

ACCESSIBILITY PLAYBOOK CHECKLIST

PART ONE | THE BUSINESS CASE

FOUR COMMON DISABILITIES

Review the Dos/Don'ts for the following disabilities

- ☐ **Vision:** This refers to a range of vision loss from total blindness to partial sight, often requiring aids like Braille or guide dogs for navigation and daily tasks.
- ☐ **Mobility:** This term describes the ability to move independently. People with mobility disabilities may use aids like wheelchairs or accessible facilities to help with movement.
- ☐ **Auditory:** Related to hearing, this term in accessibility focuses on adapting communication or utilizing technologies to assist with hearing loss or deafness.
- ☐ **Neurocognitive:** This relates to brain functions such as memory and problem-solving. Neurocognitive disorders affecting these abilities, can be due to conditions like Alzheimer's or brain injuries.

ECONOMIC IMPACT OF TRAVELERS WITH A DISABILITY

Review research related to travelers and people with disabilities

- ☐ [MMGY Research](#)
- ☐ [Open Doors Research](#)
- ☐ [Miles Partnership Study in 2023](#)

REVIEW CASE STUDIES FROM DESTINATION ORGANIZATIONS

- ☐ [Accessibility: An Imperative Journey for Destinations](#)

PART TWO | CREATE YOUR STRATEGY

DEFINE YOUR WHY

- ☐ Based on your learnings from part one, have team members collaboratively define the 'why' behind your accessibility objectives
- ☐ Identify local experts who can guide understanding of experiences and needs
- ☐ Align accessibility initiatives to your organization's strategic objectives
- ☐ Outline goals and milestones with input from key stakeholders
- ☐ Determine task force composition and roles to lead research and implementation.
- ☐ Consider team members from various departments to bring diversity in perspectives and skill sets
- ☐ Seek opportunities for funding through grants or other means

ENGAGE YOUR TASK FORCE

- ☐ Establish roles and responsibilities internally and in partnership with local experts
- ☐ Arrange a kickoff to align all stakeholders around strategy and goals
- ☐ Establish a regular meeting schedule for ongoing project management
- ☐ Secure all necessary resources, including budget, tools, and software
- ☐ Conduct training sessions on accessibility, research methods, and relevant technologies as needed

CONDUCT RESEARCH

- ☐ Alongside expert partners, seek opportunities to gain insight from local organizations, members, universities, and persons with disabilities
- ☐ Determine specific survey targets such as hotel or venue accessibility
- ☐ Turn to census data or relevant statistics to inform your understanding of persons with disabilities in your target markets
- ☐ Consider hiring an intern to assist with the project, providing additional support and capacity
- ☐ Clean and organize data for accuracy and easy analysis. Consider a centralized database or spreadsheet for ongoing reference

APPLY YOUR FINDINGS

- ☐ Using research captured, become familiar with any terminology captured
- ☐ Segment data by type of business, budget, audience, or type of accessibility need
- ☐ Summarize findings to communicate with stakeholders and demonstrate urgency
- ☐ Based on research, finalize your strategy and adjust objectives, milestones, and goals

PART THREE | GET STARTED WITH DIGITAL ACCESSIBILITY

ACCESSIBLE WEBSITE AUDIT

- ☐ Conduct a website audit (internal or third party)
- ☐ Color Contrast: Ensure text and backgrounds have sufficient contrast
- ☐ Keyboard Navigation: Check complete navigability using a keyboard
- ☐ Screen Reader Compatibility: Confirm all content is screen reader friendly
- ☐ Alt Text for Images: Ensure all images have descriptive alt text
- ☐ Responsive Design: Test on various devices to ensure consistent usability
- ☐ Error Identification: Ensure errors are easily recognizable and fixable
- ☐ Accessible Forms: Check all forms for clear labeling and instructions
- ☐ Descriptive Links: Verify that links clearly describe their destinations
- ☐ Fast Loading: Assess loading times for accessibility
- ☐ Multimedia Controls: Ensure media controls are accessible (captions, transcripts)

CREATE AN ACCESSIBLE LANDING PAGE

- ☐ Conduct research to find existing articles or resources about accessibility in your destination
- ☐ Consider all aspects of accessible travel: Accommodations, attractions, restaurants, venues, outdoors, transportation, and services
- ☐ Develop content by understanding the planning experience of travelers with disabilities
- ☐ Utilize simple language, appropriate imagery, and accessible friendly fonts and colors

ACCESSIBLE VIDEO AND AUDIO

- ☐ Create quality videos with captions to assist travelers with auditory disabilities
- ☐ Apply Caption 10 Guidelines and seek feedback from persons with disabilities
- ☐ Identify opportunities for audio descriptions, assisting travelers with visual disabilities
- ☐ Carefully plan and create clear and concise descriptions
- ☐ Review best practice examples

PART FOUR | PR & COMMUNICATIONS

CREATING CONTENT

- ☐ Revisit your overall strategy to set context for your communications strategy
- ☐ Use inclusive writing practices
- ☐ Identify available resources to leverage or repurpose
- ☐ Appoint people with disabilities to write or review content
- ☐ Develop a messaging brief for staff and members

PROMOTING CONTENT

- ☐ Submit a press release
- ☐ Identify opportunities for media coverage
- ☐ Engage with travelers through social media
- ☐ Collaborate with influencers

FAM Trips

- ☐ Prepare by considering infrastructure barriers and services needed
- ☐ Conduct site inspections
- ☐ Build an accessibility guide
- ☐ Create a flexible itinerary with accessible transportation and accommodations
- ☐ Provide clear communication and capture any important needs in advance
- ☐ Ensure staff or members are trained in disability awareness
- ☐ Leverage technologies and adaptive devices to assist with navigation, communication, and mobility

PART FIVE | THE VISITOR EXPERIENCE

VISITOR CENTER BEST PRACTICES

- ☐ Make information accessible and easily available, both digitally and physically
- ☐ Train staff on disability awareness and accessibility features of Visitor Center
- ☐ Welcome service animals and reduce background noise
- ☐ Ensure that entry and exit are well-maintained
- ☐ Provide seating and accessible parking
- ☐ Is there parking accessible for visitors with a disability? (do you mention how to access your visitor center on your website?)

TRAINING YOUR STAFF

- ☐ Conduct regular disability awareness training sessions to educate staff about different types of disabilities and the appropriate ways to assist and communicate with people who have disabilities
- ☐ Consider making sensory kits available at visitor centers, which could include items like noise-canceling headphones, fidget tools, and sunglasses. Train staff on how to offer and explain these resources to visitors effectively
- ☐ Provide basic and ongoing ASL training to enable staff to communicate effectively with deaf or hard of hearing visitors
- ☐ Offer training focused on empathy, patience, and respect to ensure all visitors feel welcomed and valued
- ☐ Train staff on the proper handling and awareness of assistance devices such as wheelchairs, walkers, canes, and service animals
- ☐ Ensure all staff are trained on specific emergency procedures and evacuation plans that consider the needs of people with various disabilities
- ☐ Educate staff on how to use and explain the accessibility features available on your website and at your physical locations
- ☐ Incorporate training that fosters sensitivity to cultural diversity, including understanding how culture impacts the experiences of travelers with disabilities
- ☐ Train staff on the latest technology aids and software that can assist visitors with disabilities, such as text-to-speech tools, accessibility settings on computers, and mobile devices

ENABLING YOUR MEMBERS AND PARTNERS

- ☐ Using data from accessibility surveys fielded, provide partners with a list of services providers or technologies to make improvements
- ☐ Provide hotel partners with e-learning training videos and shopping lists
- ☐ Discuss the importance of investing in accessibility with hotel partners
- ☐ Provide with venues and meeting space partners with tips and video links
- ☐ Work with outdoors organizations to create awareness on impact and address accessible needs before, during, and after a visit
- ☐ Encourage practices for visitor feedback