

Hello Tourism Operator,

Are you looking to roll out the red carpet and make your property disability friendly? Not sure what boxes you need to tick or where to start?

Accessible Accommodation Consulting Service

Tailored To The Travel Industry.

Building analysis and market research insights gleaned from website data, market research from the largest accessible tourism provider in Australia.



ABOUT THE ACCESSIBLE GROUP

Accessible Accommodation provides professional consulting on how to make your premises disability-friendly whether you are building a new property or renovating an existing one.

Our 'Accessible Analysis Report' is tailored to your business needs and premises, providing a detailed breakdown of the recommended improvements and changes you need to make to become ATDW Accessible Accredited. Using our three-tiered 'Accessible Qualified'[®] rating system, we can help you dissect what's really needed to embrace travellers with disabilities, and what is a waste of money.

Disability building codes are for permanent accessible accommodation, not the tourism industry. We help make your property accessible to tourists without breaking the bank.

WE PROVIDE CONSULTING ON THE FOLLOWING AREAS:

- New property developments
- Redevelopments
- Renovations
- Bank applications
- Grant applications
- Getting your property accredited
- Home renovation for Holiday letting

OUR STATS

27k

Social Media Followers / Subscribers

50k

Website page views per month

INDUSTRY STATS

4.6m

Australians have a disability

1.2bn

People with disability globally

Market insights & Accessibility Building Analysis Tailored To Your Needs:

Our 'Accessible Analysis Consulting' provides detailed reports that are tailored to your business objectives that will enable you to make informed decisions. Whether you are looking at a finance/grants application, building/renovating your property to suit a target audience or gain a better understanding of the parameters to get your property meeting and exceeding the expectations of a traveller with a disability.

What are the "MUST HAVES" for travellers with a disability? Hint: It isn't just about putting a ramp in.

A snapshot of what we look at:

- Where is there a shortage (or oversupply) of accessible holiday accommodation?
- How does your location fare in supply and demand?
- What features should you have to attract the most bookings? Conversely, what features are unnecessary?
- What features should you prioritize?
- Recommendations on cost-effective equipment and facilities.
- What do the government regulations (on disability accommodation) forget that is essential for attracting travellers with disabilities? Conversely, what is a waste of money?
- How to leverage and market your accessible features?
- What marketing and advertising options are out there that work? Which ones don't?
- What accessible activities are near you to build a cross-promoting platform, leveraging visitors to your region?
- What should you charge and what occupancy rate should you expect?
- How to improve upon your already accessible offering to meet AA Qualified standards?

What to expect in a report?

Here are some examples of what we have recommended to our clients, they aren't extensive or expensive, they are effective solutions to ensure you are providing a safe, friendly and welcoming environment to people with disabilities

PROBLEM: Government regulations require a \$900 wall mounted shower chair (plus \$600 to install) in the bathroom. However, (after we polled 7,000 followers) less than half can actually use them!.

SOLUTION: A free-standing shower chair at Bunnings. Total cost \$87.

PROBLEM: A 5 cm lip at property entry (Impossible for a wheelchair user or walking frame user to get over it). Builder quote to replace entry door \$4,900.

SOLUTION: A rubber threshold ramp. Cost \$90.

You get the picture.



Why Choose Accessible Accommodation?

Founded in 2019 by Kerry Williams, Accessible Accommodation and partner brand Accessible Experiences is the largest provider of such services in Australia. Kerry created the industry trusted three-tiered seal of approval, used by Australian Tourism Data Warehouse (ATDW).



KERRY WILLIAMS

FOUNDER / DIRECTOR

With a background in Real Estate Sales and Interior Design, Kerry has built and renovated 12 properties herself. One of which included a fully accessible holiday rental ([100 Hitchcock](#)) that continued to generate over 90% occupancy during COVID disruption on the travel market.

Speaking of COVID, Accessible Accommodation was fortunate to have quadrupled its revenue in 2020/2021.

With over 50,000 website page views a month, 27,000 followers and over 7,100 Facebook group members, we hold credibility in the Travel Industry as experts in the field.



WEBSITE



FACEBOOK
GROUP



FACEBOOK
PAGE



INSTAGRAM

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Feedback From Businesses



Testimonial

I could not recommend Kerry and The Accessible Group more.

We are renovating one of our four villas to be fully accessible for people with disabilities.

We could have done all the research ourselves, spent a lot of money and likely got it not quite right, but we engaged Kerry who came out and walked through the property.

Within the day she sent our incredibly detailed personalised report on what is nice to have, strongly recommended and must have's in each room and outside.

To say the least, I am blown away.

Engaging Kerry is money very well spent, she saved us so much time, effort and money.

Highly recommend it to any property owners looking to be accessible or even advertising if you have accessible accommodation.

Very much looking forward to renovating and continuing to work with Kerry advertising the villa when we are finished.

JESS GROVES

Business Owner Hilltop Hideaway Villas



Feedback From Businesses



Testimonial

I found Kerry via a search on google researching the market for accessible accommodation. I reached out to her to find more about demand in this market and what people really want. From the first phone call, I knew it was my lucky day finding her. Within a couple of days she had produced a report for us to form part of a grant application for accessible tourist accommodation.

She was responsive, informative, and full of statistics and data to back her up.

I will be using her again when it comes to making design decision as **she knows what it takes and what makes a real difference.**

She's a great connector and put me in touch with others who've been just as passionate as Kerry about this space.

CICELY SYLOW
Director - Ritchies Villages

