

Accessibility and Inclusion Audits

and Accessibility Training
for hotel staff to **Enhance**
the Guest Experience



Triple Impact Hospitality

Healthier Planet, Smarter Business, Stronger Communities





88%
of disabled
travellers said that
hotels failed to
provide sufficient
accessibility
information on
their websites*

Where every guest feels welcome and every stay counts

Improving accessibility is one of the most effective ways a hotel can open its doors to a wider range of guests while also strengthening its reputation for quality service.

Guests with additional needs, whether related to mobility, vision, hearing, or cognitive differences, want to enjoy the same comfortable, high-quality experience as any other traveller. **They don't want to feel different or singled out;** they want to be part of the general guest population and enjoy the same facilities and services without barriers or additional costs.

When a hotel creates an environment where this is possible, it not only meets its legal or ethical obligations but often earns the loyalty of entire families or groups who choose accommodation based on how well the needs of just one member are met.

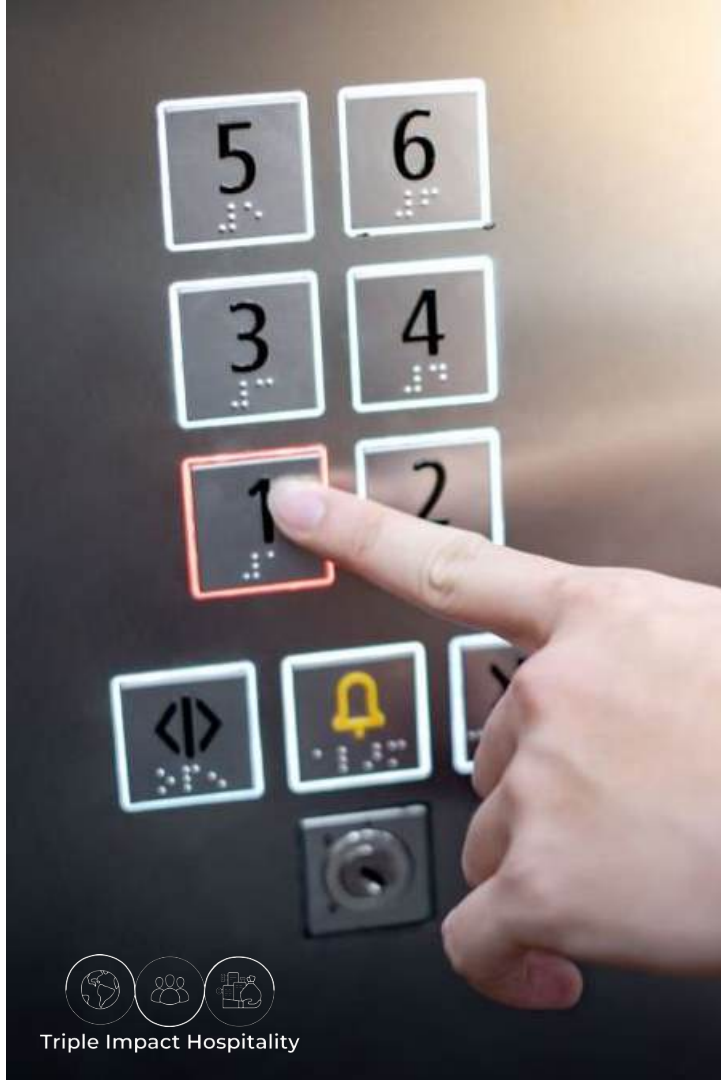
**Source: Wheelchair [Travel.org](https://www.travel.org), 2020*



Beyond wheelchairs and ramps

Accessibility goes far beyond physical features like ramps and lifts. While these are important, they're just one part of the approach. Here are just a few of the additional guest experience features our accessibility audit assesses:

- **Hearing loops** to improve sound clarity for hearing aid users in key areas like reception or meeting rooms.
- **Visual fire alarms** with flashing light alerts for guests with hearing impairments during emergencies.
- **Accessible signage** such as tactile prompts and braille for easier navigation.
- **Lowered reception desks** for seated guests to comfortably check in and communicate.
- **Quiet zones or rooms** with minimal noise for neurodivergent guests or those with sensory sensitivities.
- **Accessible room controls** like easy-to-use lighting, air-conditioning and other controls within reach and simple to operate.
- **Contrasting colour schemes** to help visually impaired guests distinguish walls, floors, and doors.
- **Staff are trained in inclusive service** so that they feel confident to assist your guests.
- **Accessibility information on the website** so that information about what is accessible and WHAT IS NOT, is clearly available before booking.
- Efforts are made to **employ staff** who have disabilities.





Helping guests to navigate more than just the hotel

Staff are often encouraged to help guests make the most of their stay by sharing tips about the local area; where to eat, what to see, how to get around. It's standard practice to know where the nearest attractions are, which restaurants are worth a visit, or how to catch the local bus. **But how many staff know whether those places are accessible?**

This could include knowing which nearby restaurants have step-free access and accessible bathrooms, if public transport is wheelchair-friendly, or how to book accessible taxis. Guests might also want to know where to find a quiet café, a sensory-friendly attraction, venues with hearing loops, headphone guides or braille so they can learn about the local culture.

Staff don't need to be experts in everything, but having a basic understanding of common accessibility features in the local area, and knowing where to find more information helps guests to enjoy their stay with confidence and reduces the stress of navigating unfamiliar places.

Small details make all the difference, and can build trust, encourage repeat customers and turn your guests into brand ambassadors.

Accessibility Services

1. Full Lived Experience Audit with Tanzila Khan (3 Days Minimum)

This is our most immersive option. Tanzila Khan, a globally recognised inclusion advocate, travel blogger and wheelchair user, stays at your hotel for a minimum of three days to carry out a comprehensive accessibility audit based on her lived experience.

She assesses the full guest journey from digital content and booking and arrival processes to dining, leisure facilities, and local exploration, highlighting good practices as well as the physical and non-physical barriers that could be improved. Her assessment includes:

- A detailed, personalised audit report with practical and strategic recommendations
- A **half-day interactive staff training** session using the *Woopie Town* board game
- Creation of **onboarding materials**, guest accessibility guides, or operational checklists tailored to your hotel
- Consultation online to help implement changes effectively

This option is ideal for hotels committed to long-term improvements and inclusive guest experiences.



Accessibility Services

2. Two-Day Accessibility Audit + Training

This option offers a full on-site accessibility audit using Tanzila Khan's trusted framework, carried out by our team over a two-day visit that includes an overnight stay. It draws on our extensive experience in sustainable hospitality and our deep understanding of how accessibility fits into the broader guest experience.

Our partnership with Tanzila, and use of her tried-and-tested methodology, makes this a strong and credible choice for hotels ready to take meaningful steps towards inclusive service.

This package includes:

- A **comprehensive on-site audit** covering arrival, movement around the property, rooms, communication, and local area considerations
- A **tailored accessibility report** with specific, actionable recommendations
- Development of **onboarding materials** and **guest-facing accessibility guides**
- A **half-day Woopie Town staff training** session



Accessibility Services

3. Woopie Town Interactive Training Session (Bonficable)

Experience *Woopie Town™*, the engaging board game created by Tanzila Khan to **sensitise teams to the real-world benefits and challenges of accessibility**. Guided by our trained facilitators, your staff will:

- **Play the game in teams of 5 (up to 30 participants per session)**, exploring practical scenarios like making a hotel or local tourist attraction accessible, and discovering how inclusive practices can attract a wider customer base, emphasising that accessibility is not just a legal obligation but also a smart business strategy.
- **Navigate real-world challenges**, such as exploring what happens when inclusivity is overlooked, including potential legal or reputational consequences, and discovering the genuine financial and brand loyalty benefits that come from creating welcoming, inclusive environments for all.
- **Build empathy, strategic thinking, and communication skills**
Through the game, staff encounter the challenges faced by people with mobility, hearing, visual, and cognitive impairments, sparking conversations about the hotel's current accessibility features and identifying opportunities for improvement in both facilities and services.



Accessibility Services

4. Train the Trainer

Ideal for larger organisations that want to embed accessibility training via their own Human Resources and Learning and Development Teams. As a facilitator of Woopie Town™, you won't just be running a game, you'll be guiding a powerful learning experience. We'll equip you with everything you need to feel confident and ready.

You'll receive comprehensive information on different types of disabilities, along with real-world scenarios that bring the topic to life. To make sure you feel fully prepared, we'll provide interactive content and activities designed to strengthen your facilitation skills and give you practical tools, including your own Woopie Town board game for leading engaging sessions.

As a trainer, you'll also become part of our ongoing support network. That means:

- **Quarterly facilitator webinars** where we share updates, new case studies, and tips for running successful sessions.
- Access to a **WhatsApp group** for quick questions, peer support, and sharing ideas with other facilitators.

With these resources, you'll be able to confidently guide participants through the game, help them explore accessibility from multiple angles, and spark meaningful conversations about what it really takes to create inclusive, welcoming spaces in tourism.



Natalia Bravo de Laguna
Director, Plus Fariones Suite Hotel & Apartments, Lanzarote



Changing Perspectives, Welcoming Everyone

These past three days have been a really great experience both during the audit and the staff training. Playing Woopie Town made me realise that accessibility isn't just about wheelchair users, there are many other needs we don't always consider.

As a destination, we have a big opportunity to truly welcome everyone who visits us. And that's not just about ramps and wider doors. It's about mindset, attitude, and making sure no one feels like an afterthought.

I'm really glad I was part of this. It was fun, but also an important wake-up call. From now on, we'll look at things differently.

Bob Ramakers
Head Receptionist, Playa Park Zensation, Fuerteventura

A fun game with a powerful lesson

The Playa Park team all agree that Woopie Town was a very fun game to play. It gives you a lot of insight into what is truly necessary when buying and managing a property.

At first, it doesn't seem like there's much to consider, but then you realize what you actually need in order to buy it and make it fully accessible, so you start thinking about that. Normally, you don't think about these things if you don't have a disability, so it really opens your eyes to the needs of others, like for example, how important it is to make something as simple as a city town hall fully accessible. In that sense, I think it is a very good game.



Members of the Lopesan Gran Hotel Costa Meloneras & Human Resources Team



Lopesan Costa Meloneras recognised as an accessibility benchmark following external audit

Renowned auditor and disability rights activist Tanzila Khan has contributed to a comprehensive accessibility report on the Lopesan Costa Meloneras Resort & Spa. The report highlights the hotel as a reference point in accessibility and praises the commitment of its staff in creating a welcoming experience tailored to all guests, including those with mobility, visual, hearing, and neurodiverse needs.

Read more about our pilot project with Lopesan [here](#)

Contact Us

To learn more about what we do or to set up a collaboration, contact us:



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