

Jessica's Experience with Explore Beyond Tour Operator

Phase 1

Awareness

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

Thoughts and Feelings

Jessica loves to travel but is wary of booking tours due to previous negative experiences. When searching online, she notices *Explore Beyond* offering dedicated accessible tours and detailed accessibility information on their website.

Accessibility Considerations

The tour operator's website prominently features their commitment to accessibility, including a filter to search for accessible tours. Descriptions and reviews include details relevant to people who use wheelchairs.

It's refreshing to see a company prioritize accessible travel options upfront!

Phase 2

Consideration

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

Thoughts and Feelings

Jessica wants to know the specifics of their "Wonders of the Coast" tour. After browsing the website, she sends an email with detailed questions about accessible transportation, step-free routes, and restroom facilities along the way.

This information goes way beyond what I usually get. They seem genuinely invested in making this work.

Accessibility Considerations

Explore Beyond has a dedicated accessibility contact readily available. They reply with clear and comprehensive details, including a link to photos and measurements on their website.

Phase 3

Purchase

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

Thoughts and Feelings

Jessica feels confident booking the tour online but prefers calling to specify her needs and ask any remaining questions. The staff member is patient and knowledgeable.

Accessibility Considerations

The booking system includes space to indicate mobility aids and any support needed during the tour. The phone representative uses clear communication and offers alternative contact options (like text) if needed.

It's reassuring to speak with someone who understands my requirements and doesn't make me feel like a burden.

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

The day of the tour, Jessica arrives to find an accessible van with a ramp and ample space. The guide is welcoming and navigates routes with consideration for wheelchair access. They offer frequent breaks and ensure Jessica has optimal viewing spots.

Accessibility Considerations

Tour vehicles are wheelchair-accessible. Routes are planned with minimal steps, ramps where possible, and detailed descriptions provided in advance. The guide is aware of accessibility needs and proactively offers assistance.

I'm actually seeing everything on this tour, not just struggling to keep up – this is fantastic!

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

Jessica happily fills out a post-tour survey emphasising the excellent accessibility. She posts a glowing online review and becomes a vocal advocate for *Explore Beyond* within wheelchair user travel groups.

Accessibility Considerations

The feedback form is clear with space for detailed comments. *Explore Beyond* actively addresses feedback and uses it to continually improve accessibility.

I've struggled to find tours like this – everyone with a disability deserves to see the world, and *Explore Beyond* gets that.

