

## Customized Reports Tailored To Your Goals

**A valuable resource for businesses who wish to tap into one of the fastest-growing tourism sectors in the world.**

Forbes Magazine published data recently, stating that "Serving the disability community is not only the right thing to do, but it is an opportunity far too big to miss, **comparing the emerging market of people with disabilities to the size of travellers from China.**

That's an estimated 1.3 billion people with disabilities, many of them Baby Boomers who control a larger share of wealth than any previous generation.



## Customised Reports for:

**Grant Applications, New Property Developments, Redevelopments, Renovations, Bank Applications, Getting Your Property Accredited**

Prepared by

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FOUNDER - THE ACCESSIBLE GROUP



ACCESSIBLE  
ACCOMMODATION

## 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 decisions 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

GENERAL COUNSEL @ BIRDON GROUP AND  
OWNER RITCHIE VILLAGES HOLIDAY PARKS

## 6 Reasons to tap into this lucrative travel market

1/ A fast-growing travel sector in your own back yard. 19% of the Australian population have a disability. Travel local is the catchphrase for 2021.

2/ NDIS: People with a disability are now travelling much more, especially with NDIS introduction, they have improved disposable income. Many participants have an allowance of up to 28 days accommodation too.

3/ NDIS participants book mid-term accommodation of between 3 weeks and 6 months. E.G:

- a newly acquired disability and are having their homes modified.
- A bridge between permanent accommodation under construction.
- Repeat hospital & rehab visits.

4/ Our followers are generally risk-averse & feel more secure returning to what they are familiar with. (Repeat bookings).

5/ Multiple travellers: A person with a disability oftentimes travel with a carer/ support worker.

6/ Baby Boomers love the convenience of some accessible features.

## Who am I?

I'm Kerry Williams, the founder of [Accessible Accommodation](#), and [Accessible Experiences](#). The largest provider of such services in Australia.

I also assist businesses who wish to tap into a fast-growing travel sector, right in your own back yard, that you may not have considered before.

I provide you with factual information, so you can make informed decisions on how to attract a fast-growing and lucrative travel sector.

Data is king. And we have a lot of it. From our 50,000 website page views a month, 23,000 followers and over 5,500 Facebook group members who tell us what they want.

Apart from Real Estate Sales, and an Interior Design background, I have built and renovated 12 properties. Including a fully accessible holiday rental ([100 Hitchcock](#)) that continued to generate over 90% occupancy during COVID disruption to the travel market. Speaking of COVID, Accessible Accommodation may be one of the very few businesses also to have more than doubled its revenue in 2020.

With extensive knowledge and experience, I can provide you with realistic recommendations for you to use, be it for a loan or grant application, recommendations to get your property up to accessible travel standards, or, redevelopment or new accommodation builds.

# What do you need to know?

Firstly, your builder or architect can download government regulations for building disability compliant accommodation. And, if you wanted to go down the SDA (Specialist Disability Accommodation) route, you don't need me.

If you are going to provide (or improve upon existing) accommodation that is accessible for the Travel, Short Term (STA) and MTA) Mid-Term market, then I can help you achieve that with a customised report.

Each report is tailored to your business objectives. You may need it for finance applications, grants application, or building and renovating your business to suit our target audience. Or, you need to know the parameters to get your property rated with our Accessible Qualified program.

What are the "MUST HAVE"S for travellers with a disability?

It isn't just about putting a ramp in,

- Where is there a shortage (or oversupply) for 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, and leverage on 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?

These are a few examples, get in touch to discuss your pressing questions.



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