

Phase 1

Awareness

Use various communication channels to inform people with disability about your services, such as social media, email and advertising.

“It’s frustrating when hotels are vague about accessibility... Haven Hotel seems a lot more transparent.”

Thoughts and Feelings

Alex, who has hearing loss, searches for accessible hotels in his destination city. He notices Haven Hotel has detailed accessibility information on both its own website and on external travel sites.

Accessibility Considerations

Travel websites offer filters for accessibility features. Haven Hotel’s website has a clear accessibility section with photos and descriptions of accessible rooms and amenities.

Phase 2

Consideration

Potential customers research and assess the accessibility of the offerings, either via your website or through hard copy flyers.

“These room descriptions are amazing! I can actually visualise if it will work for me.”

Thoughts and Feelings

Alex delves deeper into Haven Hotel’s website. He finds clear room descriptions, including specific details (bathroom grab bars, door widths, etc.). The website includes videos with captioning and transcripts.

Accessibility Considerations

The website has excellent colour contrast for visual clarity. Room descriptions are thorough and provide measurements. Videos have captioning and audio descriptions for various sensory needs.



Phase 3

Purchase

Customers make a booking or purchase, taking into account accessibility features.

Thoughts and Feelings

Alex prefers to book over the phone to confirm details. He’s relieved when the staff member speaks clearly and offers a text-based communication option if needed.

“They were so patient on the phone. It’s nice when I don’t have to explain my needs upfront.”

Accessibility Considerations

Haven Hotel staff are trained in effective communication with customers with hearing impairments. They offer telephone relay services or text/chat alternatives.

Phase 4

Providing a Product or Service

Offer an accessible physical environment, trained staff and volunteers and supporting materials when providing a product or service.

Thoughts and Feelings

Upon arrival, clear signage directs Alex to accessible parking and the accessible entrance. Check-in is smooth, and his room features the amenities he requested. Hotel staff offer visual cues on request and are always respectful.

Accessibility Considerations

Accessible routes are wide and well-lit with ramp access, handrails, and elevators with auditory cues. Staff are proactive about communication, offering written notes or visual demonstrations if needed. Rooms prioritise functionality and safety.

“I love that the shower has a roll-in design and grab bars – it just makes things so much easier.”



Phase 5

Customer Retention & Advocacy

Engage with customers post-experience for feedback and encourage them to share their positive experiences within their communities.

Thoughts and Feelings

Alex feels enthusiastic about sharing his positive experience. He leaves a detailed review on Haven Hotel’s website and recommends it to his friends within the deaf and hard-of-hearing community.

Accessibility Considerations

The hotel’s review platform is accessible to screen readers and offers large text or audio-recording feedback options.

“Haven Hotel is going to be my go-to spot when I visit this city – I hope more hotels take note!”

