



# Access Voyage: Transforming Accessible Tourism

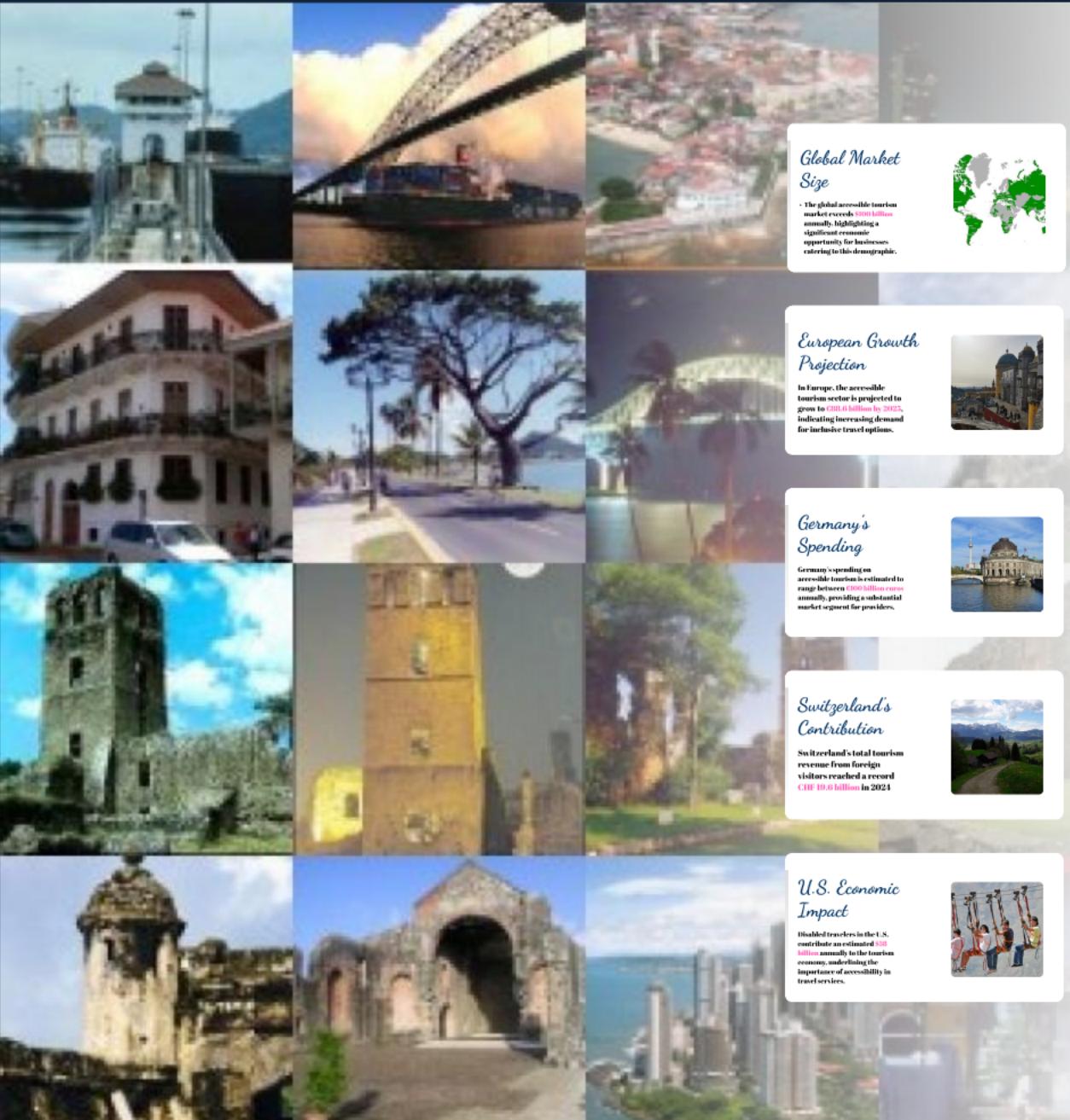
## Innovative Solutions for Travelers with Accessibility Needs

# Challenges



- Over 15% of travelers have some type of accessibility requirement.
- Disabled or elderly travelers often cannot complete bookings online because accessibility info is unclear/inconsistent.
- Hotels struggle with multiple requests, phone calls, higher support load.

# Market Analysis Overview



## Global Market Size

The global accessible tourism market exceeds **over \$100 billion** annually, highlighting a significant economic opportunity for businesses catering to this demographic.



## European Growth Projection

In Europe, the accessible tourism sector is projected to grow from **€10 billion** to **€22 billion** by 2025, indicating increasing demand for inclusive travel options.



## Germany's Spending

Germany's spending on accessible tourism is estimated to range between **€10 billion** and **€12 billion** annually, providing a substantial market segment for providers.



## Switzerland's Contribution

Switzerland's total tourism revenue from foreign visitors reached a record **CHE 19.6 billion** in 2024.



## U.S. Economic Impact

Disabled travelers in the U.S. contribute an estimated **\$38 billion** annually to the tourism economy, underlining the importance of accessibility in travel services.



# *Global Market Size*

- The global accessible tourism market exceeds **\$100 billion annually, highlighting a significant economic opportunity for businesses catering to this demographic.**



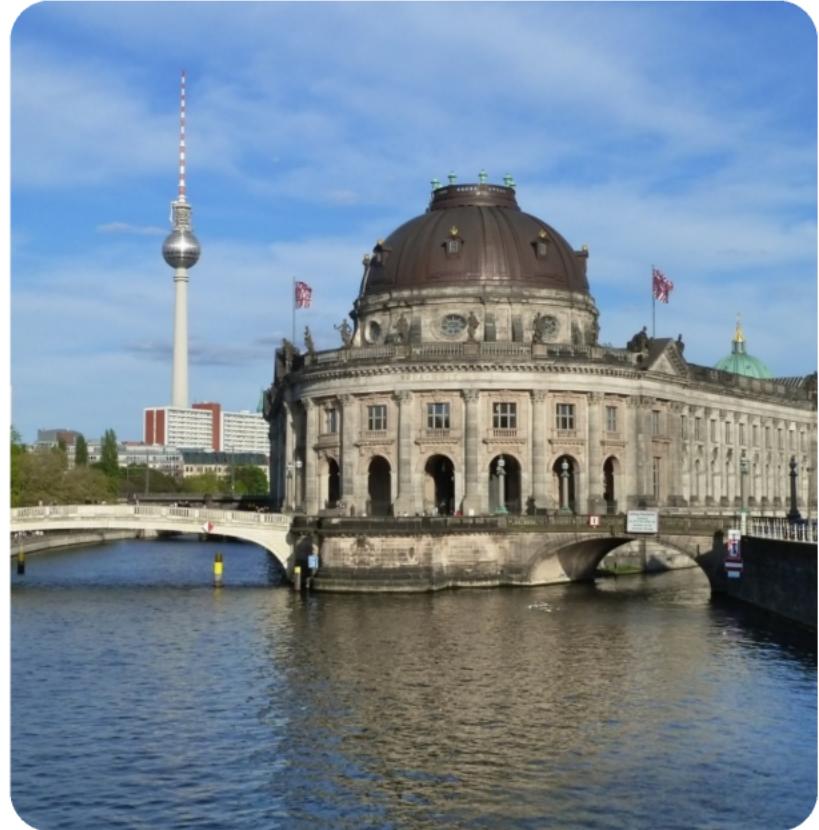
# *European Growth Projection*

**In Europe, the accessible tourism sector is projected to grow to €88.6 billion by 2025, indicating increasing demand for inclusive travel options.**



# *Germany's Spending*

**Germany's spending on accessible tourism is estimated to range between €100 billion euros annually, providing a substantial market segment for providers.**



# *Switzerland's Contribution*

**Switzerland's total tourism revenue from foreign visitors reached a record CHF 19.6 billion in 2024**



# *U.S. Economic Impact*

**Disabled travelers in the U.S. contribute an estimated \$58 billion annually to the tourism economy, underlining the importance of accessibility in travel services.**



# Introducing Access Voyage



# *Introducing Access Voyage*



- Adaptive booking platform for travelers with accessibility needs
- AI-driven personalization adapts content to each user profile
- Live avatar assistant provides real-time voice support
- Plug-and-play CMS integration: create once, adapt for all





# *Live Prototype Demonstration of AccessVoyage*

## Phase 1: Introduction

An overview of AccessVoyage's core features, including the adaptive website layer and AI functionality, setting the stage for the demo.

## Phase 2: Live Avatar Assistant

Demonstration of the live avatar assistant, illustrating its capabilities to read aloud and assist users with accessibility needs in real-time.

## Phase 3: AI Adaptation in Action

Real-time examples of how AI adjusts the presentation layer based on user personas, emphasizing the adaptability of AccessVoyage.

# Phase 1: Introduction

An overview of AccessVoyage's core features, including the adaptive website layer and AI functionality, setting the stage for the demo.

## Phase 2: Live Avatar Assistant

Demonstration of the live avatar assistant, illustrating its capabilities to read aloud and assist users with accessibility needs in real-time.

## Phase 3: AI Adaptation in Action

Real-time examples of how AI adjusts the presentation layer based on user personas, emphasizing the adaptability of AccessVoyage.



# *Live Prototype Demonstration of AccessVoyage*

## Phase 1: Introduction

An overview of AccessVoyage's core features, including the adaptive website layer and AI functionality, setting the stage for the demo.

## Phase 2: Live Avatar Assistant

Demonstration of the live avatar assistant, illustrating its capabilities to read aloud and assist users with accessibility needs in real-time.

## Phase 3: AI Adaptation in Action

Real-time examples of how AI adjusts the presentation layer based on user personas, emphasizing the adaptability of AccessVoyage.

# *How are we different*

**Competitors:** AccessibleGO, Wheel The World **only list accessible hotels** ([wheeltheworld.com](http://wheeltheworld.com)).

**AccessVoyage:** AI-adapts presentation layer per persona in real time (prototype).

**USP:** Avatar support voice-guided, blind- and elderly-friendly , plug and play , one time content creation

**Scalability:** Works for 1 hotel or 1,000 via CMS plugin.

**Green Tech:** Lower Carbon Footprint, Sustainable Impact

# Business Model Overview

## BUSINESS MODEL CANVAS

### KEY PARTNERS

- Claire & George Foundation (pilot partner).
- Accessibility NGOs (AccessNow, Wheel The World).
- Travel agencies/hotel groups.
- Tech partners for avatar/voice AI.



### KEY ACTIVITIES

- Develop & improve adaptation engine.
- Train avatar on FAQs and local travel data.
- Partner with hotels, tourism boards, NGOs.
- Ensure compliance with accessibility standards (WCAG, EU law).



### VALUE PROPOSITIONS

- A website that adapts instantly: text simplified, layout reordered, images swapped for accessibility.
- Live AI avatar assistant: answers questions conversationally, reads aloud content, supports blind & elderly users.
- One set of content → many personalized user experiences without extra work for operators.



### CUSTOMER RELATIONSHIP

- Self-service profile selector.
- Conversational avatar assistant for guidance, reassurance, and voice interaction.
- Partner support for hotels/agencies (training & setup).



### CUSTOMER SEGMENTS

- Travelers with disabilities: wheelchair users, dyslexia, cognitive impairment, anxiety, low vision/blind, elderly.
- Families & caregivers booking for them.
- Hotels/tour operators needing accessibility compliance.
- Foundations & institutions (Claire & George, NGOs, senior associations).



### COST STRUCTURE

- AI model/API costs (LLM + avatar).
- Hosting & infrastructure.
- Content curation & accessibility validation.
- Development & design team.
- Sales & partnerships



### REVENUE STREAM

- SaaS subscription for hotels/tourism boards (per month or per property).
- Tiered licensing by number of profiles or visitors.
- Premium: branded avatar, voice customizations, analytics.
- Grants/funding for social impact + EU accessibility compliance.



# *Call to Action*

## Pilot Partnership

**“Join us as a pilot partner: together with the Claire & George Foundation we will launch 3–5 adaptive Swiss hotel and tour pages within the next 6 weeks. Help us prove that inclusivity increases bookings and traveler independence.”**

## Sealing with Hotels & Boards

**“We are looking for hotel groups and tourism boards ready to integrate AccessVoyage as a plug-and-play solution. With one CMS entry, your content reaches every traveler — wheelchair users, elderly, dyslexic, anxious, or low-vision — unlocking access to the \$100B+ accessible tourism market.”**



# Future Development Plans



 Multilingual adaptation planned

 Analytics dashboard implementation

 Expansion to healthcare services

 Expanding the EU market

 Emphasizing accessible design

# Sources

- <https://www.acquia.com/blog/accessibility-statistics>
- (Buhalis et al., ResearchGate 2015 researchgate.net)
- <https://www.tourism-watch.de/en/article/all-inclusive-accessible-tourism-benefits-everyone/#:~:text=Companies%20should%20increasingly%20address%20these,but%20an%20entire%20travel%20group.>
- [https://www.bfs.admin.ch/news/en/2024-0476#:~:text=Tourism%20expenditure%20in%20Switzerland%20and,Federal%20Statistical%20Office%20\(FSO\).](https://www.bfs.admin.ch/news/en/2024-0476#:~:text=Tourism%20expenditure%20in%20Switzerland%20and,Federal%20Statistical%20Office%20(FSO).)
- <https://newmobility.com/report-disabled-travelers-spend-58-billion-a-year-and-want-better-access/>



# Access Voyage: Transforming Accessible Tourism

## Innovative Solutions for Travelers with Accessibility Needs