

Travelers with Disabilities: Who we are and Open Doors 2015 Market Study

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Open Doors Organization



ACI-NA
Annual Conference
& Exhibition
October 4-7
Long Beach, CA



My eyes have become red, itchy, and are not pretty by the standards of society.

I've tried to ignore them, stop the progress, hide them, make them go away, they make me feel uncomfortable.



Why am I talking about my eyes?
Because this is how we treat
People with disabilities. We want
them to go away, we feel
uncomfortable around them,
because we aren't familiar with
them and don't understand them.



My athletic career of
9 Paralympic Games
and 14 medals



We don't know what we don't know and we won't know until we know. Until
Then, everything is unfamiliar and frightening. Education creates Familiar



1980
Paralympic
Games,
Candace's 1st
Gold Medal

Moscow said they didn't have any disabled people
So they wouldn't hold the Paralympic Games
The Games were held in Holland

Open Doors Organization

- Chicago-based non-profit founded in 2000
- Mission—to create a society in which persons with disabilities have equal opportunities as consumers
- Primary Focus—Travel and Tourism



ODO Founder/Executive Director Eric Lipp



Buy-in or Beat up???

Open Doors believes we
can get you to buy-in with
knowledge and support

ODO Aviation Education Initiatives

- Disability Awareness Training for Airports
 - Classroom – Most recently, PHL
 - Online – ACI Online Learning Center
- Initial and Refresh Training for Airline Complaints Resolution Officials (CROs)
- Aviation Access Certification Program— Train The Trainer program for airline service companies
- Ground Handling Wheelchair Stowage Workshops

ODO Aviation Initiatives/2

- Ground Handling Wheelchair Stowage Workshops
- Technological Solutions—ODO-designed belt loader device for wheelchairs
- Participation on airline advisory boards and Federal committees including TSA
- Consultative Services—Staff training, Videos, Accessibility Audits, etc.
- Consumer education/media outreach

Universal Access in Airports Conference

- 2-day event held biennially since 2006
 - Open exchange of ideas and best practice on how to improve accessibility and customer service for air travelers with disabilities and seniors
 - Who attends—airports, airlines, service companies, aviation suppliers, disability organizations
- 6th UAIA will take place November 2016, in San Francisco



“My wheelchair was my access to mobility, it was freedom for me. But surrounding me was a world without access or place for my wheelchair. I felt confined, alone and confused by societies neglect of my needs. I felt forgotten and excluded from life.”

7,000 to 10,000 people a day are turning 65 in this country, new age related disabilities



2015 ODO Market Study

- Third nationwide survey commissioned by Open Doors Organization
 - 2002 and 2005 Market Studies were conducted by Harris Interactive both by phone and online
 - The 2015 Study was carried out by Mandala Research Ltd. with the actual online survey conducted again by Harris
- A total of 1,291 interviews were conducted in January and February 2015 with American adults with disabilities
- Disability was defined as having blindness, deafness or a condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting, or carrying. Individuals who also have cognitive disabilities were included as respondents.

2015 Study—Key Objectives

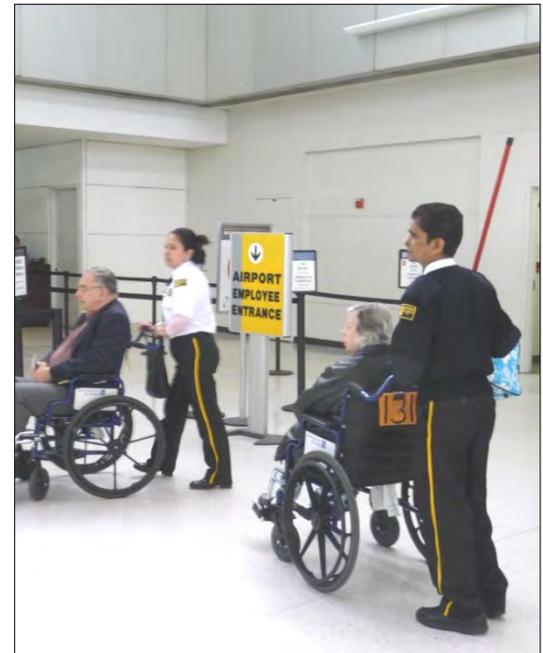
- Measure general travel behaviors, including how often adults with disabilities travel, how much money they spend, and which sources of information they use to make decisions
- Gauge experiences with travel service providers, including airlines, airports, cruise lines, hotels and restaurants
- Determine the obstacles that adults with disabilities encounter with these service providers; and
- Compare the most recent findings to the findings of 2002 and 2005, where possible, to uncover possible trends and differences over time.

2015 Study—General Travel

- 7 out of 10 adults with disabilities travel at least once over a 2-year period
 - 71% or 26 million in 2015; 69% or 21 million in 2005
- Overall, adults with disabilities take about 2 trips every 2 years (approximately 73 million total trips), the vast majority of which are for pleasure. Each trip generally lasts 5 days.
- 17% are **frequent travelers**...and have taken 6 or more trips in the past two years
- While traveling, the typical adult with a disability spends \$500, which means travel expenditures top \$34.6 billion in a 2-year period or \$17.3 billion annually

2015 Study—Air Travel

- 31% of adults with disabilities (or 11 million) travel by air over a 2-year period
- Air travelers typically take 2 trips by plane every two years and spend about \$400 on air travel per trip (or \$9 billion per year for the entire airline industry)
- Spending at the airport now averages \$20, double that of 2002



2015 Study—Technology

- **Use of technology remains important and is on the rise**
 - Almost two-thirds (62%) of travelers use the Internet to book their trips, up from half (51%) in 2005
 - More than half of travelers with disabilities (57%) use mobile devices to support their needs, most often hotel apps and airline or airport websites

2015 Study—Obstacles

- Two out of three travelers with disabilities (65%) experience obstacles at the airport, down from four out of five (82%) in 2005
 - Physical Obstacles - 53% (72% in 2005)
 - **Long distances to or between gates - 43%***
 - **Lack of seating in airport - 20%***
 - Service/Personnel Obstacles - 49% (69% in 2005)
 - **Long lines at the airport - 31%***
 - **Difficulty getting assistance with baggage - 15%***
 - Communication-related obstacles 19% (27% in 2005)

***Main issues for older travelers**



The Planet of Universal Design



Thank You for Listening!

For additional information
or to book training or to
order the 2015 Market
Study:

www.opendoorsnfp.org

773-388-8839

