

Becoming a Destination for Tourists with Disabilities

Overview

- Discover ways to market your services and attractions to visitors with disabilities.
- Increase your knowledge of accessibility features for people with various disabilities.
- Learn about the planning involved when traveling with a disability.

ADA Definition of Disability

A physical or mental impairment that substantially limits one or more major life activities.



Why Accessibility Matters



Can acquire this identity today



Largest minority group in the country and world



Reported disability numbers are likely lower than reality (identity conflicts, underdiagnosed, fear of stigma)

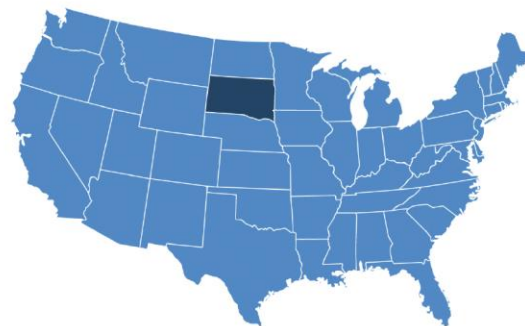


Increasing demand due to aging



Benefits everyone

South Dakota Disability Facts



101,000+

South Dakotans
have disabilities,

or **12%**
of the population.



COGNITIVE
36,000+

Number of people with
cognitive/learning disabilities.



VISION

17,000+

Number of people with
visual disabilities.



MOBILITY
48,000+

Number of people with
physical disabilities.



AUDITORY

33,000+

Number of people with
hearing disabilities.

Inclusive Communities and Economic Growth

Inclusive Communities Attract Families

- Cities with accessible public spaces and recreation options appeal to families, especially those with members who have disabilities. This increases housing demand and population growth.

Boosting Local Businesses

- Inclusive parks and amenities draw visitors and residents, leading to more spending in local businesses and contributing to a thriving economy.

Long-Term Economic Development

- Communities that invest in accessible infrastructure create environments that are attractive for long-term investment, fostering economic resilience.

Marketing & Customer Service

- Total disposable income (what's left after taxes) - \$490 billion (US) & \$13 trillion (globally)
- Even with lower overall income, adults with disabilities have significant spending power
- Third largest market segment in the US
- People with disabilities are the largest minority group in the world

Marketing & Advertising

- Showcase people with disabilities in everyday life – normalize living with a disability.
- Develop more inclusive storylines.
- Use inclusive language.
- Include various formats and accessibility features in content.
- Hire more content creators with disabilities.
- Less than 1% of current advertising includes disability-related themes, visuals, or topics. (Nielsen)

Experience Sioux Falls – Arts & Culture Seeker



Blind/Visual Disability

- Keep walkways clear of obstructions
- May be asked to read material such as menus
- Signage in Braille
- Hotels cannot charge extra for a service animal
- Provide alternative information such as apps for descriptions at museums

Deaf/Hearing Disability

- Provide visual alarms
- Know where to hire interpreters for conferences, meetings, and performances
- At a restaurant, do not be offended if asked to turn overhead music down

Speech Disability

- Ask questions which require short answers or a nod of the head
- Consider writing as an alternative means of communication, but first ask if that is acceptable
- Use picture menus at fast food restaurants, so customers can simply point to order
- Don't be afraid to ask a person to repeat themselves for clear understanding

Cognitive/Developmental/ Intellectual Disability

- Adults should be treated as adults and spoken to in the same fashion
- If accompanied by a family member or friend, speak directly to the person with the disability
- Keep directions concise and to the point. Don't be afraid to repeat information

Neurodivergent

(autism, ADHD, dyslexia, and Tourette's syndrome)

- Prefer overcommunication and lots of signage
- AllTrails (hiking, biking, & running) and Google maps are helpful for outdoor activities (reviews for difficulty and wheelchair friendly)
- Offer clear policies and literature for accessibility features and accommodations
- At performances or concerts, provide sensory friendly warnings for those who get overstimulated easily (laser shows, loud music)

WHAT YOU CAN EXPECT:

Before the Performance:

- Doors open 35 minutes prior to curtain, to help familiarize patrons with the spaces and experiences they will encounter while attending this show.
- Meet the staff, ushers, and volunteers that are trained to be inviting and accommodating to families' needs
- Visit our photo wall to see the performers faces prior to the show to see who will be performing
- Sensory regulating toys will be available in the lobby for patrons to browse during the performance
- Our Management Team and cast members will speak before the show about accommodations available & who to find if you need assistance.

During the Performance:

- House lights remain on at a low level in the theater during the performance
- Sound levels are lowered, especially startling or loud sounds, while preserving the original sound quality
- A reduction of strobe lighting and lighting focused on the audience
- Patrons have the freedom to leave their seats during the performance
- Entering and exiting the auditorium will be allowed throughout the performance; we strongly urge you to use the side doors versus the center door
- There will be a live stream of the performance in the lobby that will allow patrons to continue watching the performance if there is a need to leave the seating area at any point during the performance.
- Electronics are allowed for therapeutic use but we wish for the screen light to be turned down and sound off to not alarm the artists on stage.
- Closed captioning monitor will be placed onstage for audience members to view during the performance.
- Headphones will be available for visually impaired patrons with live narration of stage movements and actions.
- ASL Interpreters will be onsite for each performance and located House Left in front of the stage.



PRESENTS
**SENSORY FRIENDLY
PERFORMANCES!**

A Christmas Carol

Thurs. Dec 19, 2024 / 7pm

Midsummer Night's Dream

Thurs. Mar 27, 2025 / 7pm

Dolly Parton's 9 to 5

Thurs. Jun 19, 2025 / 7pm

ORPHEUM THEATER CENTER
315 N. Phillips Ave. Sioux Falls

Tickets: \$15 each

Call: 605-731-2338 or email:
rharrison@washingtonpavilion.org
to reserve your seats.

- Can include things like noise-cancelling headphones or a variation of manipulatives in a bag
- Can use a check out system, or require an I.D. as collateral, for guests to check out bags during an event or program
- Kulture City is a resource with training and tools and bag systems for purchase



Physical Disability

- Maintain accessible aisles and walkways
- Never move a wheelchair or assistive device without asking for permission
- Provide lower registration desks, teller windows, and tables
- Keep entrances free of flowerpots and other décor
- Don't use step-on wastebaskets
- For wheelchair accessible rooms in hotels, have portable, adjustable height shower chairs there with a backs

Physical Disability, Continued

- Keep small bottles of shampoo, conditioner, and soap in accessible rooms rather than pump-action bottles
- Provide lighter weight hotel room doors
- Provide a lower mirror or floor length mirrors in hotel rooms/bathrooms
- Keep accessible parking spaces, access aisles, and curb cuts clear
- Include signage directing people to the accessible entrance
- Provide lower tables at restaurants and events



Flying

- When purchasing tickets online, I always check that I will be using a manual wheelchair, and I will need an aisle chair to my seat
- Make sure connections are spaced far enough apart to allow time to get to the proper gate, get a wheelchair tag, and board first
- Pack lightly so I can carry my own bags and push myself



Hotels

- When booking online, I always search for a wheelchair accessible room
- Roll-in shower is best for me and my husband
- Even if no wheelchair accessible room is available, we can make it work if the width of the room door and bathroom door accommodate our wheelchairs
- Height of the bed is important
- Hair dryers
- Closets/hangers





Camping

- When booking online, book accessible campsites
- We prefer booking in person after we look at the campsites:
 - distance to bathroom
 - surface
 - slope
 - location of picnic table and firepit
- When campground hosts deliver wood bundles, it is very helpful



Fishing

- Wheelchair accessible piers
- Accessible path/ramp onto the pier
- Maps and signage



Trails

- Bike trails in Sioux Falls
- Trails in City and State Parks
- Signage and maps
- Paths to trails can be challenging



Resources

- ADA Checklist: <https://www.adachecklist.org/>
- Rocky Mountain ADA Center:
<https://rockymountainada.org/>
- Kulture City: <https://www.kulturecity.org/>
- ADA National Network: <https://adata.org/>

Questions?

Thank You!



Vicki Stewart

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- vicki@edrdsd.org
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