

## **American travelers with disabilities: a new study by Open Doors Organization**

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### Situation/Purpose of Study

In 2014 Open Doors Organization (ODO) will sponsor its third nationwide survey of American adult travelers with disabilities. The aim of this study, like its predecessors, is to provide statistically reliable information on the large, but still understudied disability travel market and to explore the changes that have taken place since the first pioneering studies by ODO in 2002 and 2005. Such data is essential to making the business case for accessible travel and inducing corporations to move beyond minimum regulatory requirements and to begin to market to and truly meet the needs of their customers with disabilities.

The 2002 and 2005 ODO studies, conducted by Harris Interactive, have undoubtedly had a positive impact on the travel industry and have been cited widely in both popular media and scholarly journals as well as by U.S. federal agencies such as the Department of Justice and Department of Transportation. Methodology having blindness, deafness, or a condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting or carrying.”Results/Conclusionstravel behaviors including how often American adults with disabilities travel, how much money they spend, and which sources of information and technology they rely on. It will also gauge their experiences with airlines, airports, cruise lines, ground transportation and tours, destinations, hotels, and restaurants and determine what obstacles they still encounter. The 2014 study will again explore where people are traveling within the US and internationally. In addition to estimating the current and potential impact of the disability community on the US travel industry, it will reveal differences over time through comparisons with the earlier ODO studies.