

BIG BEND SCENIC BYWAY

Making the Big Bend Scenic
Byway A Model Destination
For All





Presentation Goals

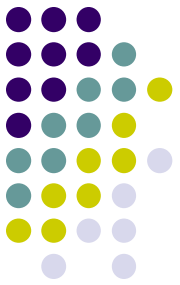
- The connection between the Byway and universal design and why this is important
- What is universal design?
- The economic imperative of universal design.
- How our marketing may be missing the mark
- Beginning to strategically plan to make the Byway an accessible tourism destination
- Some resources to help us

Universal Design and the Byway: An Important Connection

Connecting Travelers of All
Abilities to a Great Visitor
Experience



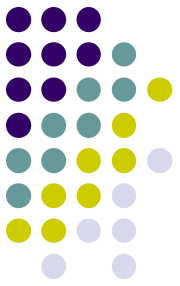
Why is Addressing Universal Design/Accessibility Important for the Byway?



- The Byway is meant to highlight the **best** of our communities
- The Byway is promoted to offer **experiences**
- Accessibility and universal design benefit us **all**: regardless of our age or ability
- State and Federal laws **mandate** accessibility

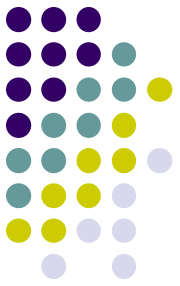


Travelers Are Seeking the Roads to Experiences...



Does the Big Bend Scenic Byway offer opportunities or barriers?

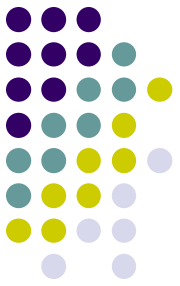




What is Universal Design?

The Design of Spaces and Products That Are Usable by People Of any Age, Size or Ability





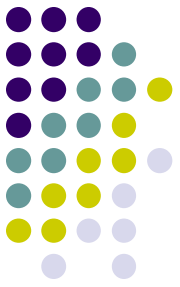
Universal Design Benefits Everyone

Changes we make for
“accessibility” actually
enhance the visitor
experience for
everyone, not just
persons with
disabilities

It's more universal!



Is This Something Different From What is Mandated By Law?”



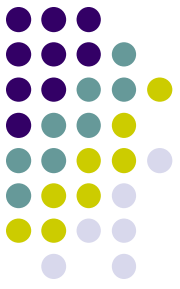
No it is not. But universal design makes us think about how we make the design to be of benefit to a range of users

For example: a curb cut intended for wheelchair users is better for everyone



However..

Codes Have Limitations



Many older adults have a disability but would not say they did.

Often codes/standards do not address the “experiences” sought by older travelers

Traditional accessibility codes often result in a separation of the disabled person from experiences/activities of non-disabled persons.

Universal design moves beyond access and incorporates design of products and environments that, to the greatest extent possible, exclude the need for adaptation or specialized design.

We Can Go Beyond the Code/Standard...



Less slope on a ramp

Better: No slope: just a
no step entrance

Wider entranceways
and doors

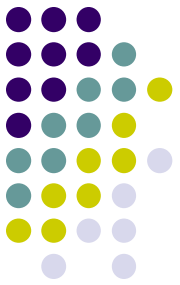
Provide information in
a variety of formats



So What's the Difference Between Accessibility and Universal Design?



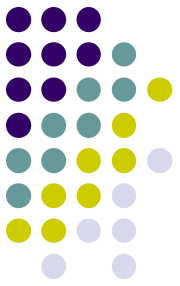
Accessibility



- **Accessible Design** refers to making the design or feature usable by a person with a disability

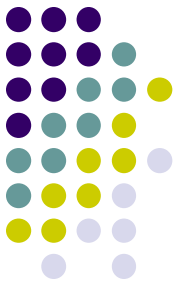
- **Universal Design:** While universal designs are “accessible”, they are also beneficial to the wider population. Many “accessible” design features have become expected “mainstream” designs: think of power sliding doors, captioning on television, and curb cuts. Universal designs go beyond the basic code requirements and do not “look” accessible. (Think slight berm into a building instead of a ramp).

Difference Between Universal Design and Accessible

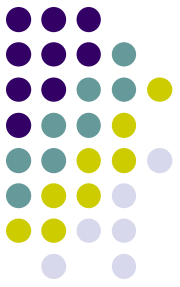


- All users benefit from Universal Design
- Does not look like an “add on”
- Seamless design
- Usually done at the beginning of the design process but could also be done during renovations
- Does not look like: this is for “them”
- Cheaper when done from the beginning: Try retrofitting an elevator after the fact!

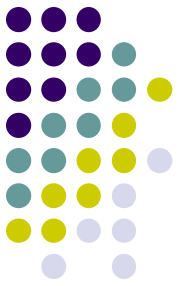
This is An Accessible Entrance



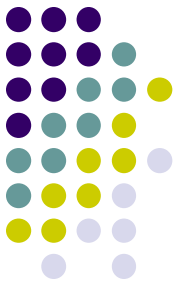
This is A Universally Designed Entrance



Universal Design Makes it Better for All of Us!



Who is Visiting the Byway? What Are Their Needs



Physical/Mobility

Auditory

Visual

Cognitive

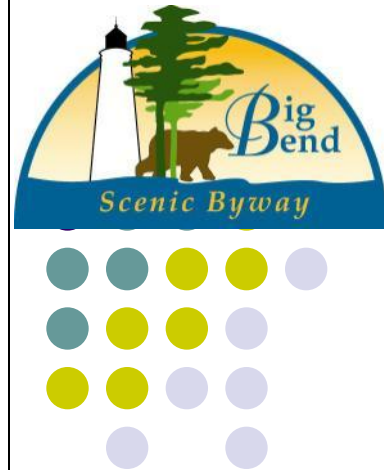


(And many disabilities
that are hidden!)

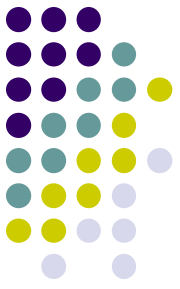


The Economic Imperative

Are We Ready for the Market?



There Are Two Groups to Understand: Persons with Disabilities and Older Adults



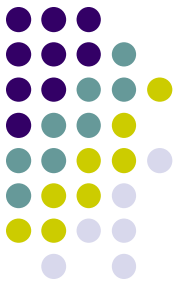
Both can be considered to be **untapped markets**, but definitely not “niche” markets



They seldom go alone:
Multiplier Effect



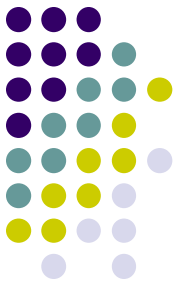
Travelers With Disabilities



Spend more than \$13 billion/year; 17 million hotel visits; 9.4 million airline flights

Travelers with disabilities seek an experience as opposed to stylized and contrived access to a destination

American Travelers with Disabilities



42 million disabled travelers in the USA take 31.7 million trips per year, and spend \$13.6 billion annually.

\$27 billion per year could be spent by people with disabilities if certain needs were met.

Older Travelers Are a Growing Market

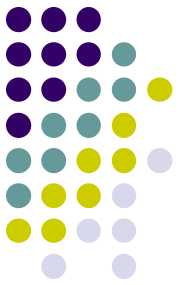


Our population is aging – soon nearly 20% of the population will be older than 55

About 48% have stated they would travel more frequently if more accessible services were available

This trend is the same for our international visitors

Many Travelers Want An Accessible Destination



In the U.S., **16 million travelers (or 9% of all American travelers)** indicated that an accessible travel destination was highly important to them when choosing a destination

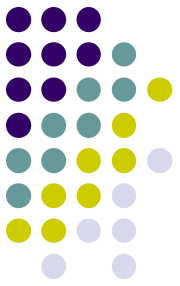
Another **32 million (or 18%)** indicated it was somewhat important to them.

We Have to Prepare Our Byway and Ensure Accessibility

We must prepare for the future
or we won't have many visitors
coming to our byway



Planning for Accessible Tourism



Accessible Tourism is a form of tourism that involves collaborative processes between stakeholders that enables people with access requirements, including mobility, vision, hearing, and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services, and environments.

Source: Accessible Tourism (Aspects of Tourism) by Dimitrios Buhalis and Simon Darcy

Creation of the Big Bend Scenic Byway Accessible Tourism Task Force



Include people who have the lived experience; people with disabilities and older adults

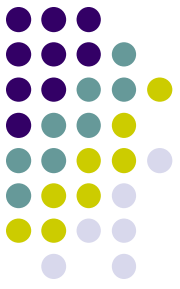


Identify Byway leaders that represent public lands, attractions, businesses, and tour guides that will serve on the Task Force



We must think about all aspects along the byway and also how we are marketing their level of accessibility and inclusion

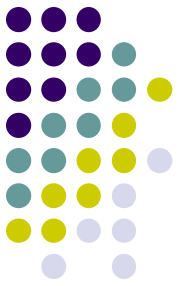
Prepare for the Big Bend Scenic Byway Accessible Tourism Symposium



The Task Force will work with consultants to:

- Gather preliminary information on current levels of Byway Tourism Accessibility
- Prepare Agenda and Identify Speakers for the Symposium
- Develop a Preliminary Draft of a BBSB Tourism Inventory Worksheet

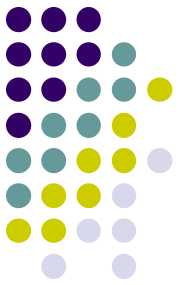
Big Bend Scenic Byway Accessible Tourism Symposium



The symposium will educate participants on the importance of universal accessibility and accessible tourism and will result in the final design of the BBSB Tourism Accessibility Inventory Worksheet.

The Worksheet will provide for the evaluation of the current level of accessibility to Byway attractions, activities, businesses, and communities.

Big Bend Scenic Byway Accessible Tourism Master Plan

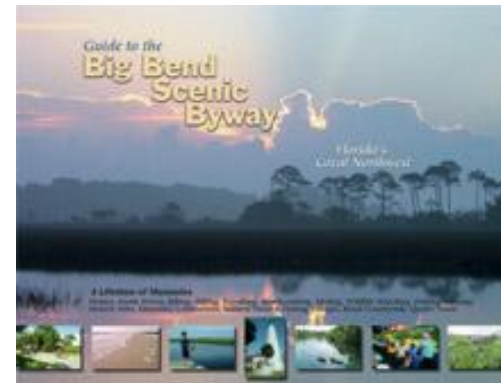


2012 NSB Grant Funds have been awarded to:

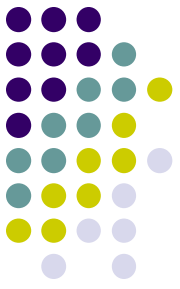
- Conduct surveys using the Inventory Worksheets developed by the Task Force
- Evaluate accessibility data compiled from the surveys
- Produce the BBSB Accessible Tourism Report and Master Plan
- Create the BBSB Accessible Tourism Marketing Plan



**We can be the model for
accessible tourism among
America's Byways**



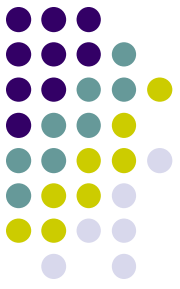
Finally: It takes a Team Approach to Make Changes



The Byway leaders must work together to make changes identified in the Master Plan

All Stakeholders must be engaged: program coordinators, users, designers, architects, builders, tourism, economic development, planners, etc.





References

Technical Reports and Articles

Developing a Business Case for Accessible Tourism – Simon Darcy, Bruce Cameron, Shane Pegg, and Tanya Packer

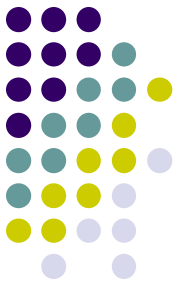
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Occasional Paper No. 4. An Economic Model of Disability – TravAbility Pty. Ltd.

Inclusive Tourism Brochure – Accessibility Marketing Guide – TravAbility Pty. Ltd.

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Books

Accessible Tourism (Aspects of Tourism) by Dimitrios Buhalis and Simon Darcy,