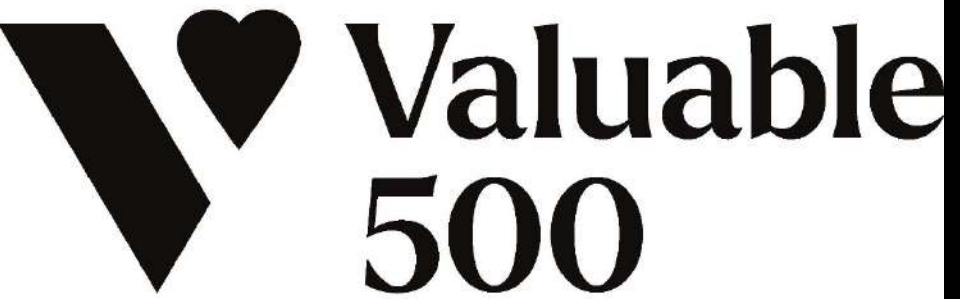


# Making the tourism experience inclusive

- The built environment, both in general and specific accessible facilities offered by tourism service providers
- Transport, both public and private
- Information and communications technology (ICT), for both planning and booking purposes
- **Positive attitude**



**DISABILITY  
IS OUR  
BUSINESS.**

# Valuable 500 top 15 companies

## 15 ICONIC COMPANIES

Our Iconic Companies are 15 innovators and leaders who co-fund and support the delivery of the Synchronised Collective Actions.

Allianz 



BBC

Deloitte.

 Microsoft

OmnicomGroup



sky

SONY

verizon<sup>✓</sup>

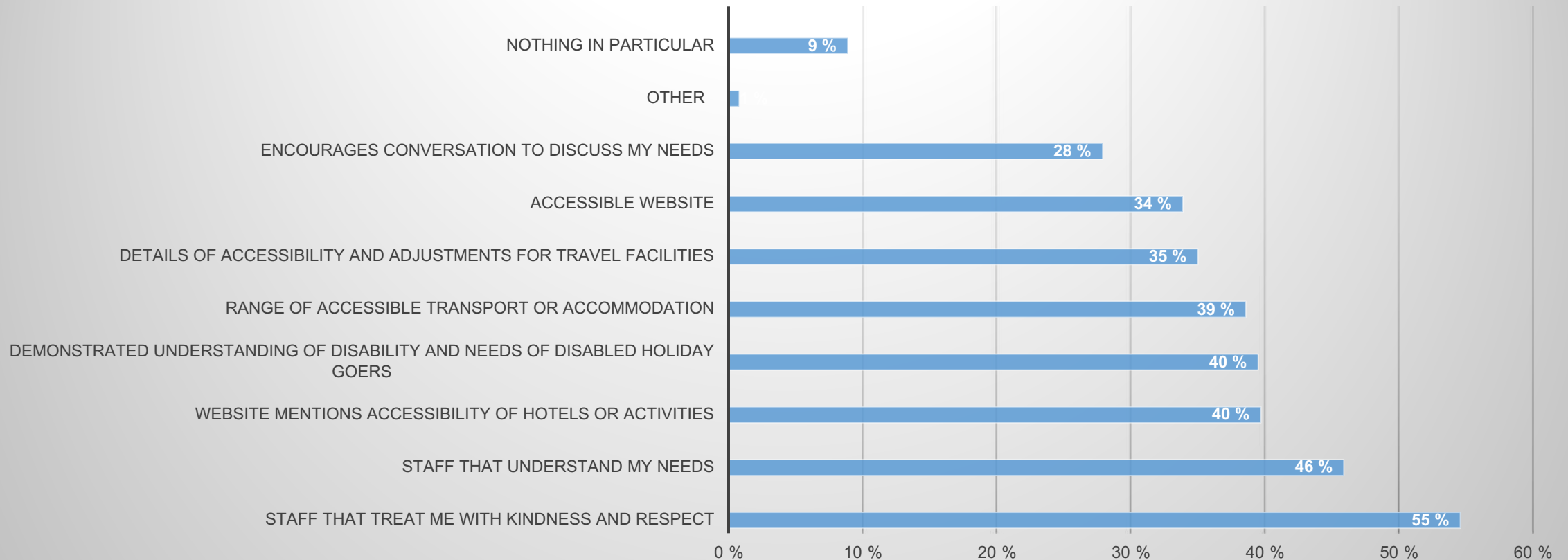
# What's important to a disabled traveller?

- 52.6%**      **Being treated with kindness and respect**
- 43.2%**      **Staff who understand my needs**
- 30.4%**      **Want more access information on websites**
- 39.8%**      **Lamented a lack of contact information for accessibility questions**

Source: Opinium poll of 3500 disabled people on behalf of the Valuable 500 (2022)

# What do you look for in a travel agent or travel provider?

Now thinking specifically about accessibility, which of the following factors are most important to you when choosing a travel agent or travel provider?



Valuable 500 survey 2022, USA, n = 1000