VISITOR SERVICES SUMMIT 2019
SEPTEMBER 29-OCTOBER 1, 2019
KANSAS CITY, MO
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Making Facilities Accessible to All Travelers

A Goal Worthy of Continued Pursuit
3 Case Study Examples:

- The Bavarian Inn Lodge
- Frankenmuth 2000
- Thunder in the Valley Games
Frankenmuth Bavarian Inn Lodge

- Frankenmuth Bavarian Inn Lodge Staff - their dedication to service

- The Idea – Become the leading overnight lodging facility for hosting people with disabilities

- Remain profitable by expanding service into an underserved market segment
The need for information:

- Jim Engel, COO Bavarian Inn Lodge
- Ron Wilmers, The Disabled Traveler Companion
The most important lessons learned from Jim and Ron:

• Remember that disabled travelers are people first

• Leverage the Golden Rule

• Put yourself into your guest’s situation and assess your destination yourself
What can your lodging facilities implement to better serve customers

• What role can your DMO/CVB play to support their actions
Frankenmuth 2000

The Idea: To leverage the year 2000 as a transformational moment:

• Frankenmuth as a mature travel destination needed to transcend to ensure future growth and prosperity

• Frankenmuth’s Brand includes Customer Service delivered within a European Atmosphere

• Frankenmuth’s Personality is Welcoming and Inclusive
The need for information: The Amigo International Meeting Study

The goal: to universally accommodate all people in Frankenmuth’s Central Main Street Area
Frankenmuth 2000

What I learned from the Amigo International Meeting Study

• Don’t be afraid to identify problems and ask for ideas and solutions
• Document what you have learned and thank those who provided support
• Immediately implement the ideas and solutions that are possible
Frankenmuth 2000

What can your destination leverage to discover your solution

• What role can your DMO/CVB play to lead an effort
Thunder in the Valley Games
Presented by Michigan Sports Unlimited

Michigan Sports Unlimited
- The Goal
- The Personal Benefits to all
- The Financial Benefits of hosting
Thunder in the Valley Games

The Mission:
Our mission is to educate, instruct, and provide unlimited access to a wide range of recreational activities in order to improve the physical, social, and mental well being of individuals with disabilities and ultimately empower them to achieve success.
Thunder in the Valley Games
Thunder in the Valley Games

What has been learned from hosting the event

- From the Event Planners Perspective
- From the DMO/CVB Perspective
- By the Business Community
Thunder in the Valley Games
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What event could your destination host on behalf of the disabled traveler market segment

• What role can your DMO/CVB play in this effort
THANK YOU

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