



12 BEST-PRACTICES

Accessibility is an Advantage: Elevate
Experience, Reputation and Revenue

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Starting with an **Evidence-Based** Roadmap

Conduct a full-spectrum accessibility audit

Begin with a structured review of all physical areas and digital touchpoints, classifying needs by mobility, sensory, cognitive, and digital access. Identify quick wins (like improved signage or staff training) versus major investments (ramps, lift upgrades). This ensures improvements happen systematically and budgets are used where they deliver the most guest benefit.

Seek external validation and benchmarking

Partner with disability consultants or local organisations to evaluate your property against recognised standards. Pursue accessible-tourism certifications or learn from healthcare-hospitality models such as “patient hotels.” Independent guidance not only strengthens compliance but also boosts credibility with accessibility-focused travellers.



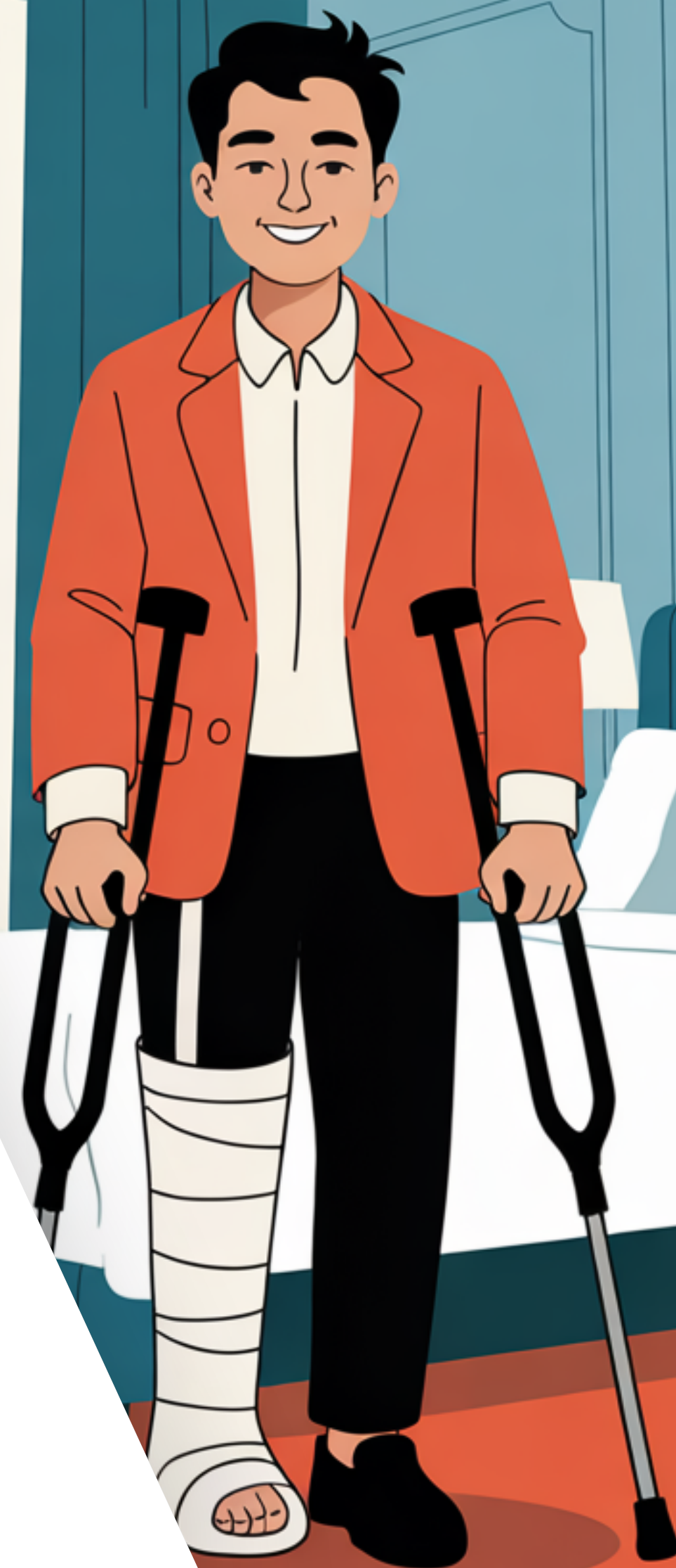
Design for **Dignity** and **Inclusion**

Prioritise seamless mobility

Ensure entrances are level, corridors wide, and ramps or lifts always functional. Create at least one fully accessible room and confirm it's clearly identifiable and easily bookable. These adjustments remove barriers to entry, literally, and show commitment to welcoming all guests.

Blend accessible design with brand aesthetics

Work with designers experienced in universal design to retrofit historic or boutique spaces without compromising style. Incorporate roll-in showers, hearing loops, and tactile signage while maintaining the hotel's design integrity. A visually appealing accessible room communicates that accessibility is a valued feature, not a concession.



Make Accessibility **Visible** Online

Show off your accessibility

List all accessibility room features on your website and OTAs, supported by clear photos and floor plans. Use clear language and accessible web design standards (e.g., WCAG). This transparency helps guests make confident booking decisions and reduces post-booking issues.

Leverage technology to enhance digital independence

Investigate innovations such as voice-controlled room systems, visual captioning, and indoor navigation apps. Ensure your booking engine and PMS can pass accessible-room data across all channels. Assistive tech not only improves the guest experience for all of your guests, but also serve as a powerful USP when used in marketing.



Train Your Staff to Handle Inclusivity

Inclusive service and communications trainings

From reception to housekeeping, staff should know how to assist guests with special needs in a confident and guest-friendly manner. Role-play scenarios and quick-reference guides can improve consistency.

Integrate accessibility into your operations

Use your PMS to record guests' access preferences and trigger pre-arrival tasks (e.g., equipment setup, assistance on arrival). Include accessibility checks in routine maintenance. When accessibility becomes operational rather than exceptional, it delivers a smoother experience for both guests and staff.



Use **Smart Systems** to Support Accessibility

Manage accessible room inventory in the PMS

Tag rooms by access type (mobility, sensory, cognitive) and prevent double-booking through automated rules. This avoids misallocation and ensures eligible guests receive the right accommodation. Technology reduces human error and protects your reputation for reliability.

Track performance and maintenance

Set up reports that monitor accessible room occupancy, guest satisfaction, and repair logs. Combine this with proactive housekeeping checks for grab bars, alarms, and roll-in showers. Data-driven oversight turns compliance into continuous improvement.



Build Trust Through Dialogue

Collaborate with guests and advocacy groups

Partner with local disability organisations for audits, staff training, and promotional collaboration. Add targeted questions in feedback surveys about accessibility experience. This open dialogue ensures changes meet real guest needs and keeps your strategy grounded.

Communicate proactively and transparently

Use automated messaging or pre-arrival emails to share accessibility details and invite additional requests. Clearly explain any limitations and offer practical alternatives. Honest, two-way communication builds confidence, reduces complaints, and turns accessibility into a brand strength.



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