



Open Doors
Organization

MISSION

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.

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▶ Programs

▶ CORPORATE

Working primarily within the travel, transportation and tourism industries, Open Doors Organization (ODO) partners nationally and internationally with associations, convention centers, tourism bureaus, and travel/tourism businesses to help them better understand inclusion and how it affects their customers with disabilities. Services include focus groups, individualized marketing strategies/research, site-evaluations, creation of training and marketing videos, guidance in ADA/ACA compliance, and the organization of workshops and symposia.

▶ EDUCATION

We have launched the ODO Academy where all of ODO's training programs will become available. Training for airline, airport, hotel/lodging, restaurants, motorcoach/bus, train, taxi/limo driver and rideshare partners, will be available in addition to our popular in person trainings. ODO also partners with Airports Council International (ACI) to offer training certification for airports via their global online learning center. ODO also offers Complaint Resolution Officials (CRO) Certification directly to individual airlines, giving them the skills to act as disability experts. ODO also acts as the CRO for some foreign carriers. ODO will continue to host Universal Access in Airports (UAIA), the premiere event for access in aviation. ODO is a recognized expert resource for journalists and TV reporters, including recent articles in USA Today, NY Times, MSNBC and Forbes. Staff members also contribute to publications serving the disability community. Check website to see where staff will be speaking nationally and internationally.

▶ PROJECTS

ODO has grown its 24 hour CRO call center helping airlines across the globe take effective action quickly and with dignity for the traveler. Over the next two years ODO will be conducting nearly 400 trainings across 20+ cities for Amtrak. These trainings include all front line Amtrak crew and each training will be conducted by at least one trainer who has a disability. ODO is working with both Uber and Lyft to enhance the customer experience and create new avenues of transportation for people with disabilities.

▶ RESEARCH

ODO released its fourth Market Study in 2020 on travelers with disabilities. ODO has successfully reached out to the media to raise awareness of the issues facing consumers with disabilities using this research. ODO also participates in multiple National Academy of Sciences; Transportation Research Board (TRB) projects including Airport Cooperative Research Program (ACRP), Federal Highway Administration (FHWA), Intelligent Transportation Systems (ITS) and others. This research is critical to the future of accessible transportation solutions.



**Did you know ODO works
with over 60 foreign carriers?
www.opendoorsnfp.org**

ODO Market Studies of Travelers with Disabilities

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?

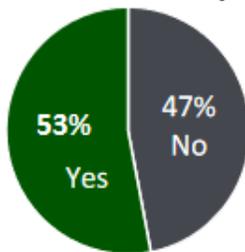
Before the 2002 ODO Market Study of Travelers with Disabilities, important questions about accessible travel and tourism had no reliable answers. ODO worked with Harris Insights & Analytics to conduct nationwide surveys in 2002 & 2005 and then in 2015, ODO partnered with Mandala Research, LLC. ODO again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

Whether Encountered Accommodation Obstacles

(among those who have taken 1+ trips in the past 2 years)



Common Obstacle Categories



Top 5* Major Obstacles Encountered When Staying at Hotel/Motel/Short-Term Rental

(among those who have taken 1+ trips in the past 2 years)

	2020	2015	2005
Doors that are heavy or hard to open	19%	18%	36%
Lack of availability of convenient rooms, such as on the first floor or near the elevator	18%	20%	36%
Lack of built-in or portable shower bench	15%	14%	NA**
Inaccessible shower or bath facilities	10%	12%	19%
Bed too high	10%	6%	NA**
Encountered Obstacles—Total	53%	46%	60%

**Response item not included that year