People with disabilities enjoy vacation getaways as much as anyone else. But when you have a disability, you tend to have more questions and do more pre-planning before you travel. Long before you pack your bags, board your flight or check into your hotel room, you’re gathering information.

TRAVEL SPENDING

North American adults with disabilities are spending an estimated $19 billion in travel per year.

They usually travel with others, raising the economic impact to $40 billion.

TRAVEL SPENDING IN THE DISABILITY SECTOR HAS RISEN 27% OVER 13 YEARS AND CONTINUES TO RISE.

Baby boomers account for more than half of all travel spending. Over 40% of this age group 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.

People with disabilities require digital accessibility at every step.

**STEP 1 RESEARCH THE TRIP**

If 3 out of 5 travelers with disabilities can’t be found online, how are you going to attract them into your travel selections?

**STEP 2 MAKE A BOOKING**

People with disabilities are twice as likely to make flight or hotel reservations online as they are over the phone.

**STEP 3 TRAVEL TO THE DESTINATION**

72% of all travelers with a disability say they’re motivated to travel to new locations. There are 30,000 complaints a year regarding inaccessibility, twice the number there were ten years ago.

**STEP 4 STAY IN ACCOMMODATIONS**

53% of adults with disabilities report staying in a hotel or motel within the past two years.

The solution

Follow the W3C Web Content Accessibility Guidelines 2.0 technical requirements.

Feature assistive technology on digital properties for individuals who have trouble typing, moving a mouse, generating or reading a screen.

Have disability-related information posted in a prominent location on the website or mobile app.