Open Doors Organization (ODO) was founded in 2000 for the purpose of making goods and services accessible to people with disabilities in travel, tourism and transportation.

Our goal is creating a society in which persons with disabilities have the same consumer opportunities as non-disabled persons. ODO strives to teach businesses how to succeed in the disability market, while at the same time empowering people with disabilities.

In America today, attitudes toward people with disabilities is hindered by myths and misconceptions. Through comprehensive research, training, and guidance in marketing strategies and ADA compliance, ODO gives large corporations and small businesses the tools they need to create inclusion.

Furthermore, ODO is committed to assisting in educational seminars, diversity programs and hosting events that improve the quality of life for people with disabilities while opening doors to businesses and society. Through social action, research and media outreach, ODO is raising awareness and helping to bring about a more inclusive society.

Did you know ODO works with over 60 foreign carriers?

www.opendoorsnfp.org
Detailing the spending patterns and preferences of travelers with disabilities allows Open Doors Organization (ODO) to give businesses the economics they need to better serve this market.

People with disabilities make up about 20% of the US population, but what percentage of them are traveling and how much do they spend annually on leisure and business travel?

Before the 2002 ODO Market Study of Travelers with Disabilities, important questions about accessible travel and tourism had no reliable answers. ODO worked with Harris Insights & Analytics to conduct nationwide surveys in 2002 & 2005 and then in 2015, ODO partnered with Mandala Research, LLC. ODO again partnered with Harris Insights & Analytics, one of the most trusted sources in research, to conduct the 2020 Market Study.

These unique studies really show how many adults with disabilities are traveling, how they book their travel, and also look in depth at the barriers they face in America’s hotels, restaurants, cruise lines, airports, airlines, and car rental companies. The 2020 Market Study also examines the impact COVID-19 has had on travel.

**Key Findings From the 2020 Market Study**