

2024

# ANNUAL CONVENTION

THIS  
COULD BE  
YOU

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DESTINATIONS  
INTERNATIONAL





# Reach Travelers Looking for **Safe & Accessible** Travel Experiences

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# The Importance of **Accessibility in Travel**



- ▶ Inclusivity and welcoming to all
- ▶ Enhanced destination reputation
- ▶ Social responsibility and equality
- ▶ Market expansion
- ▶ Competitive advantage
- ▶ Boosts local economy

# Importance of **Accessibility** to DMOs

**15%**

Of the world's population have a disability, roughly 1.3 billion people

**50%**

Of people over 60 have a disability, and the accessible tourism market will continue to expand

**\$58.2B**

Spent annually on travel by travelers with disabilities

# DMOs' Key Areas of **Accessibility Focus**

We can help you reach and inspire travelers with all abilities to find your inclusive and welcoming destination



Mobility Impaired  
& Wheelchair  
Bound



Hearing Impaired




Visually Impaired



Autism Spectrum  
Disorder

# Sojern Custom **Accessibility Layered Targeting**

We layer Keyword Contextual Targeting, 3rd-party category targeting, and Sojern custom travel intent audiences to create accessibility audiences for your destination



Keyword  
Contextual  
Targeting

## **Keywords List**

*Accessible travel for deaf*  
*Wheelchair accessible tours*  
*Sensory activities for kids*  
*Sign language-friendly hotels*

 **SOJERN**

## **Site Lists**

Custom list of sites with  
content generated for  
people interested in  
accessible travel market

Accessibility  
Audience  
Targeting

## **Sojern Accessible Audiences**

Sojern Custom Audiences  
layered with accessible travel  
reaches highest intenders and  
searchers for accessible  
experiences

