

Accessibility Online – Help Support Travelers with Disabilities

Research shows that business content such as ratings, reviews, photographs, and descriptions are critical during the trip-planning process for travelers with disabilities.



Watch This Video To Learn How!

Travel should be an enriching and enjoyable experience for everyone, regardless of their abilities. Join us as we explore how destinations can create a more inclusive environment for travelers with disabilities.

Five Opportunities to Support Travelers with Disabilities

1. Encourage Reviews

Ask guests to leave online reviews. Reviews are searchable and can be highlighted, if they include relevant keywords like “wheelchair access.” Respond to these reviews to address concerns or to thank customers for taking the time to leave feedback.

2. Listen to Travelers with Disabilities

Prioritize the voices of travelers with disabilities by actively seeking their feedback. Travelers with disabilities are sharing their experiences online and on social media. Share and respond to posts by travelers with disabilities that mention or tag your business.

3. Utilize Accessibility Attributes

Optimize your digital listings on platforms like Google, Yelp, and TripAdvisor with the available accessibility attributes. These attributes inform travelers and enhance the searchability of your business.

4. Use Photos to Inform & Welcome

Use photos and 360s to provide informative content for travelers with disabilities. Highlight key areas such as entrances, pathways, and other features that facilitate smooth navigation for individuals with limited mobility.

5. Empower Your Staff

Accessibility is a broad term that can include mobility challenges, hearing, visual impairment, and cognitive disabilities. Make sure your frontline staff is trained to handle questions about all of your business’ accessible features such as the dimensions of entrances and placement of handrails.

Need Help? Get Free Support!

The specialists at Miles Partnership are available to help your business maximize its online exposure.



- Need assistance claiming your business on Google, Tripadvisor, Yelp or Apple Maps?
- Have a question on how to make the most of these platforms?
- Struggling with a roadblock?

Book an Office Hours session with Miles.

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