

EXPLORYSTTM

Explore Confidently

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Explore Colorado On Your Disability Travel Resource

We've done the research, so you don't have to.

What Search museum, hotel, attraction, tour, activity

Where 

 Search



Activity



Attraction



Classes and
Workshops



Mobility
Concerns



Museum



Nature



Sports



Tours

Exploryst is building the trusted travel planning destination that provides the extensive details the almost

2 Billion People Worldwide with Disabilities Require

to successfully book your next, best trip, including accommodations, restaurants, experiences, and cruises.



Got any questions? I'm happy to help.

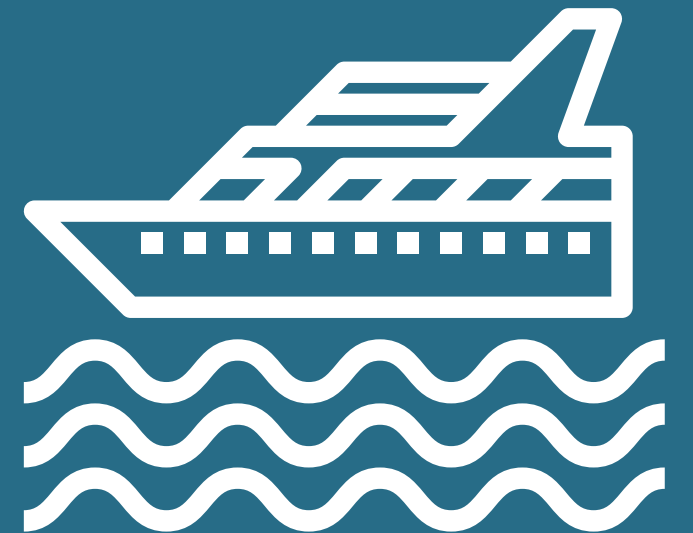
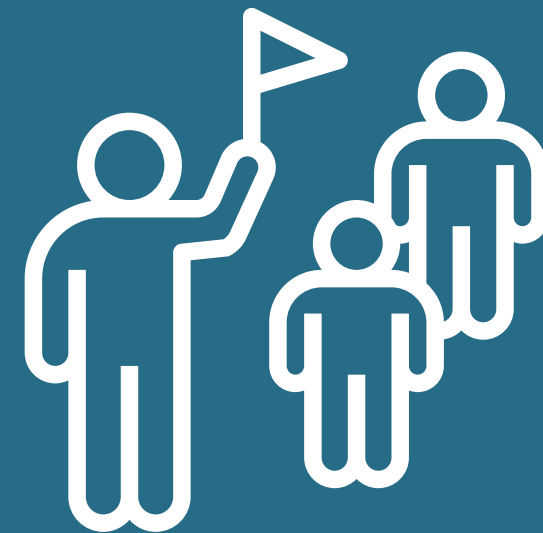
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EXPLORYST

TripAdvisor for

Disabilities



TAKEAWAYS

- Disability Terminology
- Size of the Disability Community
- Disability Travel Data
- The "4 Questions"

CNVFILLM FF1



23

CNVFILLM FF1



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CANVA STORIES



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80 MILLION US CONSUMERS

Terminology

Disability	Out-Dated Language	Respectful Language
Mobility/Physical Disability	Handicapped, Physically Challenged, "Special," Deformed, Cripple, Gimp, Spastic, Spaz, Wheelchair-bound, Lame	Wheelchair user, Physically disabled, Person with a mobility or physical disability
Cognitive Disability	Retard, Mentally retarded, "Special ed"	Cognitively/Developmentally disabled, Person with a cognitive/developmental disability
Blind or Visually Impairment	Dumb, Invalid	Blind/Visually Impaired, Person who is blind or has low vision
Deaf or Hearing Impairment	Invalid, Deaf-and-Dumb, Deaf-Mute	Deaf or Hard-of-hearing, Person who is deaf or hard of hearing

When in Doubt

Ask the people you are with
which term they prefer if they
have a disability.

People Without Disabilities



"Normal"

"Healthy"

Signage Updates Needed??





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Disability Population (US)

Independent Living:
14.5 M

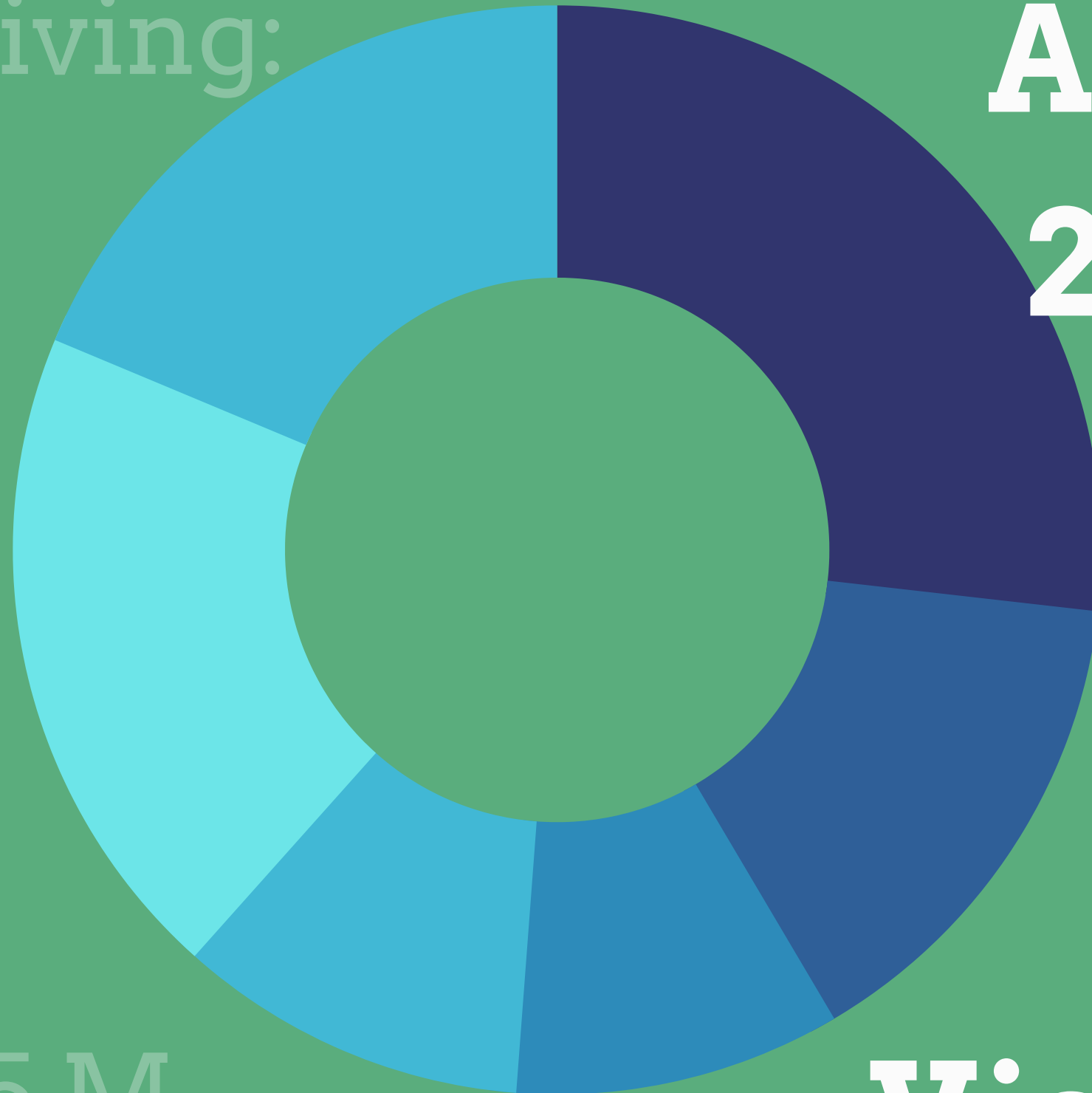
Cognitive:
15.25 M

Ambulatory:
20.7 Million

Hearing:
11.4 M

Self Care: 8.5 M

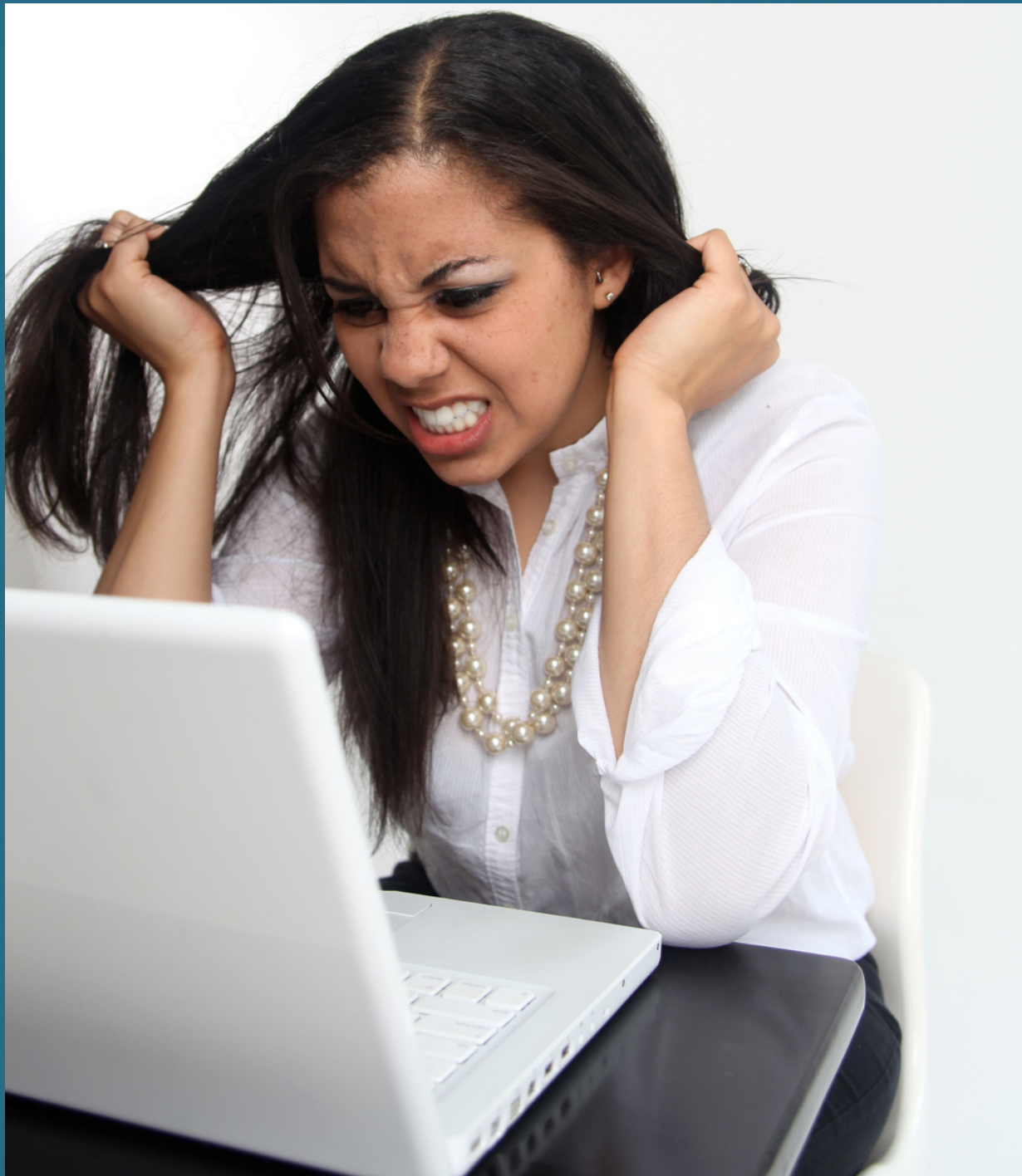
Vision: 9.7 M



Short Term Disabilities



Travel Frustrations



- Distrust Information
- Extra research required
- Takes 2 - 3x planning time

Disability Spending Power

\$1.28 Trillion

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\$8.3 TRILLION



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Information Gathering

		2020	
Previous experience		53%	
Friends and family		45%	
Website/apps for third party travel sites (e.g., Expedia, Hotels.com, Travelocity, etc.)		34%	
Travel companies (e.g., airlines, hotel chains, etc.)		32%	
Online customer reviews (e.g., Trip Advisor, Yelp, etc.)		29%	
Online travel brochures, guides, magazines or newspapers		20%	
Attractions/tour companies		18%	
State or city tourism offices		16%	
Calls or in-person visits to travel agent		14%	
Disability organizations or other community organizations		11%	

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Internet Support of Travel

	2020
HAVE USED INTERNET TO SUPPORT TRAVEL NEEDS IN PAST 2 YEARS (NET)	76%
To find and/or book accessible hotels	48%
To find accessibility information about restaurants	33%
To find accessible destinations to visit	32%
To find accessibility information about airlines	32%
To find accessible activities once I reached my destination	29%
To get information on accessible ground transportation or tours	25%
Other	1%

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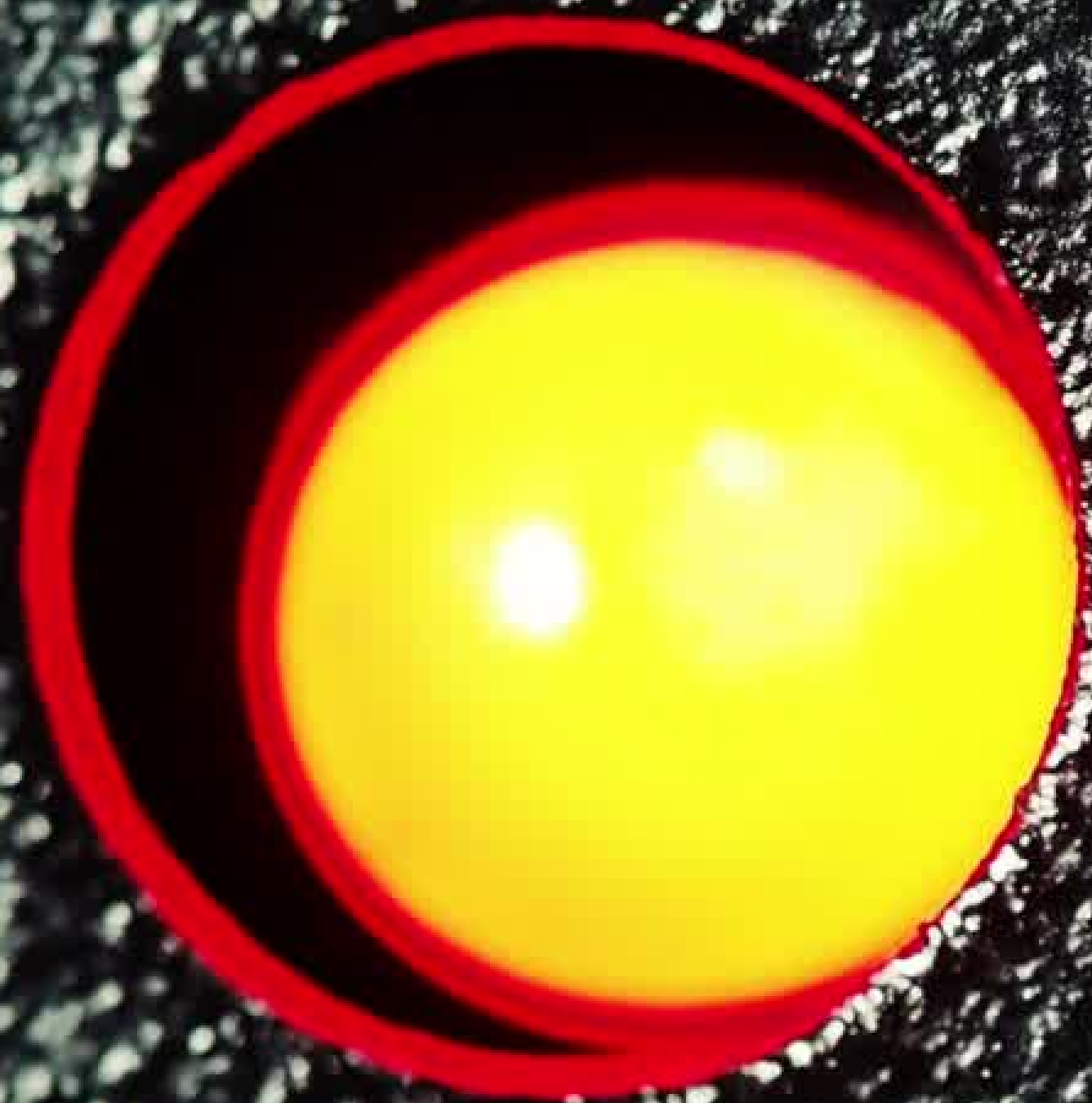
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Activities During Trips

	2020
Visiting a museum or art gallery	33%
Visiting a state or national park	33%
Beach activities (e.g., sunbathing, swimming, etc.)	31%
Guided tours and/or sightseeing in a town or city	22%
Going to a concert, festival or theater	22%
Visiting a theme park or water park	21%
Guided tours and/or sightseeing in the countryside	19%
Outdoor recreation activities (e.g., golf, biking, skiing, ziplining, hiking, etc.)	18%
Boat tours or watersports activities (e.g., boating, sailing, canoeing, kayaking, etc.)	13%

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FAIL

Hotel or Short-Term Rental Obstacles

	2020	2015	2005
Doors that are heavy or hard to open	19%	18%	36%
Lack of availability of convenient rooms, such as on the first floor or near the elevator	18%	20%	36%
Lack of built-in or portable shower bench	15%	14%	NA**
Inaccessible shower or bath facilities	10%	12%	19%
Bed too high	10%	6%	NA**
Encountered Obstacles—Total	70%	65%	83%

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Restaurant Obstacles



- Table height/aisle width
- Parking lot
- Heavy doors
- Out of reach items
- Alternative format materials
- Alternative menu items

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Experience Obstacles

- Curb cuts
- Video captions
- Restroom details
- Audio tour options
- Stairs are not mentioned
- Exertion level
- Alternative format materials
- Terrain information



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PARADIGM
Shift

Question 1

What are the specifics of your location, restaurant, and/or experience that may not allow some people with disabilities (PWD) to fully participate?

Question 2

How have others with similar requirements and disabilities been able to navigate this location, restaurant, and/or experience?

Question 3

What adjustments to the structure of our room, dining area, or the experience could be made to make sure that PWD are able to fully participate?

Question 4

What adjustments can **PWD MAKE** to
allow us to fully enjoy and
participate this location, restaurant,
and/or experience?

Longer Term Strategies

- Hiring and retaining
- Product/Service development & production
- Advertising and marketing efforts
- Employee training





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