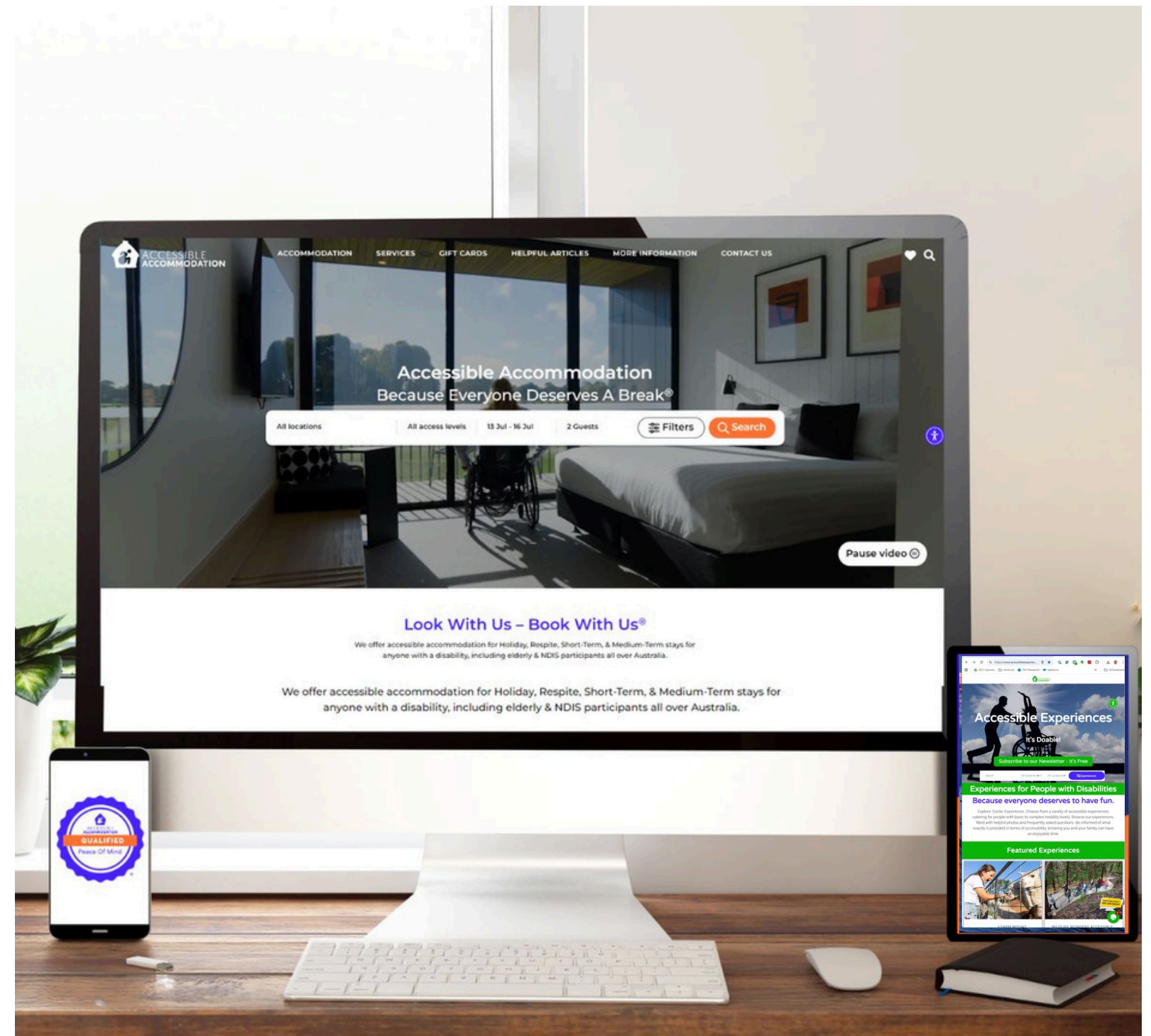




The Accessible Group WHO WE ARE:

Connecting operators to guests who book

- Accessible Accommodation website
- Accessible Experiences website
- End-user lead accreditation program that converts to bookings
- 47,000 followers & subscribers
- 60,000 website page visits/month
- Inclusion Training
- Consulting and advocacy
- Employ people with disability



Over a third of Australians are your current & future potential customers



PERMANENT DISABILITY

21.4%
of Australians
have a disability



TEMPORARY DISABILITY

Up to 2% with
temporary
disability



BABY BOOMERS

17.1% Retirees
will double by
2050

The Four Tiers

20%



**ASSISTED
WALKING**

Mostly over
65's &
early
diagnosis

40%



**INDEPENDENT
WHEELCHAIR
USER**

Can mostly
manage
independently

40%



**ASSISTED
WHEELCHAIR
USER**

Requires
assistance and
equipment

NEW



**SENSORY
ASSISTED**

Visual, hearing
& Sensory
Processing
expected up to
10%



**ACCESSIBLE
ACCOMMODATION
DATA**

GROUP TRAVEL DECISIONS

Booking decisions based on the person with disability - often hardest to find.

FEB TO JULY

Our peak period -less crowds and heat sensitivity.

20% TO 30%

Bookings ALSO for non accessible rooms (Support Workers).

4.3 NIGHTS PER BOOKING

Avg night stay. Far higher than average tourism industry .

AVG SPEND PER STAY

AUD \$1,684 (Accommodation only).



NDIS

TAC

INSURANCE

NDIS MTA (MEDIUM TERM ACCOMMODATION)

Self-contained accommodation
Low budget \$160.50 a night, capped at 90 days.
Often supplemented with self-funding.

NDIS RESPITE

Must be within their state, up to 28 days a year.
Often with Support Worker.

TAC (TRANSPORT ACCIDENT COMMISSION)

Flexibility on nightly rate and duration.
Mostly medical visits near major medical precinct.

INSURANCE COMPANIES

Short stays, especially during natural disasters.
Extended stays for home modifications.
mostly self-contained for extended stays.

DATA

ABS

&

WHO

ABS STATS FROM CENSUS 2022

5.5 million Australians live with a disability.
(21,4% up from 17.7% in 2018).

17.1% of Australians are over 65.
up from 15.9% in 2018.

3 million carers in Australia.

WORLD HEALTH ORGANISATION

1.3 billion people in the world live with a disability (16%).
People over 60 will increase from 1 billion to 1.5 billion by 2050.

Businesses
exceeding basic
standards in
Accessible Tourism



QUEST APARTMENTS 360 DEGREE APPROACH

Over 87 sites, avg occupancy went from 30%, to over 80% occupancy

- Inclusion training
- Accreditation
- Licensed Accreditation on their website
- Site visits to improve accessibility
- Dedicated marketing branding campaign



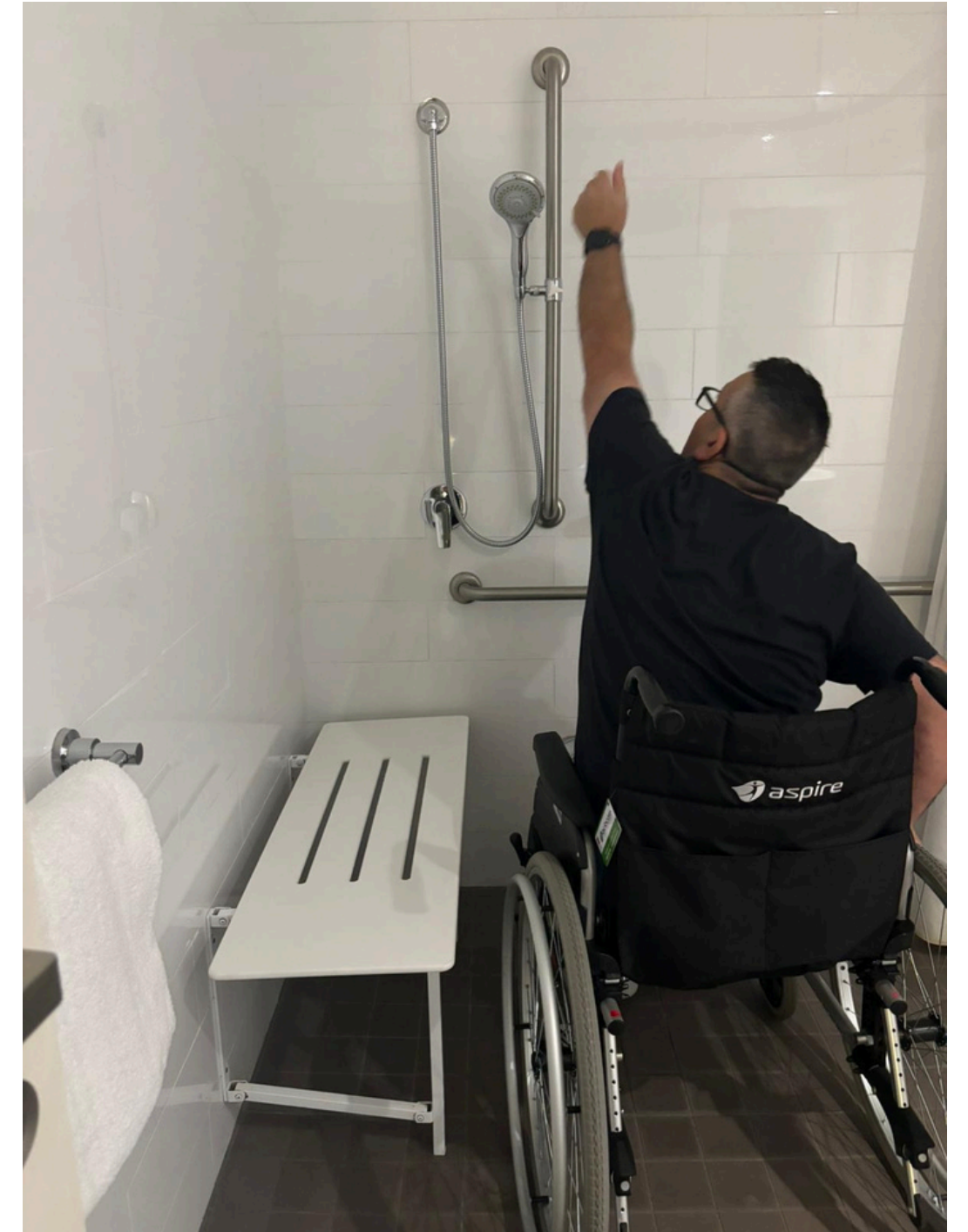
Guest experience consulting

Real world user experience, practical and cost efficient approach



Inclusion Training

Roll a mile in my shoes



Quest Burwood East

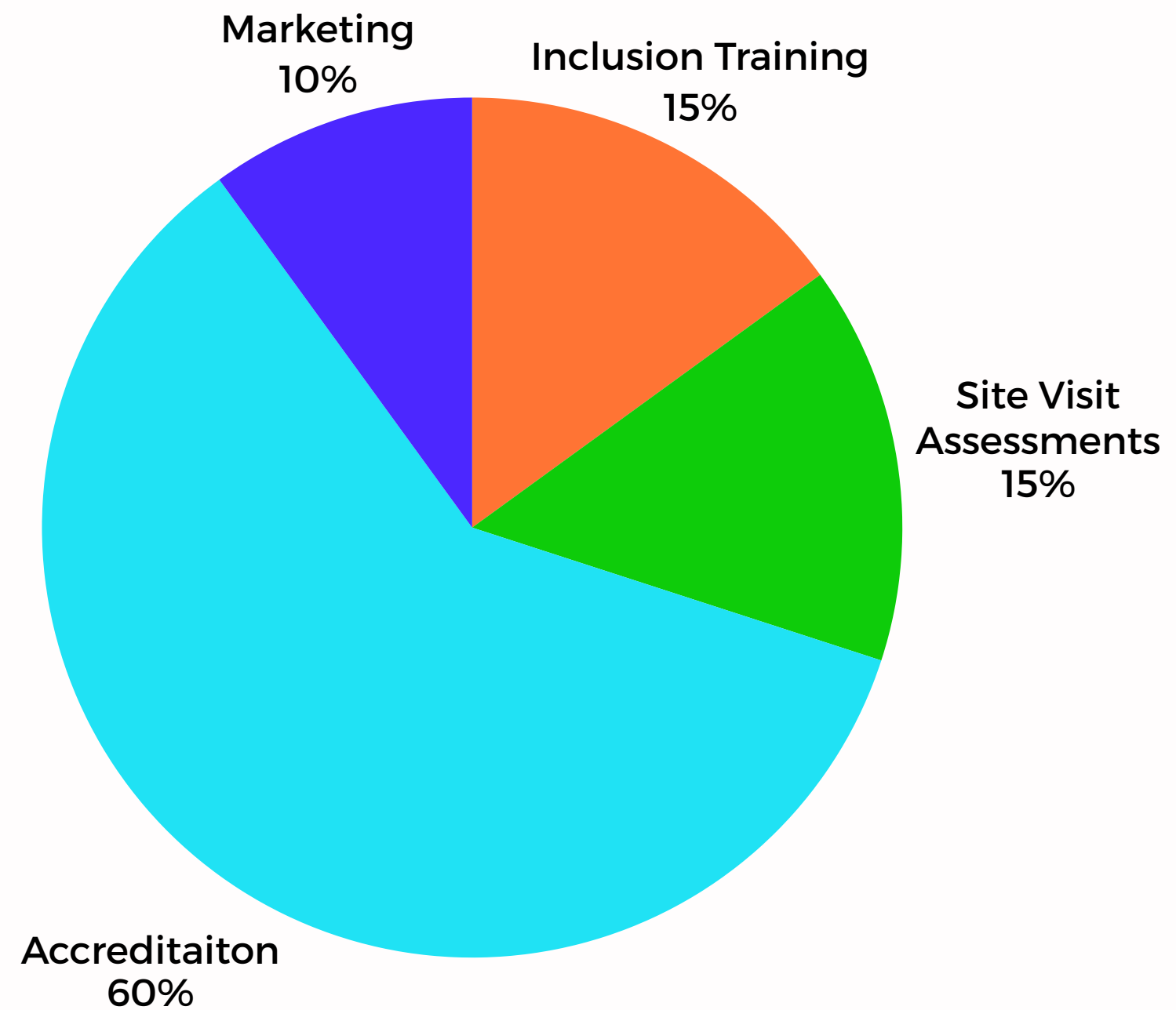
- 25 nights a month occupancy.
- Non-accessible adjoining rooms for carers





Key Takeaway

Multi-faceted approach, to do accessibility really well,



PRACTICAL TIPS:

Where to start &

how?



"LITTLE BY LITTLE, A LITTLE BECOMES A LOT."



- **Do it in stages, or it becomes overwhelming**
- **Develop a 3-STEP action plan. Short, medium and long-term objectives**
- **If you aren't physically accessible YET, remember Sensory and Invisible disabilities**
- **Appoint an accessibility champion**



Where to start

- Self Assessment -physical (hire a wheelchair).
- If not physically accessible, consider sensory needs (Vision, Hearing, and Sensory Processing).
- Accessibility action plan- measured approach.
- Website information (images, description).
- Staff training (feel comfortable creating an inclusive welcome).
- Accessible Accommodation consulting option

ROLL A MILE IN MY SHOES

Feel what it is like.
Identify obstacles.





ROLL A MILE- Your experience

CHECKLIST

- Were your doors easy to open?
- Were your kitchen items, tea and coffee making at waist height?
- Are your public amenities accessible?
- Do you have experiences that are accessible?
- Were you able to glide on the carpet?
- Was your shower nozzle lowered?
- Were your bath towels within reach?
- Were the bathroom amenities within reach?
- Your reception experience?
- If reservation mistakenly booked non accessible room, would you manage?

Only a bit of effort

ACCOMMODATION

- Lowered shower nozzle.
- Extra towels.
- Towels within reach/
- All amenities lowered within reach of the shower chair.
- Rails free and clear.
- Lowered remote controls and switches.
- Declutter unnecessary furnishings (circulation space).
- Beds off centre or on request.
- Flexible check in/out times, ideally 11 am check out (3 pm check in if needed).





INACCESSIBLE



ACCESSIBLE



INACCESSIBLE



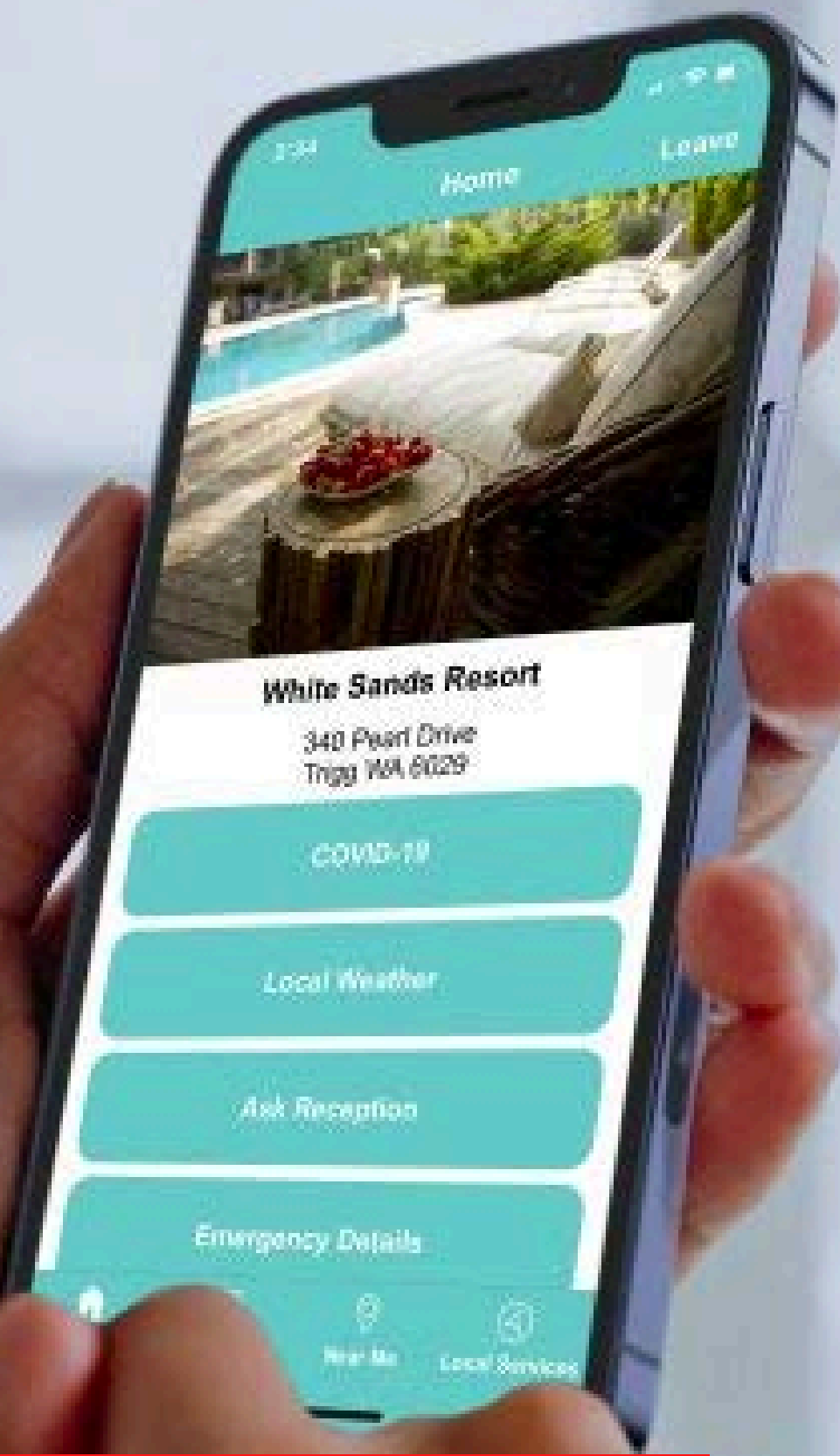
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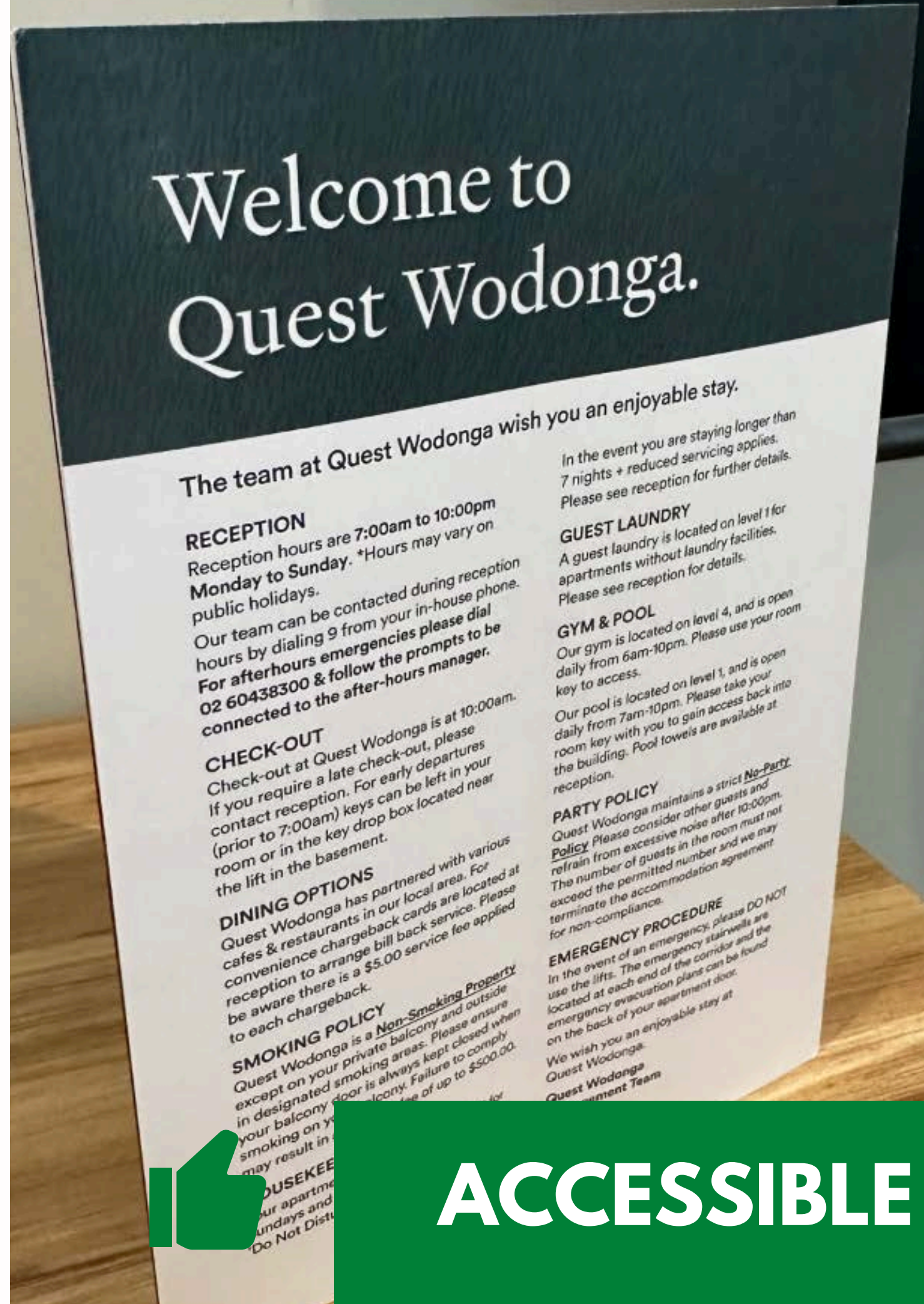
INACCESSIBLE



ACCESSIBLE



INACCESSIBLE



ACCESSIBLE

*What are these products?
Will they really
make a difference?*

Assume guest is travelling independently





Shower Chair

65% of your guests
CANNOT use a wall
mounted chair.

\$109



Over Toilet Chair

Where you do not have
a “disability compliant”
style toilet chair. Also
grab rail alternative

\$139



Ramps

Rubber or metal
threshold ramps
80% of hotels that have
balconies
are not accessible.
Experience providers a
cost effective solution

\$40 - \$400



Touch-top or Sensor Bins

PWD with leg paralysis
or can't reach
cannot use your bins.

\$ 39 to 325

Accessible Group

resources

inclusion Training and Consulting



ACCESSIBLE TOURISM ACCREDITATION PROGRAM

Accreditation that converts to bookings

- Tiered grading, high website visibility
- Standards shaped by end-user feedback
- Clarity so the right guests choose you, arrive confident, and leave glowing feedback.
- 80% use our website for search and then look you up to book directly.
- Licenced for use on your website
- Inclusion in marketing
- AI discovery (8 of the top 10 AI searches with DIRECT links)
- ATDW - strengthen visibility



ONLINE TRAINING



WELCOME
WITH PRIDE



ACCESSIBLE
ACCOMMODATION

Developed in partnership with Accessible Accommodation and Welcome With Pride, developed by industry leaders in accessibility and the LGBTIQ+ community

- Choose one or both modules
- 1 hr accessible and 45-minute LGBTIQ+ modules.
- **Increase Bookings.** Attract two rapidly growing, high-value traveller segments.
- **Enhance Reputation.** Be known as a truly welcoming and ethical business as a core part of your ESG values.
- **Build an inclusive culture.** Create environments where all guests and team members belong.
- **Reduce Risk.** Avoid accidental alienation and negative experiences.
- **Empower Your Team.** Give your team the confidence to create inclusive guest experiences.
- **Receive Certificates.** From industry leaders, promote true inclusion in your business.

CONSULTING

Receive clear, practical reports tailored to your property – prioritising the upgrades that make the biggest difference to guest experience while avoiding unnecessary spend.

- Review and improvement of existing accessible accommodation room types to **enhance usability and comfort.**
- Consultation for new developments, renovations or retrofits – with a focus on **inclusive design** from the ground up.
- We elevate the result. We guide you on interior design, furniture placement, and service delivery so that safety features blend seamlessly with a beautiful aesthetic, **whether in budget or high-end accommodations.**
- Assistance with bank and grant applications to support accessibility upgrades.
- Review of experiences and activities – offering practical, **cost-effective suggestions** to improve accessibility.
- **Website accessibility** audits and recommendations

GET IN TOUCH WITH THE ACCESSIBLE GROUP

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Accreditation. Consulting. Inclusion Training

**ACCESSIBLE
EXPERIENCES**

www.accessibleexperiences.com



**ACCESSIBLE
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