Spain For All

Supporting Choice:

Good Practice Guidelines For Accessibility Information For Hotels

NOVEMBER 2026



A Practical Framework for Clear, Accurate & Inclusive Hotel Accessibility Information



Foreword

by Miguel Sanz,
Director General of Turespaña

My assumption is that you are reading this because you, like us, want a more inclusive travel industry where no one is left behind.

This report has been produced by our Spain For All advisory board on accessibility, a passionate group of individuals working in our travel industries in the United Kingdom and Spain that have been coming together in regular working sessions since 2024 with the broad aim of developing a roadmap for better inclusivity within our tourism sector.

In Spain, we are proud of the progress our country is making in terms of travel accessibility, and this campaign has showcased some great examples on the ground, such as the 86 accessible beaches alongside the Valencia coastline, the adapted hiking trails in Andalucia, or barrier-free access to some of our world-class museums, such as El Prado in Madrid.

Nevertheless, this is an area that requires continual learning and improvement through listening to experts in the field, and those with lived experience of disability.

We know that the start of the travel experience for anyone is information and our ambition with this report is not to label hotels as accessible or inaccessible or provide a legal or regulatory framework, but to facilitate details on the information hotels and the wider industry, should publish so that guests can make their own choices, independently, confidently and with dignity.

This UK campaign fits under our new ‘Spain, a Country for All’ initiative which aims to continue strengthening Spain’s reputation as a welcoming, innovative and accessible destination

We hope that this report is a useful reference and we also encourage your thoughts and feedback (details of how to share your comments are included at the end of this report).

Thank you to our advisory board for their ongoing commitment and dedication and for all the work that has gone into this report.

Muchas gracias



Miguel Sanz
Director General of Turespaña

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*Images throughout this document are provided by **Fundació Visit València**.*

About Spain For All

Spain for All is an advisory board made up of experts in accessible tourism; all members of the advisory board have lived experiences and/or work in the accessible travel sector.

Its purpose is to promote equal access to tourism experiences for all travellers, regardless of disability or access needs, and to support a roadmap for a more inclusive travel industry.

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Introduction & Executive Summary



"Many families save all year for their holiday and spend months looking forward to it. Imagine arriving to find that the hotel described as 'accessible' gets you into your room, but not to the pool, the restaurant or the beach – or worse, that you can't use the bathroom at all. That isn't a holiday; it's a week of lost independence and dignity, and it happens because the information was vague, out of date or simply wrong. This report shows hotels exactly what to publish so that never has to happen: measure it, photograph it, describe it honestly – and let every guest book the holiday they deserve with confidence."

- Harry Wales, Travelosophers

Accessible tourism begins before a guest arrives. For disabled travellers, the ability to decide whether a hotel meets their individual needs depends on clear, accurate and detailed information being available during the search and booking process. Accessibility is not limited to physical infrastructure: it also includes information, communication and booking processes.

These good practice guidelines set out a practical baseline for hotel groups and operators and the wider hospitality and travel industry. They do not replace legal regulations and requirements and are not a certification scheme and they do not label a property as simply "accessible" or "inaccessible". Instead, they explain the information hotels should publish so that guests can assess suitability independently, confidently and with dignity.

Information is only useful if a guest can reach it. A hotel may have measured every doorway and photographed every route, yet the guests who most need those details will not find them if the website that holds them cannot be used with a screen reader or a keyboard, or presents its photographs without descriptions. Digital accessibility therefore sits underneath every recommendation in this report: it determines who can find, read and act on the information a hotel publishes.

Good information allows guests to compare properties, removes the need to disclose personal requirements repeatedly, and helps hotels avoid mismatched expectations and last-minute operational difficulties. The most accessible hotel is not necessarily the one with the most adapted facilities, it is the one that gives every guest the information they need to decide whether it is the right place for them and the confidence that, if it is, they will be welcomed.

This report has been created as a direct response to feedback from the 'Spain For All' advisory board members (listed on page 29-31). Underpinning these guidelines is a single core principle: accessibility information should be accurate, easy to find, understandable and accessible - including digitally - and detailed enough to enable every guest, including those with visual impairments, to make an informed decision without needing to contact the hotel for basic information. It should describe the conditions a guest will actually encounter, supported wherever possible by measurements, current photographs and descriptions and clear explanations.

The guidelines recommend a consistent, evidence-led approach: describe actual conditions; provide measurements; use current, representative photographs; make information easy to find online; and keep it up to date. They cover the full guest journey, including arrival, bedrooms, bathrooms, food and beverage, leisure facilities, hearing and visual access, digital booking, emergency planning and staff awareness.

The report consolidates Spain for All's work on hotel accessibility information, bringing together examples of industry good practice, the case for universal accessibility information standards, as well as minimum standards covering mobility, hearing and visual access, with transparency of information as the starting point for continuous improvement.



"As a wheelchair user, I've lost count of the number of times I've found a hotel described simply as 'accessible', only to have to email or call to find out what that actually means. I need practical details such as the bathroom layout, transfer space, bed height, door widths and the route through the hotel, supported by clear photographs. When that information is available in advance, I can make my own decision about whether a hotel works for me. When it isn't, booking becomes a lengthy process of questions, uncertainty and anxiety, with no guarantee that the information I eventually receive will be accurate. For me, one of the most valuable things a hotel can do is describe what is actually there, rather than deciding on my behalf whether it is accessible"

- Jonathan Fletcher, Wheelie Good Travel



It highlighted five key areas for action:

- Defining accessibility & ensuring inclusivity
- Closing the information gap
- Collaboration and Consultation
- Data
- Adapting the customer journey

This report set out the next objectives for the Spain for All initiative:

- Educate the tourism workforces, from travel agents to hoteliers, from coach drivers to booking agents.
- Inform and provide correct information to the end-user for them to be able to make informed choices.
- Collaborate with consultants and dedicated accessibility organisations.
- Hear back from disabled consumers directly as part of a feedback loop.

Under the first area for action 'defining accessibility and ensuring inclusivity', this report highlighted the importance of not defaulting to wheelchair users when talking about accessibility. This prompted the expansion of the advisory board to include specialists in neurodiversity, as well as further considering those with hearing and visual impairments.

For this report, the board agreed that neurodiversity is at an earlier stage of development for the hotel industry than mobility and sensory adaptations, so rather than a detailed good practice information matrix, the guidelines provide an overview of the neurodiversity landscape within the travel industry and recommendations for adaptation.

Ultimately, this report is about more than improving information or reducing complaints. It is about building trust and creating a hotel experience where every guest can feel confident, informed and genuinely considered. For people with accessibility requirements, that means having the right information to make their own choices, with dignity. Everyone deserves to choose where they stay, knowing they will be welcomed, respected and able to enjoy the experience on their own terms.

The Case for Accessible Tourism in the UK

The United Kingdom represents a significant and growing market for accessible tourism. According to the Department for Work and Pensions, nearly one in four people in the UK are disabled. As the population ages, the importance of accessibility and inclusive design will continue to increase.

Disabled people and their households also represent substantial spending power, commonly referred to as the Purple Pound. This is estimated to be worth £446 billion per year to the UK economy (University of Bristol, 2025). This is particularly relevant to Spain, as the United Kingdom is its largest source market for inbound visitation overall, and the largest for accessible tourism, accounting for an estimated 18% to 20% of all inbound accessible visitors to the country (TUR4all Travel Informe de tendencias de viajeros, 2025/2026).

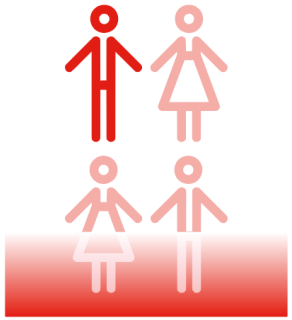
Globally, the Return on Disability Group estimates that 1.6 billion people live with a disability, and that the global disability market, which includes their friends and family, is worth $18.3 trillion in spending power. People with disabilities themselves hold more than $2.6 trillion in disposable income in Canada, the European Union, the United Kingdom and the United States (Return on Disability Group, 2024).

When the contribution of travel companions is also considered, as most will travel with family, a partner or friends, the overall economic contribution of accessible tourism is potentially significantly greater (TUR4all Travel Informe de tendencias de viajeros, 2025/2026).

Data from TUR4all Travel's 2025 Traveller Trends Report confirms the scale of this market from the Spanish side: the United Kingdom is currently the largest source market for accessible international travellers to Spain, representing 18% of visitors with accessibility needs, ahead of France (17.5%) and Germany (11%).

Neurodiversity forms a significant part of this market. The Donaldson Trust estimates that around one in seven people (15% of the UK population) are neurodivergent. While this is an aggregated estimate based on the prevalence of different neurodivergent profiles, the Trust notes that the true figure may be higher, as definitions vary and some people may not receive a formal diagnosis or disclose their neurodivergence.

Cognitive and neurological accessibility nevertheless continues to lag behind physical access, and where it is addressed, it is often reduced to a narrow focus on autism, leaving the wider spectrum of neurodivergent needs invisible in hotel communications, certification schemes, and booking platforms.



1 in 4

people in the UK are disabled

Source: Department for Work and Pensions



64%

neurodivergent travellers express a strong desire for 'travel rehearsals' that allow them to navigate & understand trip scenarios in advance

Source: Booking.com, 2025



87%

of disabled people expect accessibility info on hotel websites

Source: AccessAble, Accessibility and You Survey, 2023/24

Key Finding: *The neurodivergent travel market represents 15–20% of the global population (Psychiatry Online; ScienceInsights, 2026). Approximately 1 in 7 people in the UK alone are neurodivergent (The Donaldson Trust). Yet most hotels — even those with some accessibility provisions — fail to provide the information that would allow neurodivergent travellers to make confident, informed booking decisions.*

Despite the scale of this market, a significant participation gap remains. In a study of 1,000 people conducted by Transreport, nearly half (42%) of people with accessibility needs say they avoided travelling abroad between 2024/25. This represents both an inequality in access to tourism and a substantial missed opportunity for accommodation providers.



Principles for a Universal Accessibility Information Guide

The principles below underpin everything that follows in this report. They describe how accessibility information should be produced and presented, whatever the size or type of property: on a hotel's own website, through its booking channels and on the third-party platforms it sells through. Applied consistently across the sector, they are what turn individual good practice into a standard guests can rely on.

- Use consistent categories, terminology and measurement methods across hotel websites, booking channels and guest communications.
- Describe features factually rather than relying on broad labels such as "accessible" or "disabled-friendly".
- Publish information for mobility, hearing, visual, sensory, cognitive and neurodivergent access needs.
- Provide evidence: measurements, photographs, diagrams where useful, and the date information was last checked.
- Make accessibility information easy to locate from the hotel homepage and throughout the booking journey.
- Build websites and booking journeys to WCAG 2.2 Level AA (W3C, 2023) and test them with a screen reader and with a keyboard alone, so that essential information never relies on sight, sound or a pointing device.
- Provide alt text for every photograph and publish measurements as page text, so that no essential detail exists only inside an image.
- Publish accessibility information as web pages first; where a PDF is offered, tag it, give it a logical reading order and make it usable with a keyboard.
- Treat third-party booking platforms as part of the hotel's own journey, and request evidence of their accessibility.
- Provide captions on video, and audio description or a written video description for blind and low vision guests.
- Allow accessible rooms to be booked online where possible, with an alternative accessible contact route.
- Accessible room availability & transparency, provide clear, accurate availability and ensure guests know exactly what accessible room and facilities they are booking, with no unapproved room changes on arrival.
- Ensure that accessible rooms, equipment and services (such as shower chairs, hoists or portable ramps) are offered at no additional cost to the guest or provide full transparency on any additional costs.
- Review information after refurbishments, layout changes or equipment updates, and at least annually.
- Make clear whether information is self-assessed or independently verified.



"I spend around 20 hours a week playing Poirot and doing detective work that hotels should have done before I ever picked up the phone - based on the national minimum wage, that's over 12.7K of lost time over the course of a year. I ring to ask how wide a bathroom door is. I ask for a photo of a shower that's described as "accessible", only to find it's a step-up tray. I end up rebooking a client at the last minute because the room they were promised couldn't take their wheelchair.

"Accessible" is not a description: 80 centimetres wide is.

More than anything, I spend more time chasing and following up with hotels that don't respond. None of this is difficult to fix, it takes a tape measure, a camera and an honest description. When a hotel publishes clear, up-to-date access information, I can book with confidence in minutes, but when it doesn't, my clients pay the price, and so does the hotel, because we won't send people back."

- Paula Hansen, World Accessible Holidays



Minimum Information Standards

The following ten areas define the information every hotel should publish or make readily available. The measurements are recommended minimum reference points; hotels should publish actual measurements rather than simply state compliance.

Use this checklist as a working tool. For each item, record the actual measurement or description, photo/evidence link, date checked and person responsible.

Area	Information to publish / verify	Evidence to record
Booking	Website accessibility; online accessible-room booking where possible or alternative contact route	URL, booking test, review date
Arrival	Accessible parking; route surface, gradients, steps and entrance door width	Measurements, route photographs, date checked
Reception	Lowered counter or alternative; lobby widths; lift dimensions and signage	Measurements, photographs, equipment details
Guest rooms	Number and type of rooms; door width; turning space; bed height; transfer space; equipment	Room measurements and full-layout photos
Bathrooms	Door width; shower type; rails; shower seat; hand-held shower; toilet transfer space	Measurements and full bathroom photos
Food and beverage	Step-free access; aisle width; table access; menus in accessible formats	Photographs and menu examples
Leisure facilities	Routes, level changes, widths, equipment and whether it requires advance request	Facility photographs and equipment list
Hearing access	Induction loops; visual/vibrating alarms; captions; written communication options	Equipment records and testing date
Visual access	Lighting, contrast, tactile/Braille or large-print signage, clear routes	Photographs and signage examples
Emergency	Inclusive evacuation plan; accessible alert systems; staff training	Plan review date and training records
Management	Named accessibility lead; annual review; guest feedback and action log	Contact details, review record, action tracker

Case Study:

Nautilus Lanzarote, Matagorda



Nautilus Lanzarote shows many of the information principles in this report working in practice. Rather than replying on a broad “accessible” label, the four-star apartment complex supports descriptions of each room with evidence: photographs and videos show the accommodation, ramped routes, reception, the hydraulic pool hoist and other areas, giving guests a realistic view of the arrival route, room layout and leisure facilities before they commit.

It is also clear about what is permanent and what must be arranged separately. Guests are told in advance which specialist equipment can be requested, from electric profiling beds and pressure-relieving mattresses to hosts, shower chairs and wheelchairs, and that bed raisers are supplied free of charge. Because the property has held Equalitas Vitae barrier-free certification since 2010, guests can also see that its accessibility has been independently verified rather than self-assessed.

Detailed Information Standards Matrix

Area	Information to publish
1. Accessibility Information and Booking	• Publish accessibility information in a clearly labelled, easy-to-find area of the website. • Provide current photographs and factual descriptions for each relevant feature and route. • Enable guests to identify and, where possible, book accessible rooms directly online without needing to telephone. • Ensure the website and booking journey work with keyboard navigation and screen readers - see WCAG 2.1 Level AA accessibility standards. Key points for digital accessibility include alt text for photographs, tagging documents for screen readers and including a digital accessibility statement with named contact) • Offer an alternative accessible booking route, such as email, messaging or telephone. • State whether an alternative check-in option is available. • State whether an induction loop is available at reception. • State the hotel's policy on travelling companions or personal assistants, including the availability of connecting or adjoining rooms and any applicable companion rate. • State whether information has been self-assessed or independently verified, and give the date it was last reviewed. • Provide a dedicated contact, with telephone number and email address, for customers who cannot find the accessibility information they need. • Send booking confirmations in an accessible format that states the room type and the access features booked.
2. Arrival and Access	• State whether reserved accessible parking is available, including its location, number of spaces and distance to the entrance. • Describe the route from the street or parking area to the entrance: surface, gradients, kerbs, steps, thresholds and step-free alternatives. • Specify the clear width of the main entrance door; a minimum recommended reference is 80 cm. • State whether entrances are manual, automatic or require assistance. • Publish current photographs showing exterior access and the complete route to the entrance.

Area	Information to publish
3. Reception and Public Areas	• State whether reception has a lowered counter or an alternative check-in arrangement for wheelchair users and people of short stature. • Specify clear circulation widths in the lobby and principal routes; a minimum recommended reference is 90 cm. • Describe lifts, including internal dimensions, door width, control height, audible announcements, visual indicators and tactile or Braille signage. • Describe signage in public areas, including contrast, font size, tactile, Braille and audible information where provided and possible. • Identify seating, accessible toilets and step-free routes to key public spaces.
4. Accessible Guest Rooms	• State the number of accessible rooms and distinguish between room types where layouts differ. • Specify clear doorway widths; a minimum recommended reference is 80 cm. • State the available turning space; a minimum recommended reference is a 150 cm diameter turning circle. • State bed height and whether there is clear transfer space on at least one side of the bed. • Describe controls, wardrobes, desks, sockets, lighting and emergency equipment where relevant to access. • List technical aids available, such as grab rails, shower chairs, portable hoists or vibrating alert equipment. • Publish photographs showing the entrance, full room layout, bed, transfer space and bathroom.
5. Accessible Bathrooms	• Specify the clear bathroom door width; a minimum recommended reference is 80 cm. • Describe shower access accurately: level-entry, low threshold, step-up shower or bath. • State whether grab rails are fitted in the shower and beside the toilet. • Specify clear side transfer space beside the toilet; a minimum recommended reference is 80 cm on one side. • State whether a fixed or portable shower seat and hand-held shower head are available. • Publish photographs that show the full bathroom layout, shower entry, toilet position, grab rails and available transfer space.
6. Food and Beverage Services	• State whether restaurants, bars, breakfast areas and terraces are step-free, or describe the accessible alternative route. • Indicate aisle widths between tables; a minimum recommended reference is 90 cm. • State whether tables provide suitable knee clearance and height for wheelchair users. • Provide menus as accessible web pages or tagged documents, because a QR code that opens an image or an untagged PDF cannot be read by a screen reader; state where a printed or spoken alternative is available. • Clearly state whether room service is available and its operating hours, helping guests who may be unable to access restaurants or breakfast areas.

Area	Information to publish
7. Leisure Facilities and Guest Services	• For each facility-such as a pool, spa, gym, terrace, meeting room or activity space-describe access routes, steps, thresholds, widths, lifts and changing facilities. • State the assistive equipment and access solutions available, such as pool hoists, ramps, adapted steps, pool wheelchairs or accessible changing equipment. • Clarify whether equipment is permanently available or must be requested in advance. • Clearly state whether a dedicated accessible changing facility is available, particularly for guests using pool and leisure facilities. • Publish photographs of each facility and the relevant access features.
8. Hearing, Visual and Hidden Disabilities	• State whether visual or vibrating fire alerts are available in accessible rooms, in addition to audible alarms. • State whether induction loops are available at reception and in relevant public spaces. • Describe captioned television, text-based communication options, door or telephone alert systems and other hearing-support features. • Describe lighting, colour contrast, tactile or Braille signage, large-print information and clear wayfinding for guests with visual impairments. • Keep routes free from unexpected obstacles and communicate temporary changes clearly. • Publish the hotel's policy on assistance animals in a clear, accessible format. • Offer written communication through email, message or chat as an alternative to telephone calls. • Make chat, messaging and email routes usable with a screen reader and a keyboard, and show a telephone number and email address beside any chatbot. • Train staff to support guests with sensory, cognitive, neurodivergent and mental-health-related access needs respectfully.
9. Emergency Procedures and Safety	• Provide visual or vibrating alarm alerts in accessible rooms in addition to audible alarms. • Maintain an evacuation plan that includes guests with reduced mobility and other access requirements. • Train staff in inclusive evacuation procedures and communication. • At check-in, offer guests with specific needs clear information about the personalised evacuation arrangements that apply to them. • Ensure emergency information is available in accessible formats.
10. Accessibility Management and Staff Awareness	• Designate a named accessibility lead, with a defined responsibility and contact route for guests. • Provide disability awareness and inclusive service training for all guest-facing staff. • Create a process for measuring, photographing and checking published information. • Review accessibility information at least annually and whenever physical features, layouts or equipment change. • Collect feedback from disabled guests, record actions taken and use findings for continuous improvement. • Engage with recognised good-practice frameworks and independent expertise where possible.

Case Study:

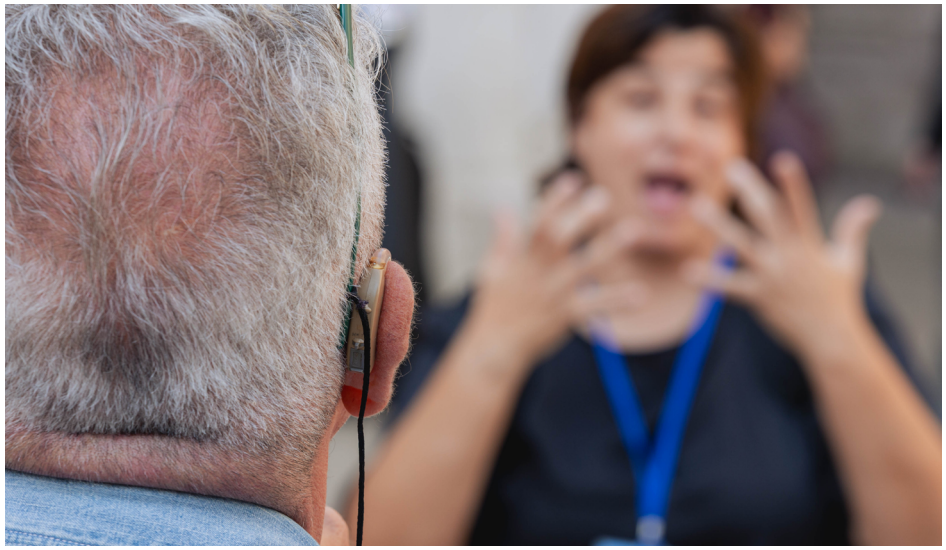
Scandic Hotels



Scandic Hotels shows how the principles in this report can be applied consistently across an entire hotel group. Rather than leaving each property to describe accessibility in its own way, Scandic works to a structured checklist of more than 150 criteria covering guest rooms, bathrooms, public areas, restaurants and conference facilities, so guests encounter the same categories and level of detail wherever they stay. Its published information is factual rather than promotional: accessible rooms and bathrooms are described in detail, with measurements and specifications for key features, alongside information on entrances, ramps, lifts, step-free routes and accessible parking, all available before booking.

Crucially, Scandic does not treat accessibility as a mobility issue alone. It sets out hearing provisions, including hearing loops in reception and meeting areas and visual alarms in selected rooms, publishes information for guests with visual impairments, and states its policy on assistance dogs clearly. This breadth reflects the framework's call to cover mobility, hearing, visual and other access needs, rather than a single definition of the disabled guest.

Photography & Evidence Requirements



Photographs are essential because individual needs vary and a written description alone may not provide enough context. Images should be current, unedited for accessibility purposes and representative of the route or feature a guest will encounter.

- Show the complete approach to the entrance, including parking, paths, gradients and thresholds.
- Show room entrances, circulation space, bed position and transfer space.
- Show bathrooms in full, including toilet position, shower access, rails, seat and available space.
- Show routes to restaurants, leisure facilities and accessible toilets.
- Include a scale reference or publish corresponding measurements.
- Date photographs and replace them after material changes.
- Provide alt text for every photograph, written with the same factual detail as the measurement it supports.
- Publish measurements as page text beside each photograph, since text embedded in an image cannot be read by a screen reader.
- Describe floor plans and route diagrams in writing.

Neurodiversity

For neurodivergent travellers, the barriers to booking a hotel are rarely about physical access — they are about information.

Booking platforms typically offer no detail on sensory factors such as noise, lighting, or visual stimulation, and terms like "quiet room" are used inconsistently and rarely address neurodivergent needs specifically.

This lack of clarity makes it difficult to predict what a stay will actually be like, creating anxiety around unfamiliar routines, unclear check-in processes, and the absence of any way to identify calm spaces or discreet options for stepping away if needed.

Many travellers also have no clear channel to communicate specific requirements in advance, and staff are not always equipped to recognise or respond to neurodivergent needs appropriately.

We recognise that many hotels are at the start of their journey when it comes to better accommodating neurodivergent travellers, so alongside closing the information gap, this report also identifies key areas of focus to support hotels as they develop their approach.

Digital design shapes the neurodivergent booking experience before a guest reaches the property. Autoplaying video, moving carousels, pop up offers and unprompted chat messages add sensory loads, while dense text, inconsistent navigation and unclear wording make dyslexia, ADHD and dyscalculia harder to manage at the point of booking.



"For many neurodivergent travellers, the biggest barrier isn't the building itself, it's not knowing what to expect during their stay, and that is something every hotel can begin to address. Neurodiversity adaptations are undeniably at an earlier stage of development within the hotel industry than mobility and sensory access, and we wanted this report to reflect that honestly. Rather than set out a detailed information matrix before the sector is ready to use it, we've chosen to give hoteliers a clear overview of the neurodiversity landscape in travel, alongside practical recommendations they can start acting on now."

- Yousif Nur, Spain for All Advisory Member and Founder of JourneyEase

The Full Spectrum of Neurodivergent Conditions

The following table outlines the primary conditions encompassed by neurodiversity and their relevance to the hotel experience.

Condition	Description	Key Hotel Considerations
Autism Spectrum	Differences in social communication, sensory processing, and a preference for routine and predictability. Ranges widely in presentation and support needs.	Sensory environments, quiet spaces, predictable layouts, visual guides, consistent staff contact
ADHD	Differences in attention regulation, impulse control, and working memory. Often co-occurs with anxiety, dyslexia, and autism.	Clear signage, minimal distractions in rooms, flexible check-in/out, written confirmations of all arrangements
Dyslexia	Affects reading, writing, and language processing. Does not affect intelligence. Approximately 10% of the UK population is dyslexic (British Dyslexia Association).	Plain English materials, icon-based signage, audio alternatives, QR codes linking to accessible content
Dyspraxia / DCD	Developmental coordination disorder affecting motor planning, coordination, and spatial awareness. Often co-occurs with ADHD and dyslexia.	Clear room layouts, accessible bathroom features, storage at accessible heights, predictable environments
Dyscalculia	Difficulty processing numerical information. Affects 3–6% of the population (ScienceInsights, 2026). Can affect reading maps, understanding pricing structures, or navigating timed events.	Clear visual schedules, non-numerical wayfinding, staff briefing on flexible assistance
Tourette Syndrome	Neurological condition characterised by repetitive, involuntary movements or vocal tics. Often co-occurs with OCD and ADHD.	Non-judgemental staff training, quiet spaces, understanding of involuntary behaviours
Sensory Processing Differences	Hypersensitivity or hyposensitivity to light, sound, smell, taste, or texture. Can occur alongside many conditions or independently.	Lighting controls, noise levels, scent-free options, menu information on textures
OCD	Obsessive-compulsive disorder involving intrusive thoughts and compulsive behaviours, often exacerbated by disrupted routines. Affects approximately 1–2% of the general population (ScienceInsights, 2026).	Consistent room allocation, advance information, control over environment, flexible service timing

Co-occurrence is common and should not be overlooked. Someone with autism has a 50–70% chance of also qualifying for an ADHD diagnosis. A person diagnosed with dyslexia is more likely than average to also have ADHD. Tourette's often co-occurs with OCD. Hotels that address only one condition miss the layered, intersecting nature of neurodivergent experience. (Source: ScienceInsights, 2026)

What Information Hotels Should Provide

The following categories of information are most frequently identified as essential for booking decisions:

Information Category	Recommended Content
Sensory Environment	Typical noise levels by time of day and area. Use of scented products or air fresheners. Lighting types (LED, fluorescent, dimmable). Proximity of rooms to lifts, entertainment, kitchens.
Check-In Process	Availability of express or priority check-in. Option to communicate needs in advance. Availability of quiet or private check-in areas. Whether the desk is in a busy or stimulating environment.
Room Features	Which rooms have blackout blinds, sound insulation, adjustable lighting. Whether rooms can be guaranteed away from noise sources. Ability to request no or minimal housekeeping visits.
Food & Dining	Availability of plain, predictable menu options. Allergen and ingredient information in accessible format. Quiet seating areas or reservation of consistent tables. Visual menu options.
Staff Training	Whether staff have received neurodiversity awareness training. Named point of contact for accessibility needs. Proactive communication of changes to routine (e.g. maintenance, events).
Wayfinding & Orientation	Floor plans and visual maps available in advance. Consistent, predictable room numbering. Option to pre-visit virtually via photographs or video walkthrough of key areas.
Quieter Times & Spaces	Information on quieter periods in the hotel, pool, or dining areas. Availability of a dedicated quiet lounge or relaxation space. Whether entertainment or events can be opted out of without pressure.
Digital Experience	Controls to pause or turn off autoplay, motion and sound. Consistent navigation and headings across every page. Short sections in straightforward language. A narrated virtual walkthrough with a transcript. Written confirmation of every arrangement a guest has requested.

Digital Accessibility: The Booking Journey



"I land on a hotel website and my screen reader announces button, button, button because nobody labelled them, so I have no idea if I'm checking availability, opening a menu or completing a payment. I've found calendars that couldn't be reached with a keyboard, and the booking stopped before it began. Most disabled people don't spend their time chasing businesses for information that should already be there; we move on to whoever provides it."

- Sassy Wyatt, Blind Accessibility Consultant

The following section has been contributed by Blind Accessibility Consultant, Sassy Wyatt.

Every standard in this report reaches a guest through a screen, so the accessibility of that screen is the first measurement that matters. Guests who use screen readers hear a page as a sequence of elements, guests who use keyboards or switch devices move through it one control at a time, and guests with cognitive disabilities or dyslexia rely on structure and clear wording to keep their place.

The European Accessibility Act (EAA), applicable since 28 June 2025, covers certain e-commerce services provided to EU consumers, including online accommodation booking. Hotels targeting European markets therefore have legal and commercial reasons to assess the accessibility of their booking journeys and guest information. In the UK, although the EAA does not apply directly, hotels remain subject to disability discrimination laws, including the Equality Act 2010 in Great Britain, which requires reasonable adjustments for disabled customers.

Good Practice Guidelines for Ensuring Digital Accessibility

The following table outlines the primary conditions encompassed by neurodiversity and their relevance to the hotel experience.

Area	Guidance
Structure & Navigation	Pages need one main heading with subheadings in order beneath it, a clearly named heading for accessibility information, links that say where they lead and buttons that say what they do, such as "Check availability" or "Confirm booking". Every control should be reachable with the Tab key in an order that follows the page, with a visible marker showing where the guest is.
Forms and Calendars	Every form field needs a label attached in the code, covering name, dates, number of guests and access requirements, and error messages should be announced explaining how to correct the problem. Calendars and date pickers should work with a keyboard, announce the date they represent and show availability and rates in text rather than by colour alone, with a typed date field offered as an alternative.
Pops ups & Verification Checks	Cookie banners, offers and chat windows should take focus when they open, close with a keyboard and return the guest to their place. Verification checks need an accessible alternative, such as an audio option, since a puzzle built from images ends the booking for a blind guest.
Colour, text and motion	Text needs strong contrast, should enlarge without losing content and should sit in a clear typeface with generous spacing. Autoplaying video, moving carousels and anything that flashes more than three times a second should be avoidable, as they can cause distress, trigger seizures and complete with a screen reader's speech.
Photographs and floor plans	A photograph helps only the guests who can see it until it carries a written equivalent. Each image needs alt text, and the measurements it supports should appear in the page text beside it, since text laid over an image cannot be read by a screen reader. Descriptions should name what is in the space, where it sits and how much room surrounds it. Floor plans and route diagrams need a written description of the layout. **Poor example**: the alt text reads "hotel room". **Good example**: "Accessible twin room seen from the doorway, with a clear route to both beds, a turning space at the foot of the nearest bed and a lowered wardrobe rail on the right-hand wall."
PDFs and Menus	PDFs, menus and floor plans uploaded as scanned images cannot be read by a screen reader at all. Accessibility information, policies and menus should be published as web pages first, and any PDF offered alongside should be tagged and follow a logical reading order. A QR code in a restaurant or bedroom should lead to an accessible page.
Video and Virtual Tours	Captions serve deaf and hard of hearing guests, guests whose first language is not English and guests watching without sound. Blind and low vision guests need audio description, a spoken track that gives the context a sighted viewer would see, or a written video description at the end of the caption that gives any text on screen first and then the visuals in the order they appear. Virtual walkthroughs built this way also serve the 64% of neurodivergent travellers who want to rehearse a trip in advance (Booking.com, 2026)
Third-party Platforms	Many guests book through online travel agents, channel managers or booking engines supplied by another company. From the guests' side, these form part of the hotel's journey, so hotels should request accessibility conformance evidence from suppliers, test the booking engine themselves and write accessibility requirements into contracts.
Accessibility Statement and Testing	An accessibility statement should say what has been tested, what is known to be a problem, when it will be fixed and how to report a barrier. Automated checkers find only part of the barriers a guest meets, so testing should cover the full journey, from search result to confirmation email, and be carried out by disabled people who use assistive technology every day.

A Screen Reader and Keyboard Check for Hotel Teams:

VoiceOver is built into iPhone and Mac, TalkBack is built into Android, and NVDA is free on Windows. Use any of them to confirm the following:

- Every link, button and form field can be reached with the Tab key alone, in an order that follows the page.
- A visible marker shows where focus sits at every step.
- The calendar can be operated with a keyboard, and a date can be typed instead.
- Every button and field announces a clear name when a screen reader reaches it.
- Pop ups take focus, close with a keyboard and return the guest to their place.
- Every photograph has a description that a guest can hear.
- The confirmation email states the room type and access features booked, in text that can be read in full.
- A member of the team has completed a booking using a screen reader and no mouse.



Conclusion

A hotel does not need to be perfect to start building trust with disabled and neurodivergent travellers — it needs to be transparent. Nothing in these guidelines depends on rebuilding a bathroom or replacing a lift. The first step is to measure what already exists, photograph it honestly and publish it where guests will actually look and in a way that is accessible. Hotels that do this well reach a wider market, earn repeat custom and cut avoidable enquiries, cancellations and complaints. But the more important gain belongs to the guest. For many disabled and neurodivergent travellers, a holiday is saved for and planned over months, and arriving to find that a room, bathroom or route does not match what was described can turn it into days of disappointment, stress and lost independence. Clear, honest information before booking is what prevents that disappointment and stops a long-awaited holiday from being ruined.

Accurate, detailed and honest information hands the decision back to the traveller. It allows every guest, whatever their access needs, to judge for themselves whether a hotel is right for them, to plan with confidence and to travel with the same freedom and dignity as anyone else. That is what these guidelines are ultimately for: not to label a hotel accessible or inaccessible, but to make sure that everyone has the information they need to make their own choice. Every guest deserves that, and no guest should have to ask for it.



Six Takeaways for Hotel Teams

1. Describe, don't label. The word 'accessible' tells a guest almost nothing. Measurements, current photographs and plain descriptions let them decide for themselves.
2. Publish what you already have. Most of the information guests need exists; it simply has not been measured, photographed, written down or made digitally accessible.
3. Make it findable and bookable. Accessibility information should be one click from the homepage, and accessible rooms should be bookable online without a phone call, where possible.
4. Go beyond mobility. Hearing, visual, sensory, cognitive and neurodivergent needs all require published information.
5. Name an Accessibility Champion at your business and keep it current. Give one person responsibility, to ensure that your information is accurate and current, and review after any refurbishment and at least annually.
6. Test the journey with the people who use it. Involve guests with a range of access needs in testing the booking journey and the stay and build in a regular feedback loop so that lived experience continues to shape improvement.

The single most impactful change a hotel can make is to provide accurate, specific, advance information.



An Introduction to the Spain for All Advisory Board 2026

Name	About
Susan Deer	Susan Deer is Director of Industry Relations at ABTA, where she plays a pivotal role in shaping the travel industry's approach to responsible travel operations, education and skills, and stakeholder engagement. Following a diverse career spanning hotel reservations, business travel, tour operations, and travel law, Susan joined ABTA as a solicitor in 2016, before her appointment to ABTA's Senior Leadership Team in 2019. In her current role, Susan leads ABTA's Destinations, Sustainability and Education teams, overseeing initiatives related to sustainable tourism, customer safety, crisis management and education.
Angie Hill	Angie Hills is Head of Destinations at ABTA, specialising in travel health, safety, security and destination management. Awarded an MBE in the King's New Year Honours List 2025, she has led the development of ABTA's internationally recognised health and safety technical guide, now in its fifth edition and used in over 100 countries. As Chair of ABTA's Health & Safety and Operational Committees, Angie champions industry collaboration, strengthens safety standards and promotes responsible tourism to protect travellers worldwide.
Jonathan Fletcher	As CEO of Wheelie Good Travel Company and a member of the Spain For All advisory board. It is a privilege to help shape strategies that make Spain a leader in inclusive and accessible travel. What strikes me when I visit Spain is that not only is the work we do helping inbound disabled tourism, but we see how it also helps disabled people in the host communities. For example, through accessible public transport, accessible infrastructure, and employment opportunities for disabled people.
Atlyn Forde	With over 25 years' cross-sector experience, Atlyn Forde helps organisations embed inclusion into their culture and strategy to drive innovation, productivity and social impact. As founder of C-Inclusively CIC and the Inclusive Travel Forum, Atlyn Forde specialises in equity and inclusion, culture change and inclusive leadership. Atlyn is Head of Inclusion & Engagement at Pepper Money, a trustee of Action West London, and a Tourism Society Board member, championing inclusive growth, financial wellbeing and a more equitable, future-ready society.
Ben Kirby	Ben Kirby is CEO of Enable Holidays, the UK's award-winning accessible travel specialist, with over 29 years' experience in travel. He specialises in accessible holiday planning, advising on adapted accommodation, wheelchair-accessible transfers, mobility equipment, and individual accessibility requirements. A passionate advocate for disabled travellers, Ben serves on the Spain for All Advisory Board, contributes to Aviation Accessibility Implementation Group (AAIG) discussions, and has spoken at several ABTA accessibility training events, championing accurate accessibility information and more inclusive travel experiences.
Sassy Wyatt	Sassy Wyatt is a blind accessibility consultant, speaker, author and travel journalist who helps brands, tourism boards and marketing teams understand what accessibility looks like in real life; she lost her sight in 2013 and has since travelled the world using a white cane, a screen reader and, until her retirement, her guide dog Ida. Her work turns lived experience into commercial clarity, showing senior decision makers why disabled customers are lost long before they reach the booking page.

Name	About
Harry Wales	Harry Wales is the founder of Travelosophers and an accessible travel specialist, combining professional industry knowledge with lived experience as a disabled traveller. As a founding member of the Spain for All Advisory Board, he champions meaningful accessibility information that empowers disabled people to make informed choices about their holidays. Through his work and social media, Harry challenges the travel industry to move beyond tick box approaches, advocating for transparency, inclusion and a future where travel is genuinely accessible to everyone.
Mònica Molina	Mònica Molina is a sustainability consultant specialising in accessibility, Diversity, Equity and Inclusion (DEI) within the tourism sector. She works with organisations to promote more inclusive, accessible and sustainable tourism experiences, integrating social sustainability into strategic planning and management. Alongside her consultancy work, she is a university lecturer and researcher, contributing to the education of future tourism professionals and advancing knowledge in sustainable tourism, strategic management and inclusion. Her work bridges academic research and professional practice to foster positive change in the tourism industry.
Paula Hansen	Paula Hansen is the founder and Managing Director of World Accessible Holidays, a travel business dedicated to making holidays accessible, affordable and stress-free for disabled travellers and their families. Inspired by years of travelling with her husband and wheelchair-using son, Paula combines personal experience with specialist travel expertise to help others explore the world with confidence. She champions greater inclusion across the tourism industry, ensuring accessibility is prioritised through verified accommodation, tailored travel arrangements and personalised support throughout every journey.
Marina Snellenberg	Marina Snellenberg is Senior Customer Experience Manager for Accessibility at TUI, leading its approach to creating more accessible and inclusive customer experiences. Since 2017, she has worked across TUI and with industry partners to drive improvements for disabled travellers and embed accessibility across the customer journey. She brings to the Spain for All Advisory Board extensive customer and experience expertise, accessibility travel industry knowledge, and a strong focus on turning ambition into practical, sustainable change.
Miguel Carrasco Hernández	Miguel Carrasco Hernández is Director of Tourism at IMPULSA IGUALDAD and COO of TUR4all Travel. He has led major accessible tourism initiatives across Spain and internationally, working with destinations to advance inclusion and accessibility. He serves on the boards of ENAT and ISTO, contributing to international collaboration and sector development. Under his leadership, landmark initiatives such as FITUR4all and TUR4all Travel have been launched, strengthening the visibility, development and commercialisation of accessible tourism experiences for all travellers worldwide.
Paula Sande San Clemente	Paula Sande San Clemente is an Accessible Tourism Consultant at IMPULSA IGUALDAD – TUR4all, specialising in universal accessibility and inclusive tourism development. With a background in tourism destination planning, public administration and consultancy, she works with destinations and tourism businesses in Spain and internationally to identify accessibility barriers, improve visitor experiences and support the development of more inclusive tourism offerings. She holds a degree in Tourism and a Master's in Tourism Destination Planning and Management from Complutense University of Madrid.
Angus Drummond	Angus Drummond is the founder of Limitless Travel, a leading UK holiday company dedicated to making travel accessible for people with disabilities, their families and carers. Following his muscular dystrophy diagnosis in his twenties, Angus was inspired to launch the company after experiencing the barriers facing disabled travellers. Today, Limitless Travel supports around 1,000 guests annually with inclusive, supported holidays, from UK breaks to overseas adventures and cruises, empowering more people to explore the world with confidence and independence.

Name	About
Simon Sansome	Simon Sansome is an award-winning entrepreneur, disability advocate and founder of Snowball, the world's largest disability accessibility app. Following a life-changing spinal injury in 2014, Simon dedicated his career to improving accessibility and inclusion worldwide. His achievements include securing offers from all five Dragons on BBC's Dragons' Den, establishing a partnership with Google, and being recognised by TIME Magazine as one of the Best Inventions of 2026. Through innovation, determination and lived experience, Simon continues to break down barriers for disabled people.
Carrie-Ann Lightley	Carrie-Ann Lightley is an award-winning accessible travel writer, speaker and consultant with over 20 years' experience in inclusive tourism. A wheelchair user with cerebral palsy, she combines lived experience and industry expertise to help destinations and travel businesses improve accessibility and communicate it effectively. Her work has appeared in The Daily Mail, The Telegraph and The Independent, and she was named TravMedia Diversity Champion of the Year 2026. She champions accurate accessibility information, meaningful choice and better travel experiences for disabled people.
Jason Winter	As someone who has lived experience of travelling with a disability, being a member of the Spain For All advisory panel is absolutely fantastic. It is refreshing to hear and learn of the destination's holistic approach to accessible travel. Making it clear and understanding that a focus on accessibility benefits both residents of and visitors to Spain. It is a privilege to collaborate with like-minded individuals to share ideas and put plans into action that make a positive impact.
Yousif Nur	Yousif Nur is a travel and culture journalist and co-founder of JourneyEase, a consultancy specialising in neuroinclusive travel. With over 20 years' journalism experience and bylines in publications including The Guardian, The Observer and The Telegraph, he combines professional expertise with lived experience of neurodivergence. Through JourneyEase, Yousif works with tourism organisations and hospitality businesses to improve accessibility, raise awareness and create more inclusive experiences for neurodivergent travellers, helping destinations become more welcoming for everyone.
Jasmine West	Jasmine works for World Accessible Holidays and is passionate about making travel more accessible and inclusive for everyone. As a wheelchair user living with Spinal Muscular Atrophy (SMA Type 2), she brings valuable lived experience to the Spain for All Advisory Board. Through both her personal travel experiences and her work in the travel industry, Jasmine is passionate about raising awareness of accessibility barriers and helping ensure disabled travellers can enjoy holidays with confidence, independence and peace of mind.
Jesús Ruiz	Jesús has dedicated over two decades to working for Turespaña, bringing his extensive experience in tourism. Five years ago he was appointed Head of Sustainability and Impact at the Spanish Tourist Office in the UK, to help position Spain as a reference destination for ESG practices. Additionally, Jesús is a member of the advisory board for Spain For All, the initiative of the Spanish Tourist Office (UK) focused on improving accessibility, eliminating discrimination and promoting diversity within the travel sector.
Kate McWilliams	Kate McWilliams is a founding member of travel consultancy LOTUS, bringing almost 20 years' experience in tourism & destination strategy. Kate has led award-winning campaigns helping destinations and tourism organisations drive sustainable economic development. She is passionate about accessible travel and has been working alongside the Spanish Tourist Office (UK) to spearhead and manage the Spain for All campaign including regular advisory meetings, leveraging key partnerships and driving industry collaboration that champions more accessible, inclusive and sustainable travel.

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A Final Word

Thank you for taking the time to read these guidelines and further consider the requirements of travellers with accessibility needs.

We hope this report has been useful and that some of these guidelines will be adopted more widely across the hotel, hospitality and travel industries to help support independent choice.

Where possible, we have designed this document to be digitally accessible, including for screen-reader users, however we are still learning, and our aim is continual improvement. We do welcome feedback on how we could do better.

We would also value your thoughts on the contents of the report itself. In particular, we would love to hear from hotels and travel businesses that have updated their accessibility information as a result of it, or that have great examples to share.

Please do share any feedback using this online feedback form.

Thank you. Muchas gracias.