



Accessible
Travel**NYC**

Accessibility Blueprint

Session 4: Accessible Destination

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The Goal: Making Accessible Boston a Citywide Reality

What Members Need to Know:

- GBCVB is mission-driven on this initiative
- Accessibility helps everyone and is for everyone

Don't try to make it perfect – make it good.

Internal Review

Develop a full picture of the current Accessible Landscape – what do you already know about your members ?

- Major institutions, attractions and venues may have a program in place.
- Mid-size institutions likely have discussed but have done little, need resources and guidance.
- Small businesses are terrified and defiant or excited but uncertain about how to move forward.

All are concerned about costs and liability.

DMO Action Plan

The Accessibility team works with members to identify Accessibility Leaders and create communication channel on accessibility.

- Create detailed survey
- Strengthen with proactive outreach, create meetings and roundtables with stakeholders

Member Audit Three Foundations of Accessibility

- How accessible are their facilities ?
- Is their digital footprint accessible ?
- Is their staff equipped to confidently welcome visitors with disabilities and accessibility needs?

In each of these three foundational areas, members can create timelines by identifying:

- Short-term goals
- Medium-term goals that require more planning and preparation
- Long-term goals that move well beyond compliance

Tap the disability community for reality-based feedback.

Marketing to Visitors with Disabilities

This is an eager customer base, move from liability to profits. Think of them as whole person with intersectionalities.

Ideas for this market segment:

- Older women and mobility, multi-generational groups
- Neurodiverse
- LGBTQ+ and intersectionality
- Drive/Rail Market

All Inclusive Boston Series

- Weave in stories of visible and invisible disabilities in the Black, Asian, Latino, LGBTQ+ and Kid Friendly Experiences

Programming

- Art & Culture & Adaptive Sports

Marketing to Visitors with Disabilities

Things to keep in mind:

- Inspiration Porn, Overcoming a Disability, Saviorism
- Representation framing: Is the person with a disability empowered & participating ?
- Inclusive language + cross marketing in all channels of communication

Work with Disabled Influencers/Storytellers

- Pay Influencers

Price Consciousness

- There is a budget for everyone and there is a member for everyone's budget.

Thank you!



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