



Case Study



Company

BOOKINGBILITY

Country

ITALY

Italian Example of

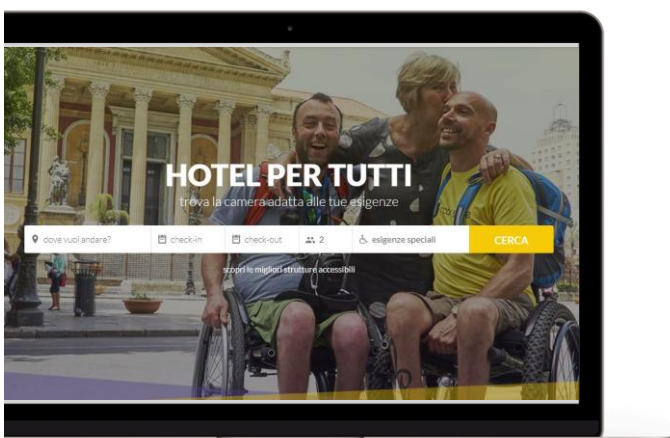
Accessibility and Inclusiveness in Tourism

Website

<https://it.bookingbility.com/>




Bookingbility is a website for searching and booking in real time accommodation facilities suitable for hosting people with disabilities and special needs. The website selects and proposes only structures verified as really accessible for the disabled and people in wheelchairs. Bookingbility therefore encourages the use of tourist destinations, increasing their flows, average stay and social inclusion of an often excluded target.





Bookingbility: accommodations for disabled people

HOW IS YOUR PRODUCT OR SERVICE INNOVATIVE? WHAT GAP IN THE MARKETPLACE DOES IT FILL?



In the tourism market there are non-negligible niches linked to potential customers with special needs: people with motor disabilities (even temporary), with cognitive disabilities, blind or visually impaired people, deaf people, people with special dietary needs (due to allergies, religions, philosophies of vita), single parent families or with small children, LGBTQI + people.

Each of these niches has specific needs and expresses clear demands to which the market does not always provide an adequate offer.

In the case of people with physical disabilities, destinations often do not offer products suited to the needs of the target, neither in terms of hospitality and receptivity, nor in terms of possible experiences to be lived.

Bookingbility was born in April 2015 from a consideration of the founder Annalisa Riggio: the young Sicilian notes that the main travel booking sites do not always offer exhaustive details for those with special needs.

Hence the idea of an ad hoc platform in which to find barrier-free accommodation with guaranteed accessibility.

The structures that require registration must in fact fill in a form, attaching photos and documentation that testifies to the accessibility of the structure.

The algorithm developed by the startup then assigns a score to the hotels according to their characteristics, to which user reviews are then added.

The website offers users a set of proposals, with a verified homogeneous quality and therefore with the guarantee of a good service.

COSA È BOOKINGBILITY?

il primo portale per la prenotazione in tempo reale di strutture ricettive adatte a **persone disabili** e con esigenze speciali.



RICERCA SUPER

trova la stanza adatta ad ogni esigenza speciale.



SOLO HOTEL SENZA BARRIERE

solo strutture davvero ok e accessibili. Basta barriere!



NIENTE COMMISSIONI

paghi solo il pernottamento, noi vogliamo solo il tuo sorriso.

HOW TO GET STARTED AND STEPS TO BE TAKEN



The need

Provide users with physical disabilities, reduced mobility and wheelchair users with a useful tool to plan their travels, with the possibility of identifying accommodation facilities that are adequately equipped for their reception and able to meet their needs.

The solution

A website for booking accommodation whose registration is allowed only to accommodation facilities that demonstrate in a documented manner that they offer:

- a) accessibility for the disabled
- b) equipment adapted to the needs of the disabled
- c) rooms equipped with the standards required by law for the reception of disabled people

In this way, the accommodation facilities that are proposed are "certified" as suitable for accommodating people with physical disabilities, reduced motor skills and in wheelchairs; the user is sure to book a service that meets their expectations.

Were There Any **Networks, Collaboration Or Supports** That Helped You On Your Journey?



The creation of an web site with the characteristics of bookingbility.com involves a considerable research of the market aimed at identifying the offers to be inserted and proposed.

The company first consulted the registers of the associations of the rights of the disabled which already contained a list of accommodation facilities suitable for accommodating the target users identified.

It then continued the insertion of the structures allowing registration on the site only to those able to demonstrate with documents that they are equipped for the reception of people with reduced mobility, the disabled and in wheelchairs.

The Bookingbility team is made up of young professionals with specific experience and skills in the web sector.

The work team is made up of 8 people who deal with the development and management of the website, web communication, relations with suppliers, etc

How **Successful** Has It Been?



At the moment, 100 certified accommodation facilities are registered on the platform and classified according to the bookingbility.com standards (classification which also includes a score).

The number of offers may seem low, but it should be noted thatBookingbility.com contains only accommodations suitable for people with special needs: on it you will find only accommodations that can accommodate travelers in wheelchairs but with a passion for sport, elderly people but who want personalized assistance, blind people who they want to travel together with their furry friend

A greater push on communication would certainly benefit the project.

Another problem is connected to the presence of large subjects that engulf booking services (eg booking.com), who however do not pay sufficient attention to special needs and therefore do not respond adequately to the specific market demand.