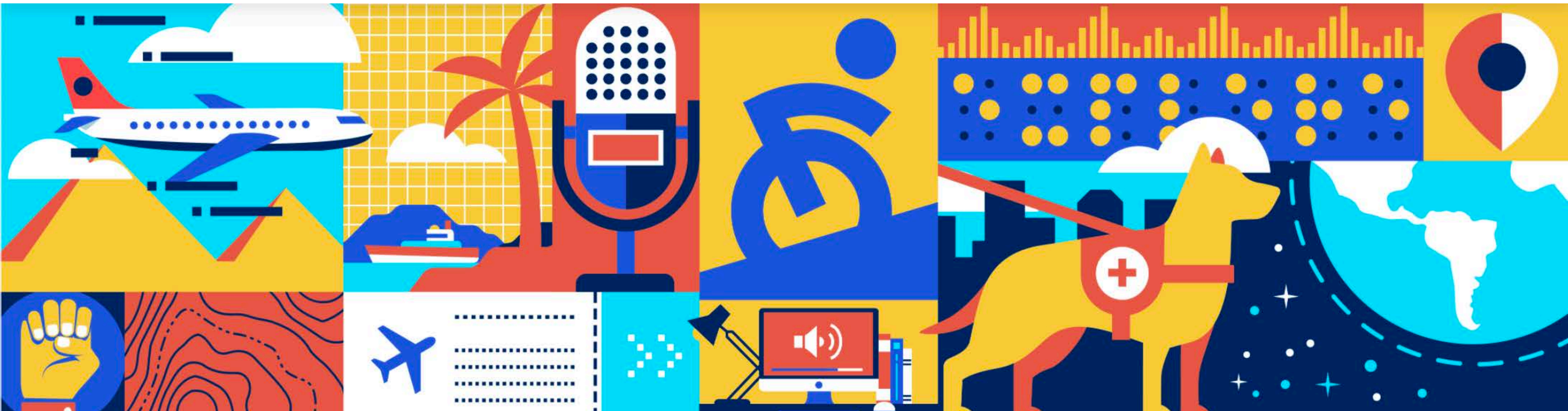


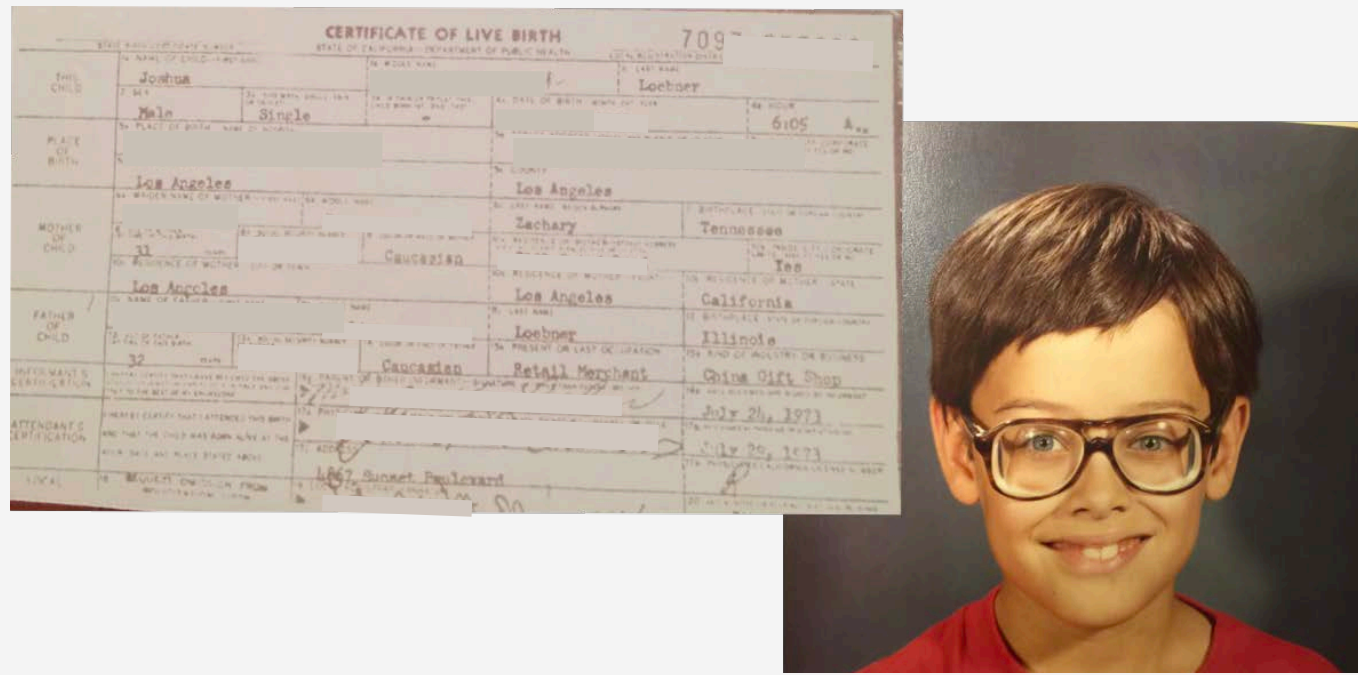


# Increase Your Information & Imagination to Elevate Accessible Tourism

Josh Loebner, Executive Director Inclusion & Accessibility



# Disability, Tourism & Me



VISIT **FLORIDA**



*Dolly Wood.*

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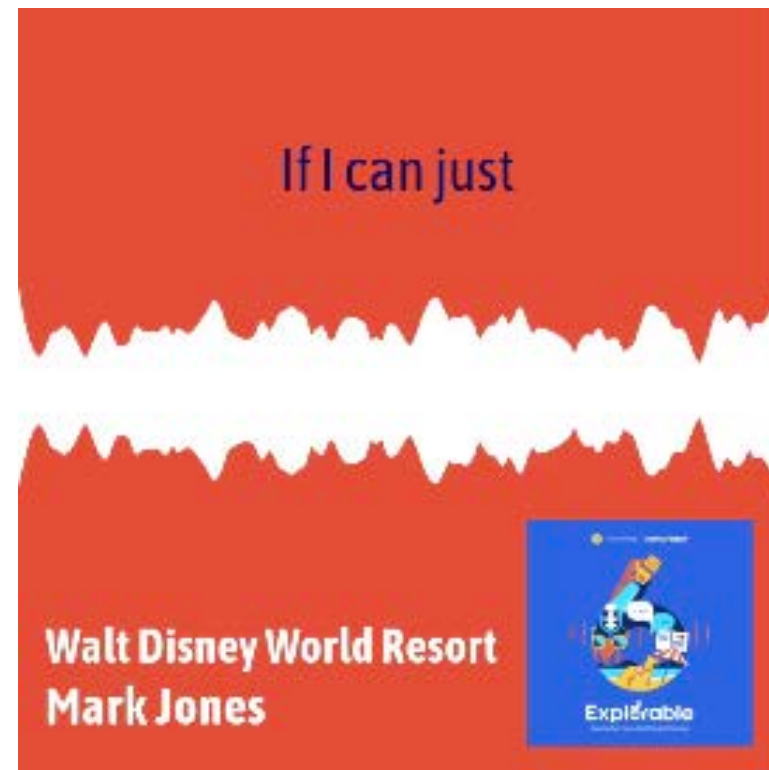
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# Explorable Podcast



[explorablepodcast.com](http://explorablepodcast.com)



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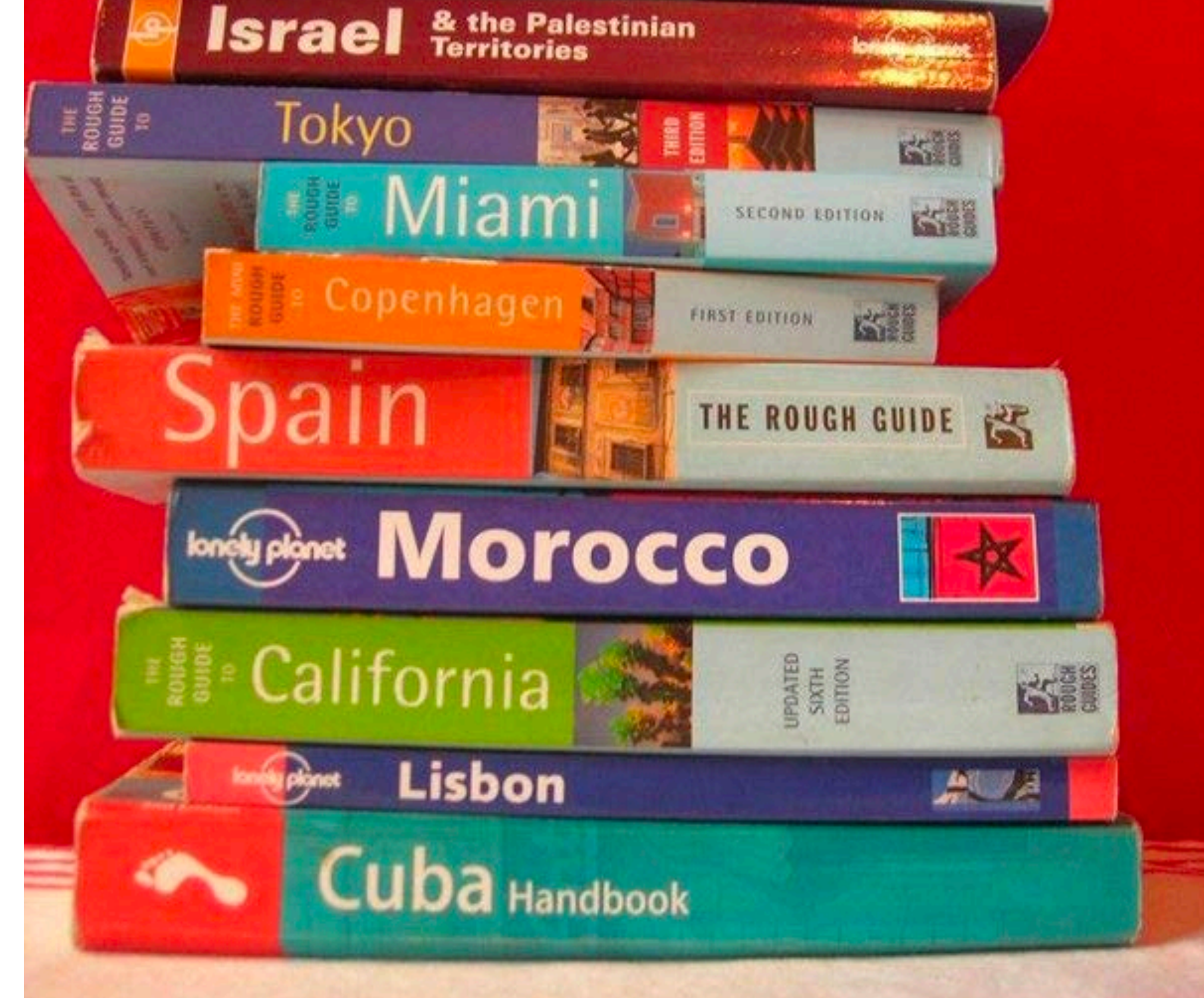


A podcast on travel, disability, and inclusion.

**Start With  
Information**

# Tourism Information has Innovated

We've moved on from folded paper roadmaps and travel guide books to basically everything on our mobile devices, **but sometimes accessible tourism information is still out of reach.**



# Share as Much Information As You Can

We often shorten information into symbols, from emojis to signs, and many are useful.

But the accessibility symbol, or the word accessibility may not be enough to inform travelers with disabilities and those they travel with, such as caregivers, family members or others.



# Transportation & Logistics

Many destinations focus on their own accessibility without considering how to accessibly arrive, depart and get around.

- Rideshare / Taxis
- Car rental servicesautos
- Rail
- Metro
- Cycling
- Trails
- Water taxis, ferries
- Service animal relief ares



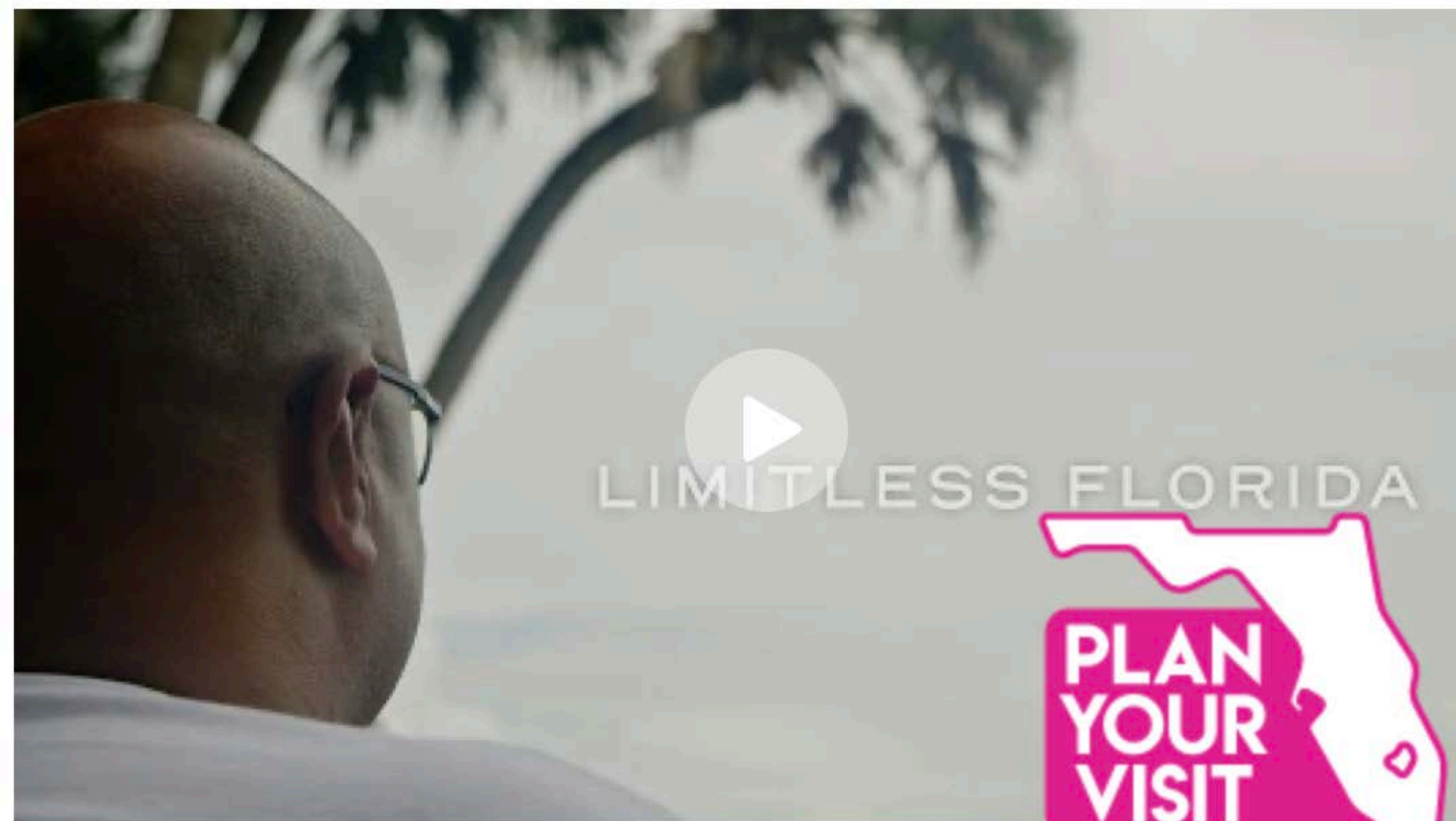


# Welcome Through Communications

- Share details, details and more details
- Phone numbers for more info
- Disability frequently asked questions
- Identify what is and is not accessible
- Share disabled traveler insights
- Include photos that show step free entries, ramps, doorways
- Share service animal info
- Sensory info for neurodiverse travelers

## ACCESSIBLE TRAVEL IN FLORIDA

Florida, the nation's top travel destination, has extensive resources for visitors with special needs. Here's information to help you find a variety of accessible attractions, beaches, parks, events and activities for your vacation in the Sunshine State.



LIMITLESS FLORIDA:

TRACKED WHEELCHAIR



# Showcase the Area & Community

Highlight and link to surrounding local accessible attractions and venues.

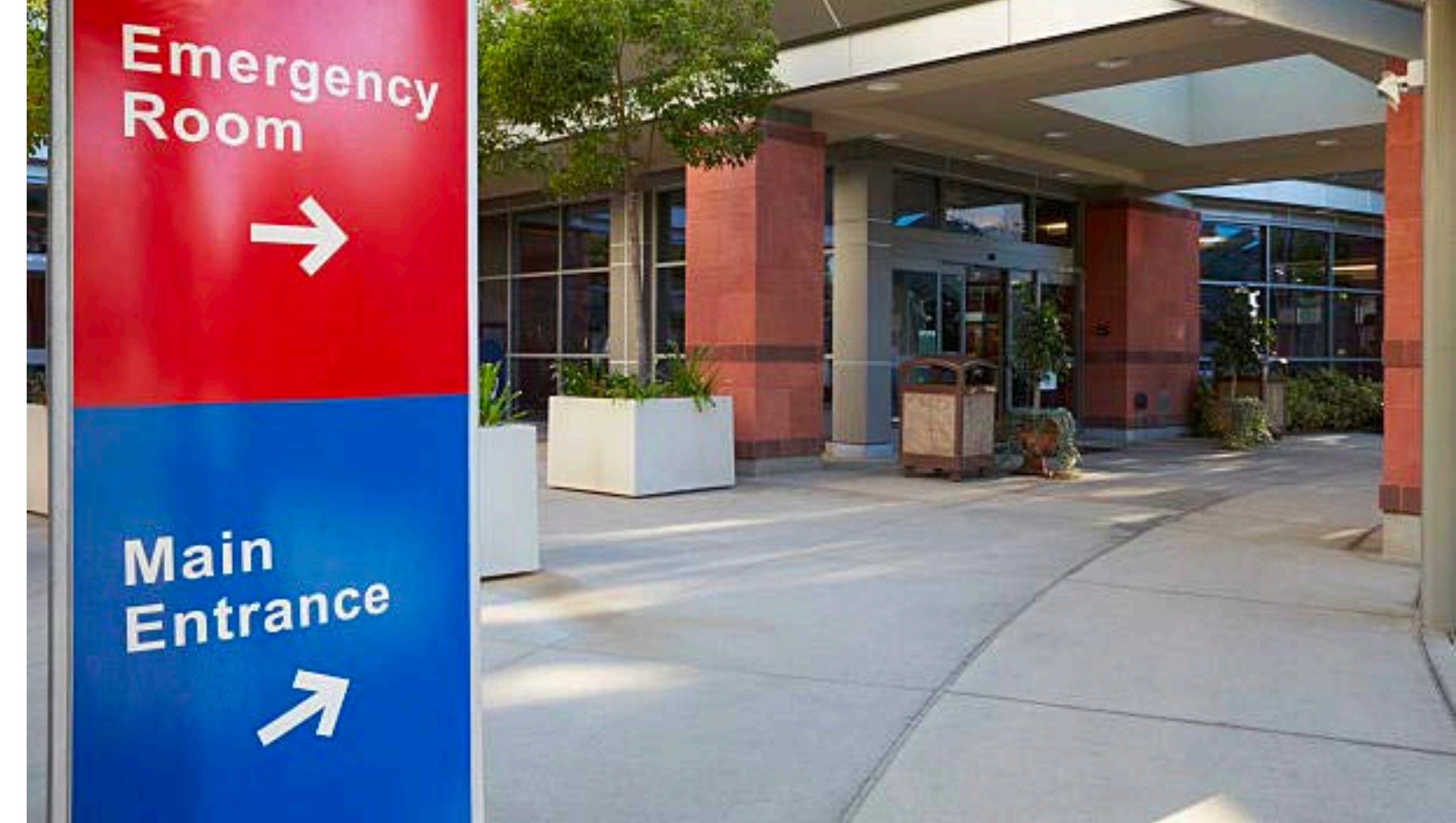
- Accessible playgrounds, pools, trails, lodging
- Civic and municipal accessibility programs
- Disability organizations
- Disability organizations and support groups
- School and university disability programs
- Restaurants
- Convenience stores
- Disability in the arts



# Varied Reasons for Accessible Travel

Some disabled travelers and their caregivers and/or family may be traveling for medical treatments.

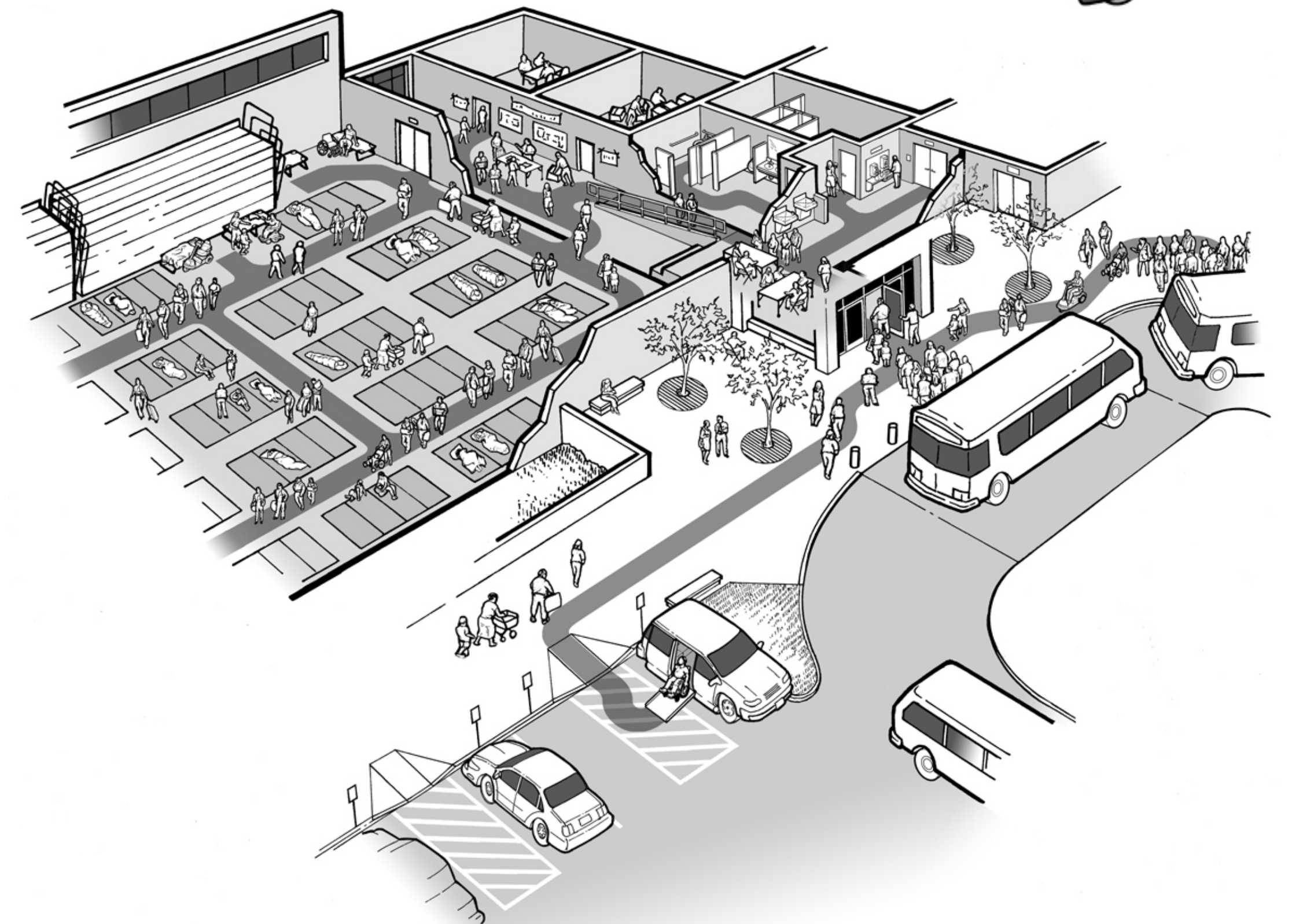
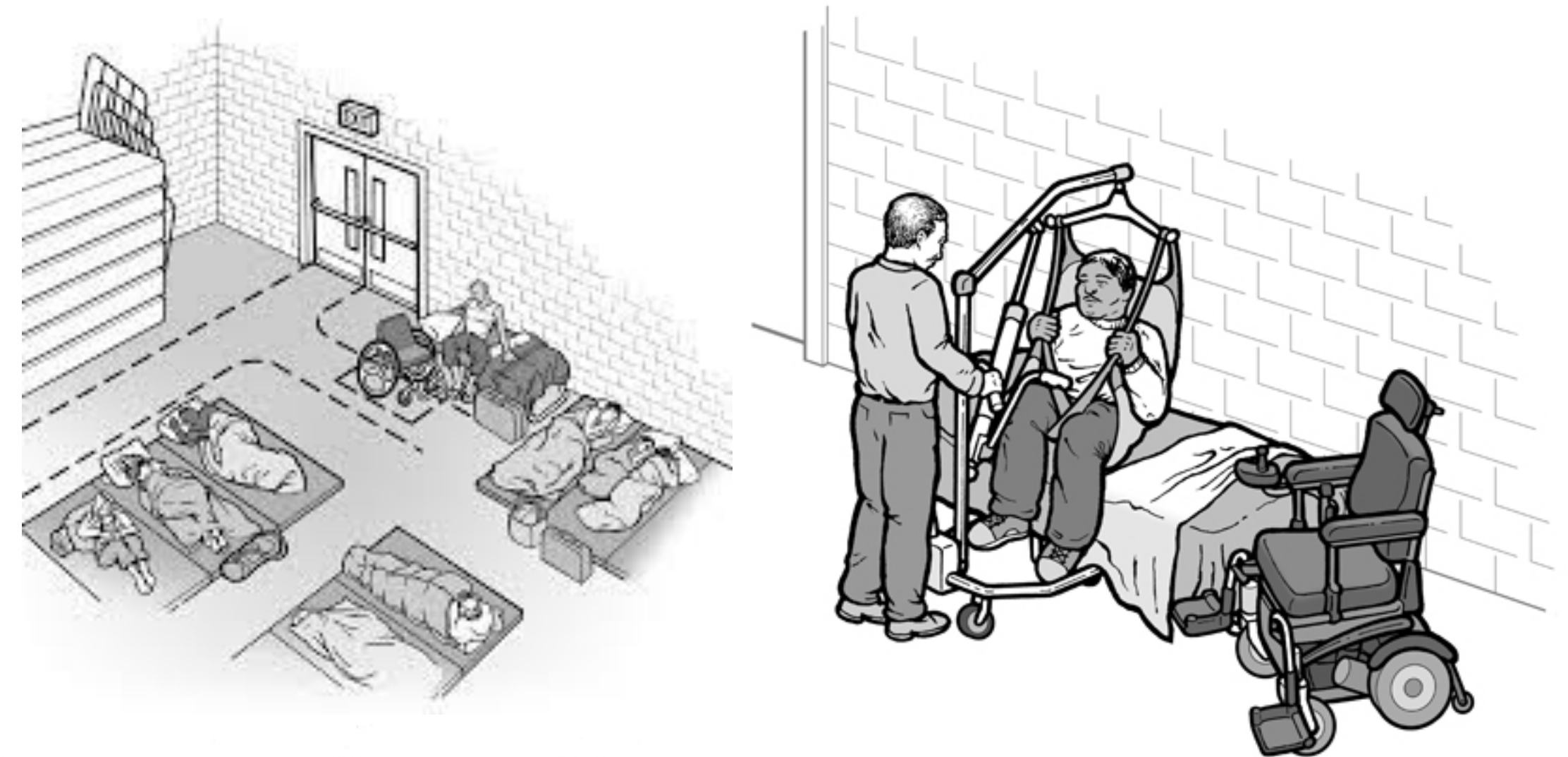
- Hospital and clinic information
- Medical equipment stores
- Wheelchair repair facilities
- Emergency first response info



# Humanitarian & Crisis Communications

We want to believe that accessible tourism only focuses moments of joy during vacations. Crises may occur anytime, anywhere and accessible travel needs to be planned for.

- Emergency evacuation plans
- Emergency resource info
- Multi-modal communications (Braille, audio, written, video, digital)
- Have content created and updated regularly to use in case of emergencies and ensure it includes accessible info



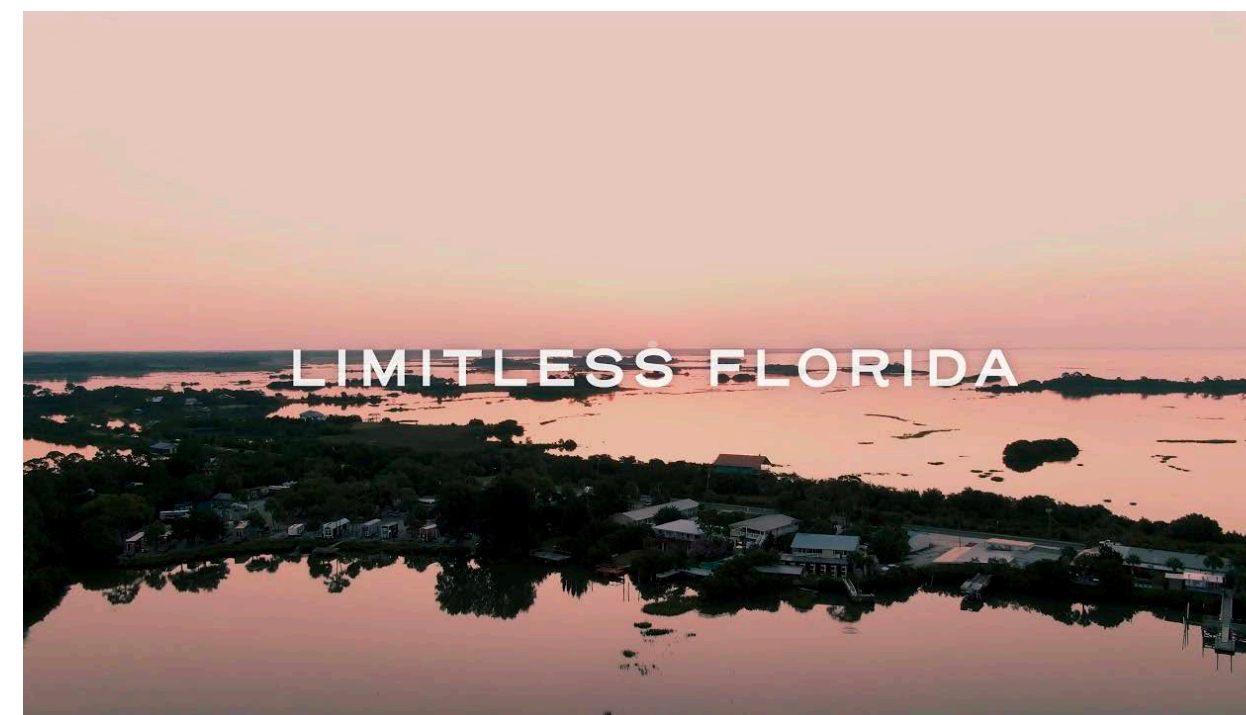
# **Creating Wonder Through Imagination**

# Start Imagining Disability Sooner

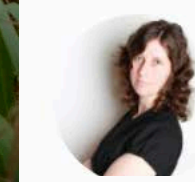
Bring people with disabilities into the creative process sooner, at the very beginning instead of as an afterthought.

Go beyond simply highlighting accessible information and create immersive and imaginative storytelling.

Travelers with disabilities want to be wowed and excited about a possible destination just like anyone else.



## Florida Tourism Boards Produce Amazon Prime Series Premiering May 10

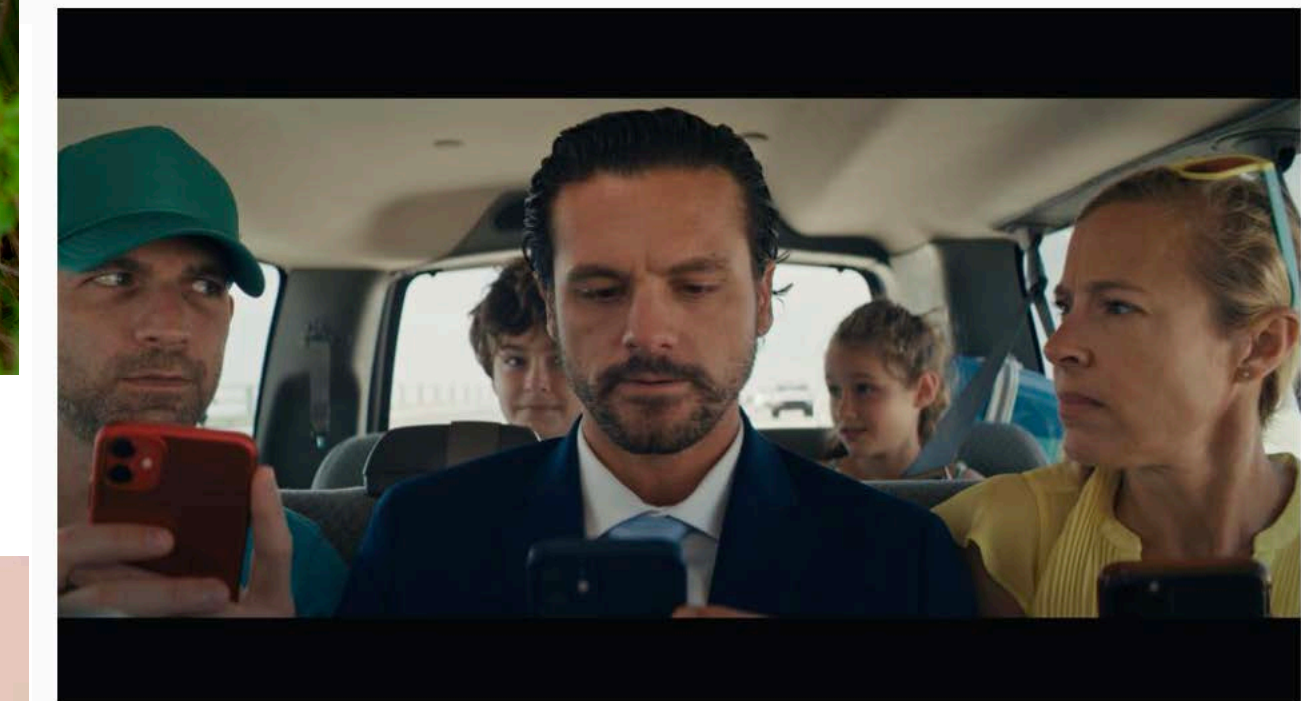


Michele Herrmann Contributor

Travel

I write about destinations, travel news/trends, dining and culture.

Follow



"Life's Rewards," a new series on Amazon Prime, was entirely filmed and produced in St. ... [+] ODYSSEY, THE STUDIO AT MILES PARTNERSHIP

Called "Life's Rewards," this original scripted series is a joint collaboration by Visit St. Pete/Clearwater, St. Pete/Clearwater Film Commission and VISIT FLORIDA. This show is also touted as the first of its kind, in that it is being both filmed within and produced by a destination.





# ROADMAP TO THE OUTDOORS

Through broad communication outreach and collaboration with stakeholders, we are developing a communications plan that will highlight accessible areas throughout the state and are pitching non-traditional publications to reach a new audience.



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You went the extra distance  
for us just like we did for you.

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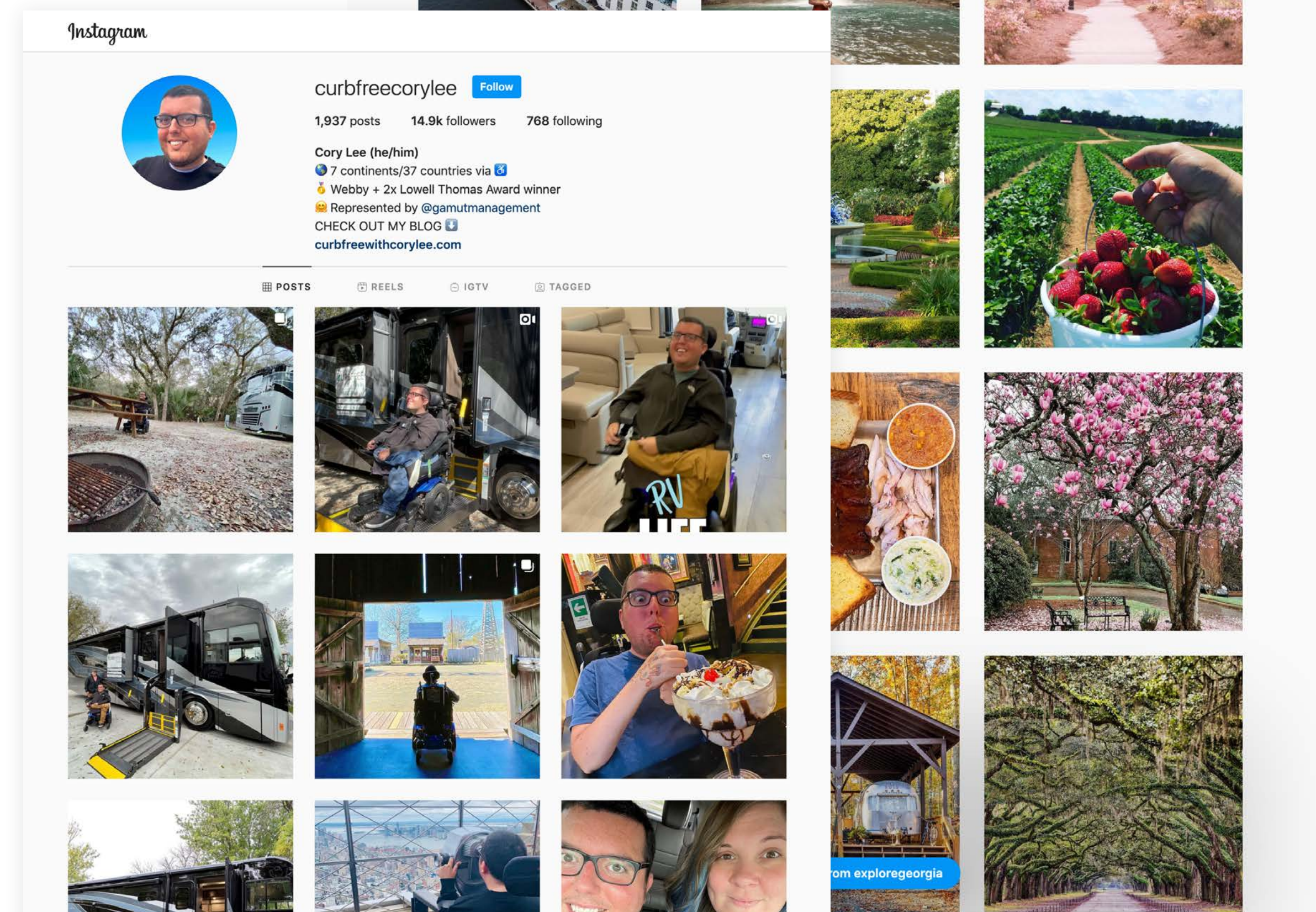
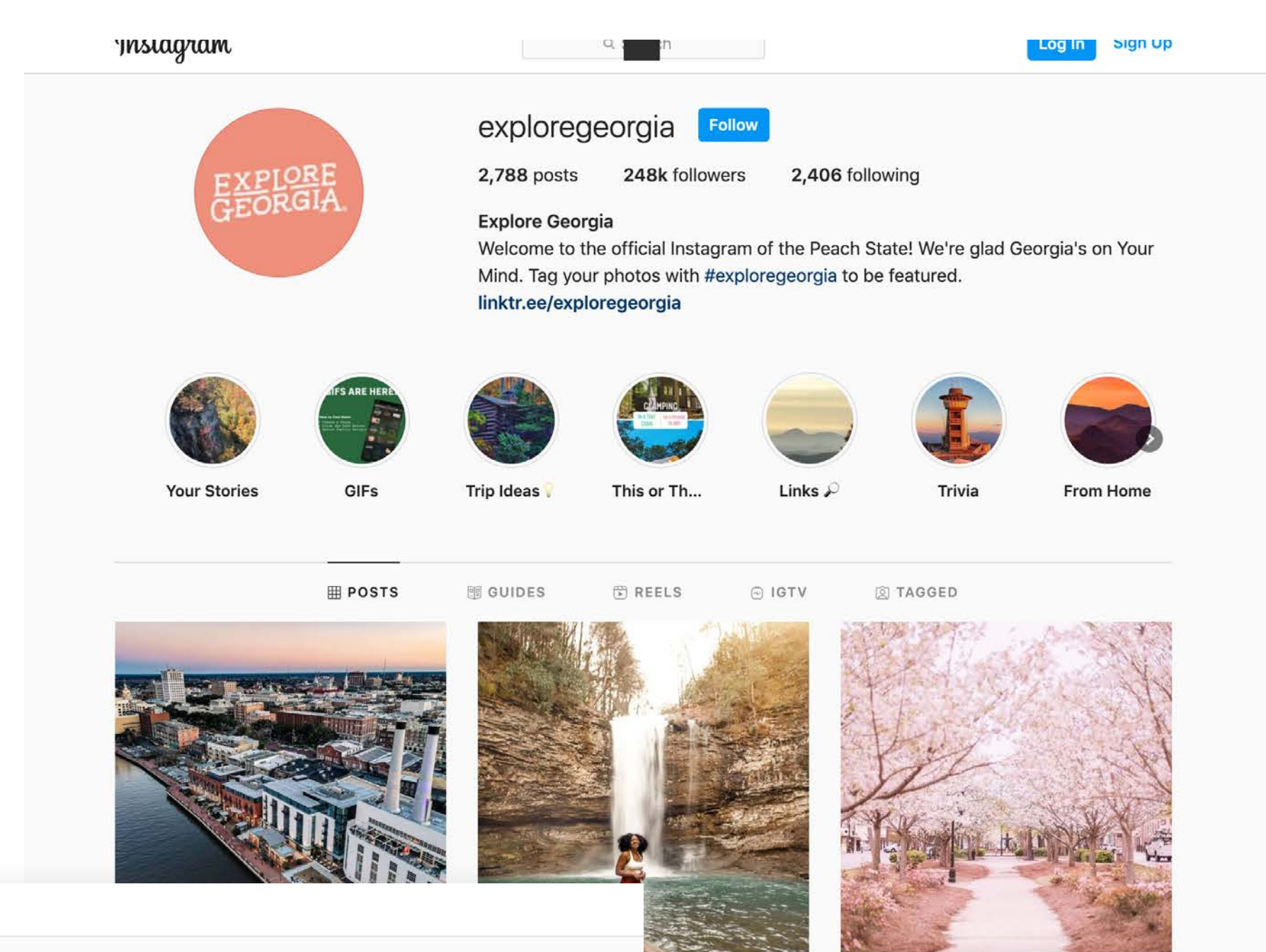


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# Enhance Disability in Social Media

Don't just focus on your website to be accessible and inclusive.

- Make posts accessible
- Include disabled influencers
- Add accessibility tips and details





**This is a journey of hope,  
love & belonging.**



**Thank You**