

Search Results for "accessibility"

All | 11 Search Results Found

Transportation & Logistics

Many destinations focus on their own accessibility without considering how to accessibly arrive, depart and get around.

- Rideshare / Taxis
- Car rental servicesautos
- Rail
- Metro
- Cycling
- Trails
- Water taxis, ferries
- Service animal relief ares



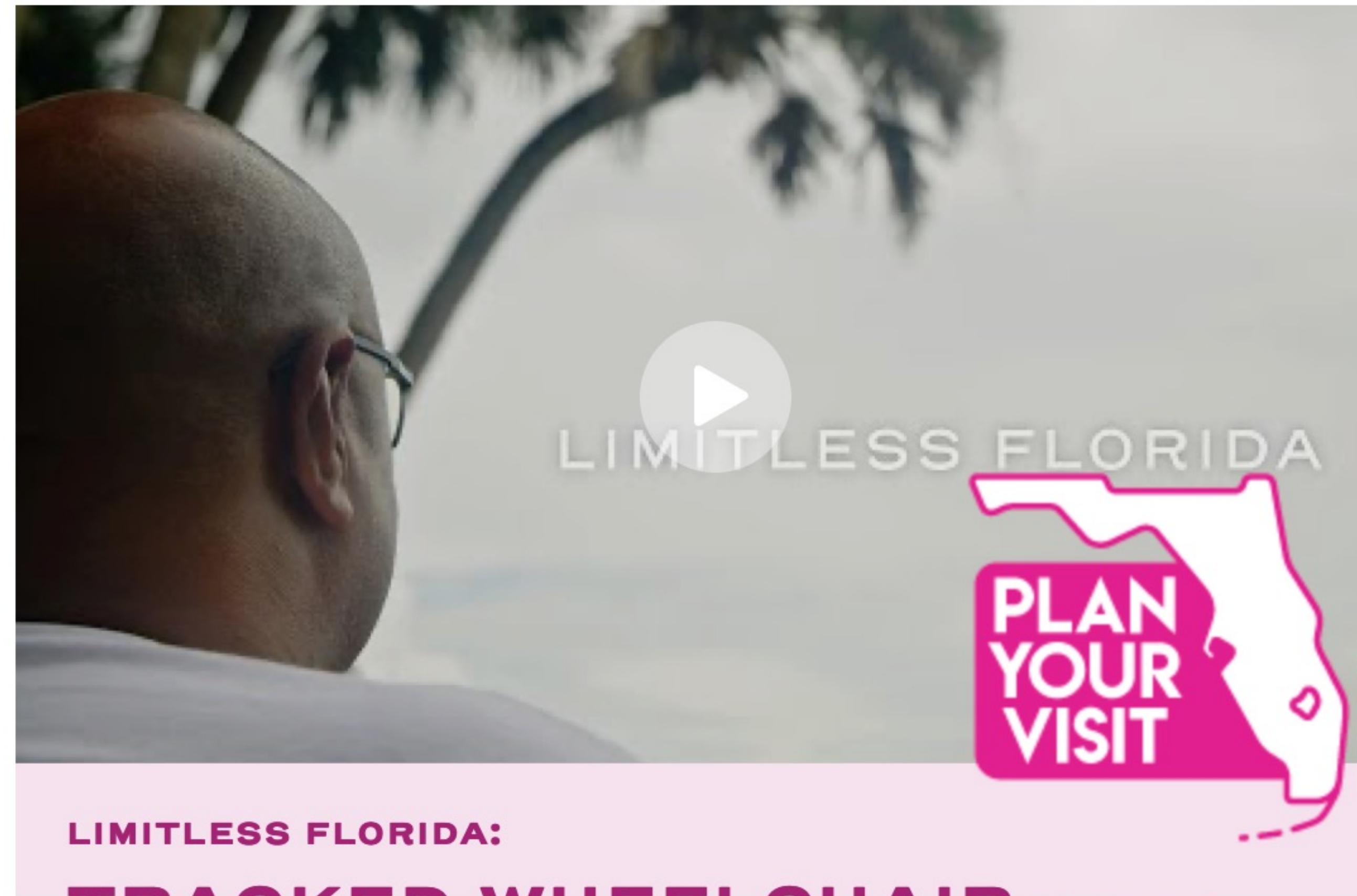
Welcome Through Communications

- Share details, details and more details
- Phone numbers for more info
- Disability frequently asked questions
- Identify what is and is not accessible
- Share disabled traveler insights
- Include photos that show step free entries, ramps, doorways
- Share service animal info
- Sensory info for neurodiverse travelers



ACCESSIBLE TRAVEL IN FLORIDA

Florida, the nation's top travel destination, has extensive resources for visitors with special needs. Here's information to help you find a variety of accessible attractions, beaches, parks, events and activities for your vacation in the Sunshine State.



Showcase the Area & Community

Highlight and link to surrounding local accessible attractions and venues.

- Accessible playgrounds, pools, trails, lodging
- Civic and municipal accessibility programs
- Disability organizations
- Disability organizations and support groups
- School and university disability programs
- Restaurants
- Convenience stores
- Disability in the arts



Varied Reasons for Accessible Travel

Some disabled travelers and their caregivers and/or family may be traveling for medical treatments.

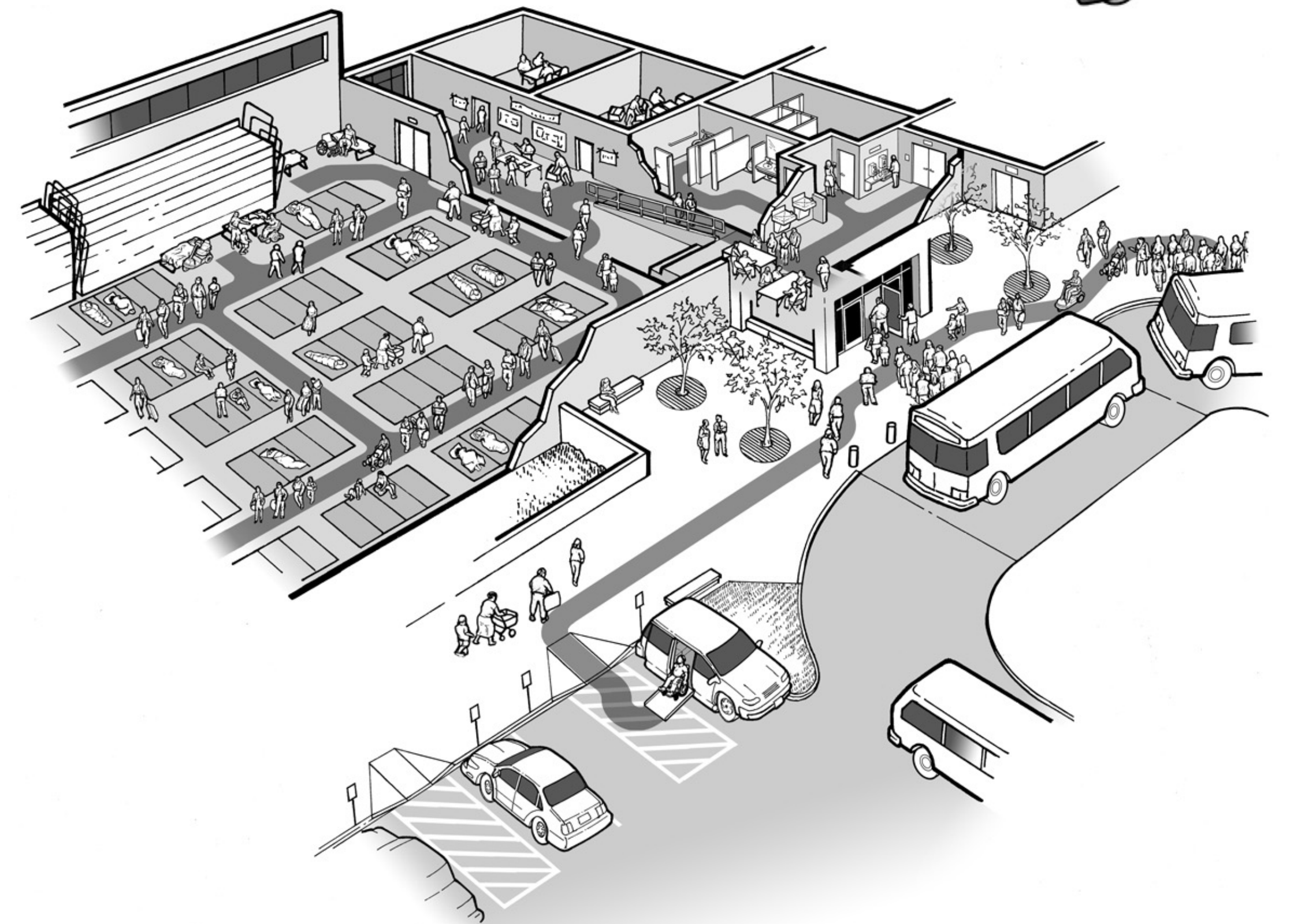
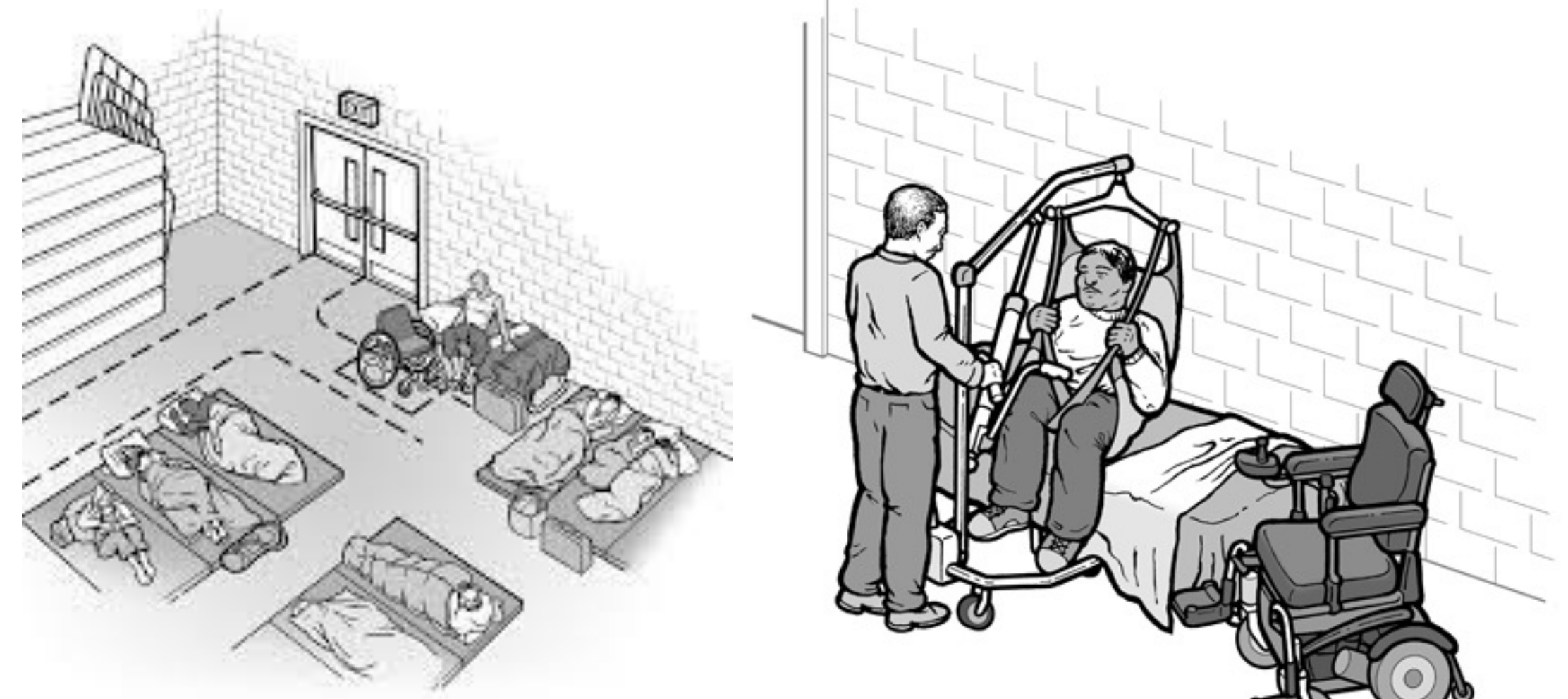
- Hospital and clinic information
- Medical equipment stores
- Wheelchair repair facilities
- Emergency first response info



Humanitarian & Crisis Communications

We want to believe that accessible tourism only focuses moments of joy during vacations. Crises may occur anytime, anywhere and accessible travel needs to be planned for.

- Emergency evacuation plans
- Emergency resource info
- Multi-modal communications (Braille, audio, written, video, digital)
- Have content created and updated regularly to use in case of emergencies and ensure it includes accessible info



Creating Wonder Through Inspiration

Start Imagining Disability Sooner

Bring people with disabilities into the creative process sooner, at the very beginning instead of as an afterthought.

Go beyond simply highlighting accessible information and create immersive and imaginative storytelling.

Travelers with disabilities want to be wowed and excited about a possible destination just like anyone else.



Florida Tourism Boards Produce Amazon Prime Series Premiering May 10

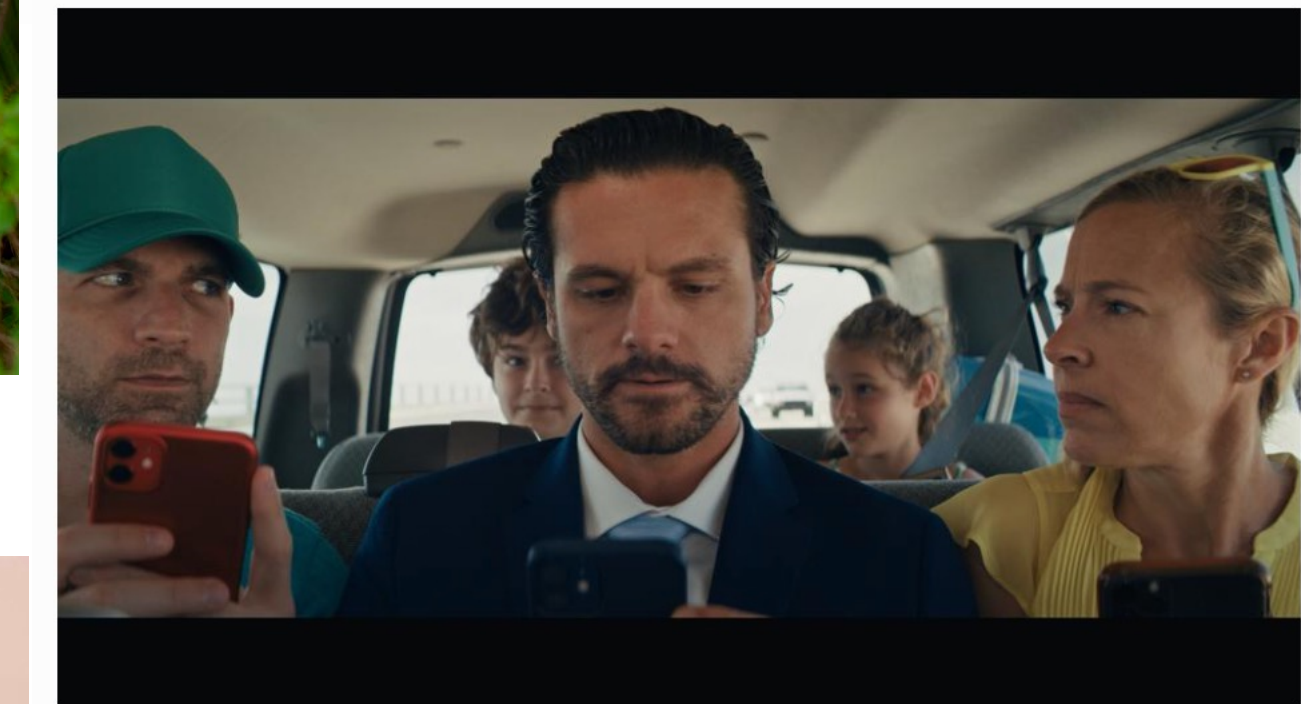


Michele Herrmann Contributor

Travel

I write about destinations, travel news/trends, dining and culture.

Follow



"Life's Rewards," a new series on Amazon Prime, was entirely filmed and produced in St. ... [+]
ODYSSEY, THE STUDIO AT MILES PARTNERSHIP

Called "Life's Rewards," this original scripted series is a joint collaboration by Visit St. Pete/Clearwater, St. Pete/Clearwater Film Commission and VISIT FLORIDA. This show is also touted as the first of its kind, in that it is being both filmed within and produced by a destination.





ROADMAP TO THE OUTDOORS

Through broad communication outreach and collaboration with stakeholders, we are developing a communications plan that will highlight accessible areas throughout the state and are pitching non-traditional publications to reach a new audience.



A destination mindful
of all your senses.

Proud to be the World's First Autism Certified City.



VISIT  MESA
AutismTravelAZ.com



You went the extra distance
for us just like we did for you.

Proud to be the World's First Autism Certified City.



VISIT  MESA
AutismTravelAZ.com



**This is a journey of hope,
love & belonging.**

Who we are





Degree
INCLUSIVE ✓



3

**CANNES LIONS AWARDS INCLUDING THE
GRAND PRIX
FOR PRODUCT INNOVATION**

50+

OTHER INDUSTRY AWARDS

2B

IMPRESSIONS IN FIRST 12 DAYS

+

**This has led the charge for Unilever to
also develop inclusive and accessible
haircare and skincare products too.**

Addressing content imbalances to
appeal to wider audiences

THE OPPORTUNITY

Shell wanted to monitor the diversity of their social content, but the team was daunted by the enormity and repetitive nature of the task.



Thank you! Q&A

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