



Disability Etiquette



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Autism Awareness

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Q & A

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ADA Statistics

61 million in the U.S. have a disability, that's about 26% of the population (one in 4)

The right combination of accessibility and compassion can help attract guests with disabilities, a market sector with considerable spending power.

- ☐ 30% of your potential customers will be using your business WITH someone who has a disability
- ☐ In 2018-2019 spent \$58.7 billion on 81 million trips
- ☐ More than 50% in the U.S regularly stay in hotels, motels, places of lodging
- ☐ By the year 2030, 71.5 million Baby Boomers will be over the age of 65



ADA Statistics

[ADA.gov/resources/web-guidance](https://www.ada.gov/resources/web-guidance)

The most common disabilities are:

- ❑ **Physical Impairment** affects approximately 1 in 7 people
 - Difficulty to get around or perform manual tasks.
 - May use assisted devices; wheelchair, walker, cane
- ❑ **Vision Impairment** affects approximately 12 million over the age 40
 - 81% of people with blindness or moderate to severe are over the age of 50
 - May use a guide dog, walking stick, assistive technology
- ❑ **Hearing Impairment** affects 48 million people
 - May use hearing aid or cochlear implant
- ❑ **Intellectual Disability** (cognitive impairment) affects 6.5 million people
 - Difficulties learning and communicating with others
 - Cognitive – hard to focus for periods of time, processing printed text
 - Intellectual – difficulties in socializing with others, processing information or adapting to a new situation



Disability Etiquette

ADA.gov/resources/web-guidance

Why is disability etiquette so important?

- ☐ Equal Employment Opportunity Commission (EEOC) filed 91 employment discrimination lawsuits in 2022
- ☐ There were 8,694 ADA Title III (public accommodations) lawsuit filed in 2022

People with disabilities want to be treated like everyone else and want to be appreciated for their strengths.

- ☐ Focus on individuality
- ☐ Have patience
- ☐ Ask. Don't assume
- ☐ Treat people with respect and dignity

Video

<https://youtu.be/Xkz-UNuvve0>





Disability Etiquette

[ADA.gov/resources/web-guidance](https://www.ada.gov/resources/web-guidance)

Visible vs. Invisible Health Conditions

Visible

- Wheelchair
- Motor Impairments
- Physical Differences
- Service Animal

Invisible

- Hearing Loss
- Speech Impediments
- Vision Loss
- ADHD/Autism



Disability Etiquette

A Guest with an interpreter approaches the front desk asking what the pool hours are. What do you do?

- ☐ Speak clearly, face the guest, and don't cover your mouth.
- ☐ Direct your attention to the individual with the disability, not the interpreter.

Employee: “The pool hours are 7 am to 9 pm. My name is Dolly if you need further assistance.”

A Guest with a walking stick asks for directions to the pool. What do you do?

- ☐ Identify yourself. Use specific words to give information or direction.

Employee: “Hello my name is Dolly. If you walk straight down the long corridor to your left approximately 100 feet, you'll pass a water fountain that makes a loud humming sound on your right. Just when you feel the carpet change to tile, you'll find the pool door directly in front of you.”



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Autism Awareness

Autism Spectrum Disorder

A neurological and developmental disorder that affects how people interact with others, communicate, learn, and behave.

- ❑ 1 in 36 children in the U.S. is diagnosed according to 2020 data (CDC)
- ❑ 25-30 percent are non-verbal or minimally verbal
- ❑ Drowning is the leading cause of death
- ❑ Costs families an estimated \$60,000 a year due to special services and lost wages

Autism Awareness

You hear someone screaming their child with autism is missing.

What do you do?

- ☐ Immediately radio all team members to look at ALL water areas; pool, hot tub, beach area, pond, fountain, river.
- ☐ When child is found notify all team members.
- ☐ Stay with the child
- ☐ Tell the child you're there to help.
- ☐ Ask one question at a time. (his name).
- ☐ Allow for processing time.
- ☐ Consider other modes of communicating, like an iPhone or tablet, writing on paper.
- ☐ Do not touch the child, but instead motion and model the behavior you want to see exhibited.



Accessibility is Hospitality

True hospitality requires compassion and compassion relies on awareness.

❑ Employee training is your best resource. Train your team to compassionately and respectfully assist those with disabilities. Educate them through role playing scenarios.

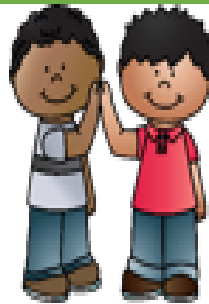
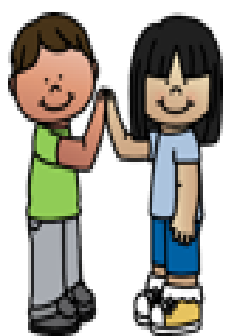
❑ If renovations are not possible then consider how you can offer the best guest experience.

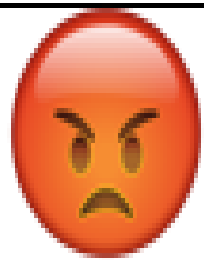
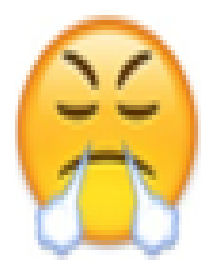
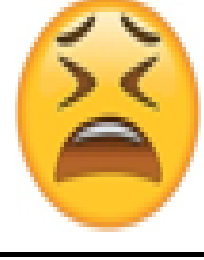
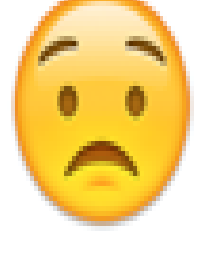


Accessibility is Hospitality

Feelings

Thermometer

How do you want to be greeted today?	
High Five	
Wave	
Fist Bump	
Say, "Hello"	

Number	Picture	Emotion
5		Angry "I need to leave"
4		Overwhelmed "I need some space"
3		Frustrated "Please don't talk to me"
2		Anxious "I am nervous"
1		Happy "I can do this"

Resources

ADA National Network

1-800-949-4232 | www.ADA.gov
adata.org/find-your-region

Autism Speaks

www.autismspeaks.org

Autism Society of America

www.autismsociety.org

