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# Diversity: Plus Size Travel

By Jeff Jenkins

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# My Background

- LIVE IN AUSTIN, TEXAS
- PROUD FAMU ALUM
- FORMER HIGH SCHOOL CHOIR TEACHER
- CO-FOUNDER OF "The Black Travel Alliance"







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# Fun Facts

- **Named T+L Notable people in Travel**
  - **I've travel to 40 different countries**
  - **My favorite country is Japan**
  - **My favorite city is New York City**
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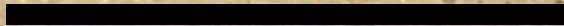
# Meet Jena!

A Small Business Owner  
Annual Income of \$64,000  
Amazing Plus Size Woman  
Wants to Travel



# The Lack of...

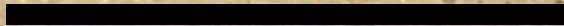
- Accessibility
- Comfort
- Community





# Problems

- **The current image of travel marginalizes a huge percentage of consumers**
- **We asked: "Who will Cater to the Plus Size Travelers?"**







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# Who Are We

#1 online platform for plus size travelers

Offering compelling content, adventurous travel tours, and community based events

Monthly organic reach of 2.5 Million across all social media platform

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# Look at Jena NOW!



**Aspen,  
Colorado**



**San Juan, PR**

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**Labadee  
Charters, Haiti**





# Market Size

Total Chubby People  
in America = 138 Million

**\$332 Billion**

**Total Available  
Market (TAM)**

Total Chubby People between  
the ages of 25-40 = 55.2 Million

**\$128.8 Billion**

**Served  
Available  
Market (SAM)**

5% acquisition of group =  
2.7 million monthly visitors

**\$644 Million**

**Serviceable  
Obtainable  
Market (SOM)**





# Ways to make travel more “Size Inclusive”

## Media

Website features  
Publications  
Social Media

## Advertisement

Ads  
Commercials  
Brochures

## Hotels

Robes, furniture, size  
inclusive bathrooms,  
armless chairs

## Excursions

Recommending  
excursions or finding  
operators that can  
accommodate

## Ask for advice

Ask people with in  
your organization or  
hire a consultant

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# THANKS

Do you have any questions?

[jeff@chubbydiaries.com](mailto:jeff@chubbydiaries.com) | 407 484 6061 |

[Chubbydiaries.com](http://Chubbydiaries.com)

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**

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# **Inclusive Tourism**

**with Ashley Lyn Olson**





WHEELCHAIRTRAVELING.COM

# 2021 STATS

## PER MONTH

WEBSITE: 37,500+

SOCIAL MEDIA FOLLOWING: 64,000+

FACBOOK REACH: 54,500+

**TOTAL: 118,000+**

## MORE BREAKDOWNS

1,000+ ARTICLES WITH RESOURCES

410 DESTINATION GUIDES

34 CRUISE GUIDES

172 REVIEWS ON PLACES TO STAY

36 TOUR COMPANY ARTICLES

41 PRODUCT LISTINGS

93 TRANSPORTATION OPTION ARTICLES

247 PARKS + OUTDOORS ARTICLES

85 MOVIES (3,000 SUBSCRIBERS)

WHEELCHAIRTRAVELING.COM





# Japan





# Skydiving







# Paragliding





# Glider Plane Flying







# New Zealand

## Easter Island





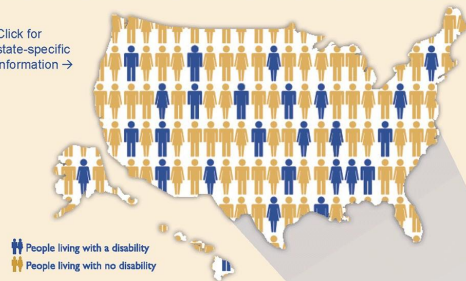
# Disability Impacts

## ALL of US



61 million adults in the United States live with a disability

Click for state-specific information →



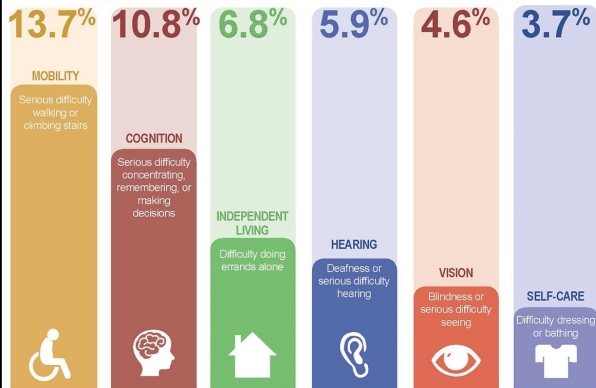
People living with a disability  
 People living with no disability

**26%** of adults in the United States have some type of disability  
 (1 in 4)

The percentage of people living with disabilities is highest in the South



### Percentage of adults with functional disability types



## Disability and COMMUNITIES



Disability is especially common in these groups:

**2 in 5** adults age 65 years and older have a disability



**1 in 4** women have a disability



**2 in 5** Non-Hispanic American Indians/ Alaska Natives have a disability



View infographic and references at: [www.cdc.gov/disabilities](http://www.cdc.gov/disabilities)  
 Contact us: [disabilityandhealthbranch@cdc.gov](mailto:disabilityandhealthbranch@cdc.gov)  
 Twitter: @CDC\_NCBDDD







**24.6 million Americans have  
travel-limiting disabilities**

**2018-2019**  
27 million people with  
disabilities  
traveled on 81 million trips  
**= \$58.7 billion**



**What can you do  
*right now* to improve  
accessibility in  
your destination?**







Home | Using BART | Accessibility | Wheelchair Or Limited Mobility

## Wheelchair or Limited Mobility

**SERVICE ADVISORY:**  
Hours: 5am-Midnight (Monday-Friday); 6am-Midnight (Sat); 8am-9pm (Sun)  
Face masks required.

Watch later Share

BART Access

Accessible Services

- Accessible Services
- Accessible Services Overview
- Low Vision or Blind
- Hard of Hearing or Deaf
- Wheelchair or Limited Mobility
- Elevator Locations, Outage Options, and Accessibility Pathways
- Paratransit
- Regional Transit Connection (RTC) Card
- Accessibility Task Force
- Accessibility Contacts

smartraveller.gov.au  
BE INFORMED > BE PREPARED

Before you go ▾ Destinations ▾ While you're away ▾ COVID-19 ▾

Home > Before you go > Taking care of your health > Advice for travellers with a disability

## Advice for travellers with a disability

- The basics >
- Who you are >
- Activities >
- Major events >
- Health ▾
  - Disability**
  - Infectious diseases
  - Medical assistance overseas
  - Medical tourism

Video: A woman in a wheelchair is being assisted by another woman in a scenic outdoor setting.

**Add your  
accessibility  
information  
to your  
website.**



**Accessibility**

The Aquarium of the Pacific welcomes people of all abilities to explore the Pacific Ocean.

**Welcome**

The Aquarium of the Pacific welcomes guests of all abilities. Please feel free to call our guest support center if you have any questions or special needs: 562-590-3100, ext. 0. The Aquarium of the Pacific is committed to going beyond requirements set forth in the Americans with Disabilities Act (ADA) to ensure that all visitors are able to experience the exhibits and learn about our ocean planet.

**Wheelchairs**

- The Aquarium of the Pacific and its exhibits are wheelchair accessible. Wheelchairs are available for check out free of charge at the Information Desk. Behind-the-Scenes tours are wheelchair accessible.
- A guest in a wheelchair can touch animals in an Aquarium touch pool or request to have an animal brought to them.
- In the Pacific Visions culmination gallery, the interactive tables are at accessible heights for visitors in wheelchairs.

**Service Animals**

Service animals that accompany guests with disabilities are welcome

**More Resources**

- Audio Tours for Guests Who are Blind
- Service Animal Policy

**Inform visitors what accessible features are available so they can plan accordingly.**

**Themes/types**

- Accessibility features
- Accessibility equipment for the deaf
- Accessible bathroom
- Accessible parking
- Accessible path of travel
- Braille or raised signage
- In-room accessibility

**PARK INFO** | GETTING HERE | RESERVATIONS | BROCHURES | PARK EVENTS | FEATURES

**Phone Number**  
(650) 879-2025

**Park Hours**  
**Day Use Area** 8:30am to Sunset  
**Natural Preserve:** Permits to view seals issued 8:30am to 3:30pm, Friday through Monday

**Dogs Allowed?**  
No

**Accessible Features**

- Purchase Annual Passes
- Safety Tips

**Visiting Año Nuevo State Park**

Año Nuevo State Park's rich variety of natural and cultural resources draws visitors from around the world. The park's Natural Preserve offers an extraordinary wilderness experience, where every year up to 10,000 elephant seals return to breed, give birth, and molt their skin amongst the scenic dunes and beaches.

The park features the Marine Education Center boasting a natural history exhibit, bookstore, and theater. This complex is housed in the historic nineteenth century dairy ranch of the Dickerman/Steele family. These restored buildings recall the early American settlers, while the midden sites throughout the Natural Preserve tell us the story of the Quiroste Indians

**Hey, FOURTH GRADERS!**  
An endless adventure awaits.

Get your FREE PASS at [WWW.PARKS.CA.GOV/ADVENTUREPASS](http://WWW.PARKS.CA.GOV/ADVENTUREPASS)





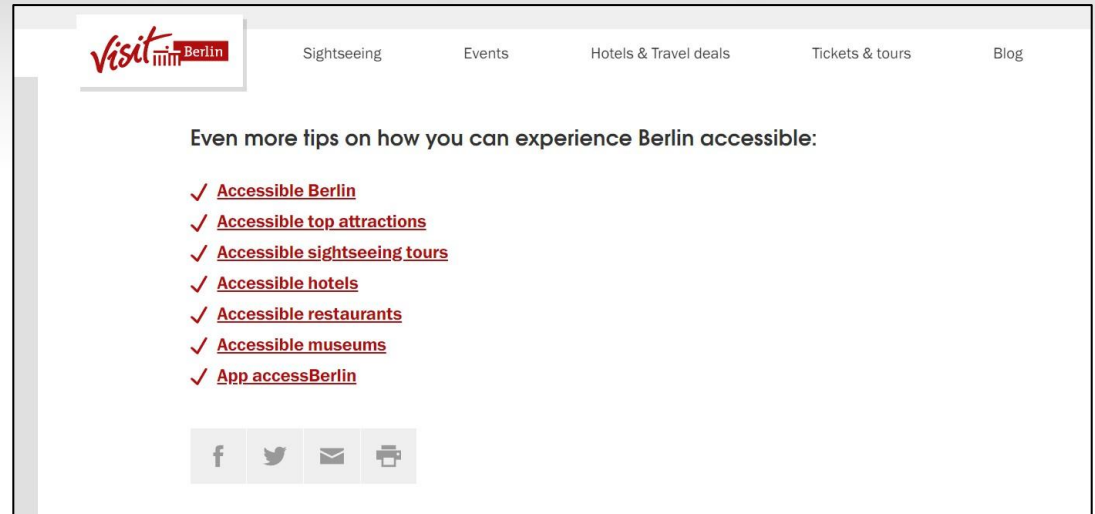
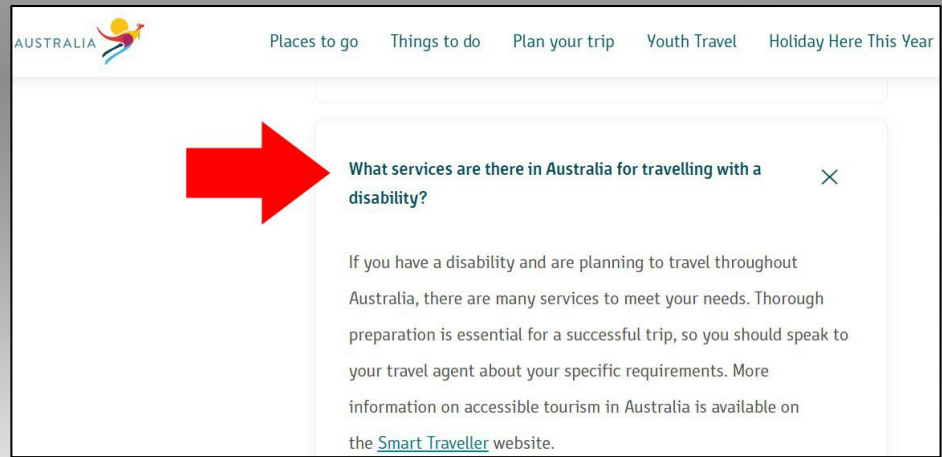
**Drive traffic not only to your website but to your destination with a dedicated landing page.**

The screenshot shows a web browser address bar with the URL 'ameliaisland.com/accessibletravel' and a red arrow pointing to it. The page title is 'ACCESSIBILITY SERVICES'. Below the title is a decorative flourish. The page features three columns of content, each with an image and a text block:

- MAIN BEACH**: Image of a beach with a Mobi Mat. Text: 'Main Beach is equipped with a Mobi Mat to allow for wheelchair access.'
- ATLANTIC RECREATION CENTER**: Image of a landscape with a rainbow. Text: 'The Rec has three beach wheelchairs for reservation at no charge. There is also a Mobi-Chair that can float in water. To rent any of these chairs, contact Duke P...'
- FERNANDINA BEACH ACCESSIBILITY INFO**: Image of a seashell.



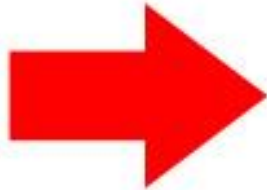
**Spotlight local partners  
and provide travelers  
with accessible resources  
in your destination.**







## Say something! Anything!



...some prices. Treat yourself to a basket or  
buy some sweet Québec corn to grill at your  
Talon has you covered too: fresh-fried calamari

*Free: wheelchair accessible*

### **Underground City (RÉSO)**

*Below downtown Montréal*

When Canada's notorious winters come around,  
Underground City, a vast subterranean network



HOME CURRENT RWS READ DESTINATIONS SHOP ABOUT US

### Get Cultured in Montréal

By Daphne Thompson | In FROM OUR RWS, SIGHTS | Posted July 26, 2019 | 0 Comment(s)



Content originally written for the Let's Go! USA & Canada Guide by our researcher-writer, Daphne Thompson.

#### **Marché Jean-Talon (Jean-Talon Market)**

7070 Henri-Julien Ave., (514) 937-7754, [marchespublics-mtl.com/en/marches/jean-talon-market/](http://marchespublics-mtl.com/en/marches/jean-talon-market/), open M-W 7am-6pm, Th-F 7am-6pm, Sa 7am-6pm, Su 7am-6pm

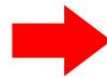
It's understandable, given that Québec's most famous gastronomical innovation is french fries topped with gravy and cheese curds, that your body might be in semi-open revolt after days of indulging in regional specialties. Do something nice for it and make the trip up to Marché Jean-Talon, a sprawling and historic public market with a Metro stop on the orange and blue lines. Year-round (walls are erected in the winter), area farmers, butchers, and fishmongers schlep in their freshest wares for surprisingly reasonable prices. Treat yourself to a basket of syrupy nectarines and remember what vitamins feel like, or buy some sweet Québec corn to grill at your hostel. Of course, if you're in the market for the catoric, Jean-Talon has you covered too: fresh-fried calamari and apple butter crepes are also fine ways to fill up.

*Free: wheelchair accessible*

#### **Underground City (RÉSO)**

*Below downtown Montréal*


When Canada's notorious winters come around, Montrealers make like voles and burrow in the Underground City, a vast subterranean network comprising 20 miles of tunnels underneath the sidewalks of downtown. Unlike voles, though, they've filled their underground maze with all manner of shops, hotels, performing halls, and university buildings. Retail options are nothing extraordinary (though





**Include photos and text.**

Standard Room, 1 King Bed, Accessible



Sleeps 3 people (including up to 2 children)  
1 King Bed

Bathroom 4 / 4

Standard Room, 1 King Bed, Accessible



1 King Bed

Internet - Free WiFi

Entertainment - Premium channels

Food & Drink - Refrigerator, microwave, and coffee/tea maker

Sleep - Bed sheets

Bathroom - Private bathroom, shower/tub combination, free toiletries, and a hair dryer





# Use Audio Descriptive Captions.

A screenshot of a YouTube video player. The video shows a low-angle shot of a large tree with sunlight filtering through the leaves. A red arrow points to the text '(birds chirping)' which is overlaid on the video. The video player interface includes a search bar, play/pause buttons, a progress bar showing 0:02 / 2:46, and various control icons. The video title is 'Limitless Florida: Unlocking the Florida Outdoors in Sarasota' and it includes hashtags #MyakkaRiverStatePark, #SiestaKey, and #AccessibleFlorida.



# WHERE TO?

Get going...

Search

WCAG 2.1 - SC 1.4.3

Element has insufficient contrast for low vision users.

**Ensure content is accessible with screen and keyboard reader friendly websites.**

**Simple.  
Powerful.  
Affordable.**

Proprietary project management solution for digital ADA compliance. Continuous scanning, manual testing and full remediation.  
Designed for agencies with full white-label capabilities.

[Get a free report](#)

[Request a demo](#)



## [Garrapata State Park + Wheelchair Hiking](#)

In central California along the Pacific Coast Highway, and below Point Lobos State Park near Carmel-by-the-Sea, is the Garrapata State Park. Though not officially wheelchair accessible, there's a lovely trail that may still be worth it doing, and this video explores...





## PDFs + videos, to train staff.

scandichotels.com/explore-scandic/special-needs

### ACCESSIBILITY AT SCANDIC

Everyone is welcome at Scandic and we do our utmost to ensure that our hotels are accessible to all. Use your hearing loop at your meeting, hang your walking stick on its special holder at reception, read our safety instructions in Braille and satisfy your appetite at our food-for-all-buffet. And naturally, four-legged friends are always welcome.

- ▶ ACCESSIBLE ATTRACTIONS
- ▶ SCANDIC'S E-LEARNING IN ACCESSIBILITY
- ▶ SMART SOLUTIONS
- ▶ HOW IT ALL STARTED
- ▶ HOTELS WITH MOBILE LIFT
- ▶ ACCESSIBILITY STANDARD
- ▶ MOBILITY SCOOTER
- ▶ ALLERGY-FRIENDLY ROOMS



# Scandic

scandic.com/explore-scandic/special-needs



### ACCESSIBILITY INFORMATION AT EACH HOTEL

How far is it to the disabled parking, how wide are the doors and how high is the bed? On each hotel's website, you will find detailed information about the hotel's own solutions.

1. Go to the hotel's website
2. In the "About the hotel" section, select Special needs

### HOTELS FOR EVERYONE

With the help of smart solutions, we design hotels where all of our guests can be happy. We prioritize accessibility in both our newly built and renovated hotels, constantly improving the standard of what we can offer. As well as technical solutions and practical matters, we believe in care and consideration. Showing interest and commitment is in many cases just as important to ensure everyone is enjoying their stay with us.

[Scandic accessibility brochure \(pdf\)](#)

### SCANDIC'S ACCESSIBILITY STANDARD

In consultation with organizations for people with special accessibility needs, our hotel guests, and team members, we have drawn up a checklist of 159 points which we call Scandic's accessibility standard. This standard encompasses everything we offer and is to be an integral consideration for all products and services at the hotel. At Scandic, our hotel staff is delighted to offer inclusive service to make life easier for all guests.

[Scandic's accessibility standard \(pdf\)](#)

### INTERACTIVE ONLINE TRAINING

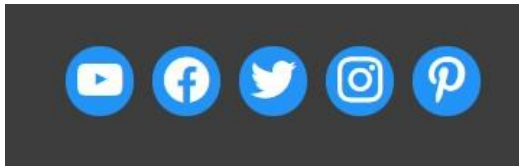
We are the first hotel chain in the world to offer an interactive online training in accessibility that focuses on advice, tips, tests, and instructional videos showing how to provide really good service for guests with disabilities. To ensure the same high level of service to all guests, with or without disabilities, is an important objective for us at Scandic.

▶ [Take our online course on accessibility](#)



**Thank You!**

[info@wheelchairtraveling.com](mailto:info@wheelchairtraveling.com)





# How to Create a Diverse and Inclusive Destination in 2022

KJ Philp

VISIT  
PHOENIX

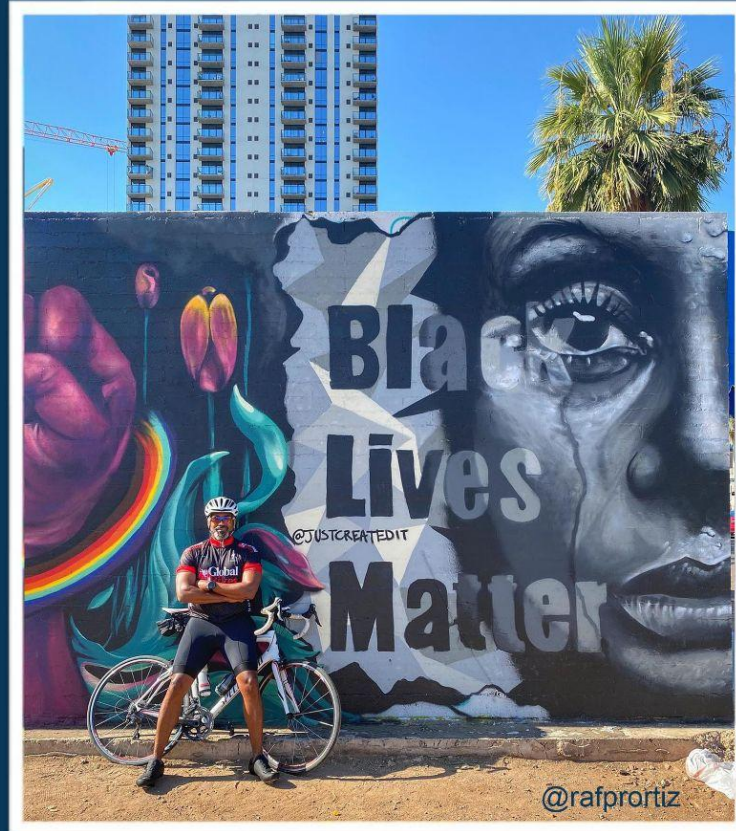
# Visit Phoenix

Authentically diverse representation and inclusive content is an ongoing effort across our brand.

EDI has become a mindful check-in during our processes, rather than a task we check off a list.

The more we accomplish, the more we realize there is to do.

Here is a look a where we are today and what we've learned thus far ...





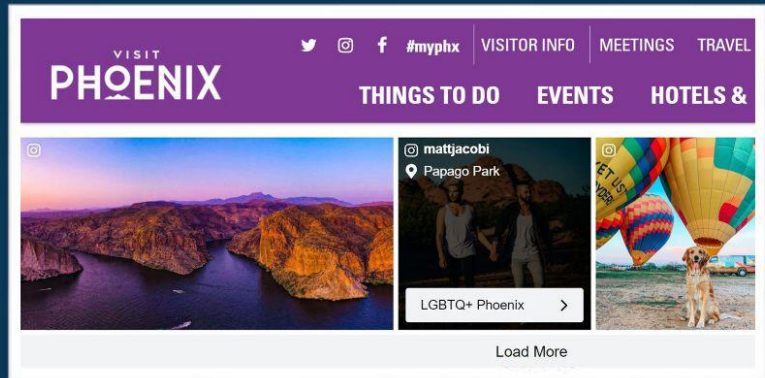
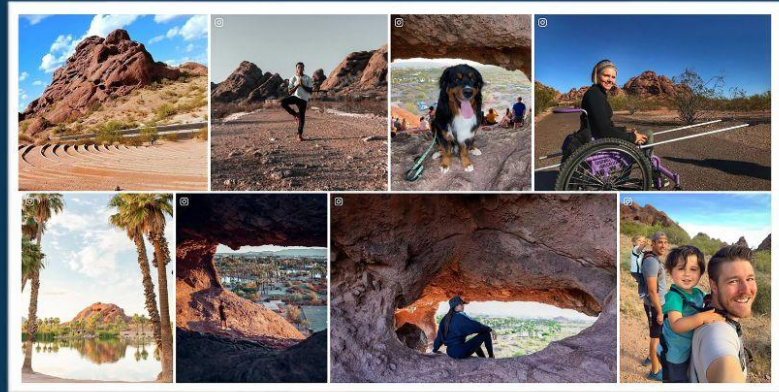
# Our Approach

There has been quite a bit of industry dialogue around the best place for housing and displaying diverse content:

- sprinkled throughout the website
- on a dedicated landing page

We do both, because no two travelers are the same.

\* CTAs within CrowdRiff galleries are a seamless way to direct users from any specific image to additional related content.



The images you're looking for are out there:





# Challenges



# Solutions

- Lack of diverse, organic content in your Instagram feed and/or CrowdRiff assets
- LGBTQ+ organizations aren't posting useful images
- LGBTQ+ Geotags (festivals, bars) aren't being used
- Such hashtags as #phxpride don't yield useful results

- Seek out local club promoters, nano influencers, artists, chefs, etc.
- Look for accounts that are highly engaged with them
- Check the accounts of those who have tagged corresponding profiles
- Don't be afraid to go down the hashtag rabbit hole
- Sidekick

# LGBTQ+ Specific Best Practices

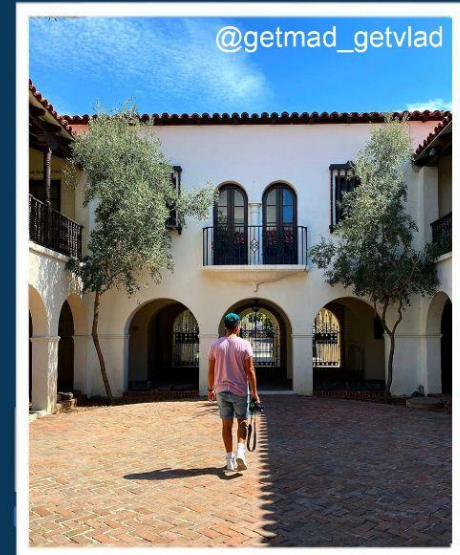
Allies are wonderful! For authenticity, however, I recommend looking for LGBTQ+ creators.

- Check bios, hashtags and feeds to confirm the person(s) in the photos, in fact, identify loudly and publicly with this community.

Anonymity may be of increased concern within this community.

- individuals who aren't "out" at work or to family
- same-sex parents in the process of fostering or adopting children

Keep in mind: There isn't one singular way to be or look LGBTQ+ and sometimes success is in the subtleties.





# True inclusion is everyone doing all the things

Expect a lower percentage of rights request approvals from marginalized or commonly tokenized communities. Ways to avoid tokenism:

- Keep your photos relevant to the topic.
- Avoid stereotyping by location:
  - Show LGBTQ+ people outside of Pride festivals
  - Show more than a singular ethnic group at a corresponding restaurant
- The more, the merrier.



# Intersectionality

Rainbow imagery goes a long way, but LGBTQ+ isn't a monolith.

To that end, keep in mind there are people under this umbrella who are more marginalized than others.

Do you have representation of LGBTQ+ individuals who are also:

- BIPOC, AAPI and beyond (non-white)
- of varying abilities
- non-coupled (groups of friends and solo)
- of varying age groups and sizes
- same-sex parents with their children
  - Are they included with family content?
- transgender and bisexual individuals





# Local Connections

When pursuing any subcommunity, connecting with organizations can lead to important partnerships. Examples that have worked well for us:

## Ability360

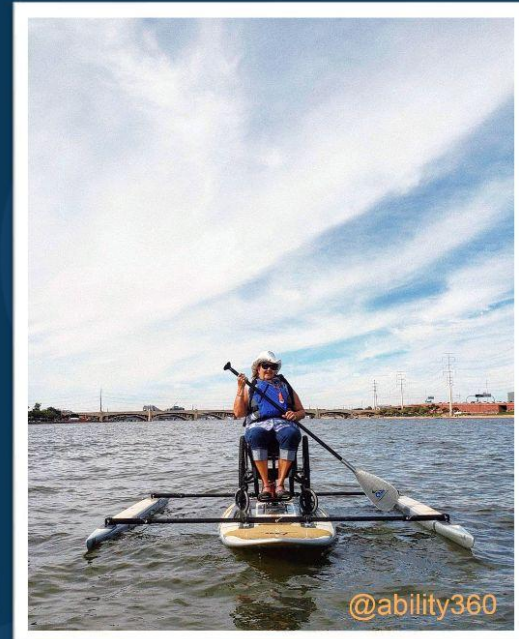
- an entirely adaptive gym we've partnered with to host influencers and share content through CrowdRiff

## Arizona Informant

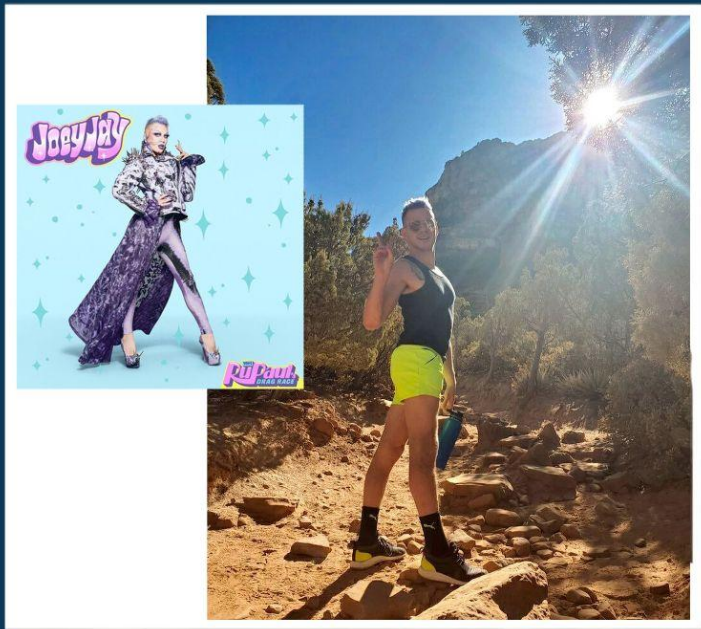
- the state's only Black-owned newspaper

## ION Arizona

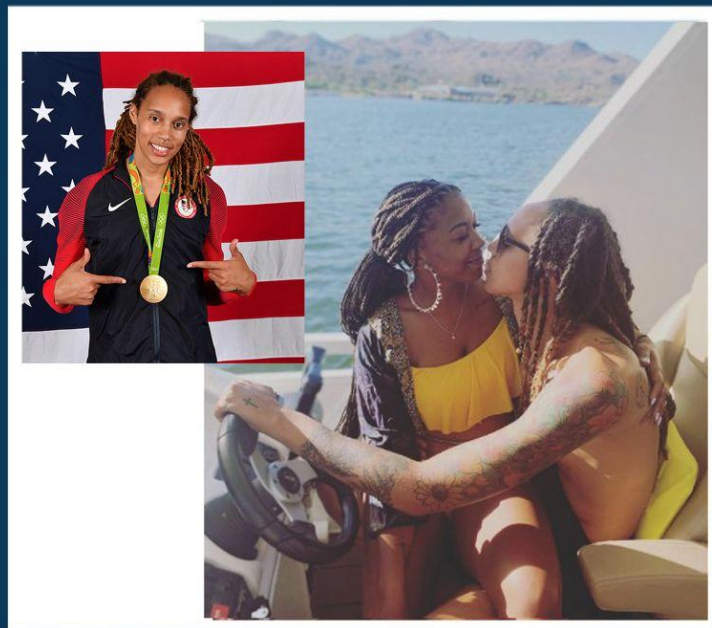
- a monthly LGBTQ+ news and entertainment magazine



# Celeb Appeal



Joey Jay, [@joeyjayisgay](#)  
season 13 of "RuPaul's Drag Race"



Brittney Griner, [@brittneyyevettegriner](#)  
WNBA's Phoenix Mercury  
US Olympic basketball team



# Contingency Plan

If all else fails, bring in diverse influencers and/or media.

Take thoughtful inventory of what you are missing and seek influencers and media that can produce assets accordingly.

Other benefits:

- Instagram-based exposure
- Connect with niche audiences beyond your current followers
- Assets for future use



# Questions?

Reach out any time:

[kphilp@visitphoenix.com](mailto:kphilp@visitphoenix.com)

[instagram.com/editorphilp](https://www.instagram.com/editorphilp)

[linkedin.com/in/kj-philp](https://www.linkedin.com/in/kj-philp)

