

CHECKLIST

FIRST CONTACT, INFORMATION & BOOKING

BE VISIBLE ONLINE

- ❑ List the business on platforms for accessible travel (wien.info/barrierefrei and [Holidays on Wheels](https://www.holidaysonwheels.com))
- ❑ Add accessibility features to online profiles ([Google Business Profile](https://www.google.com/business/) and [Apple Business Connect](https://www.apple.com/businessconnect/))
- ❑ Register the business on platforms such as Wheelmap and encourage guests to leave accessibility ratings
- ❑ Use social media purposefully to make accessibility visible and share positive experiences from the community
- ❑ Make content accessible: videos with audio description and captions, alternative text for images, and relevant hashtags (e.g. #AccessibleTravel and #InclusiveTourism)

MAKE INFORMATION EASY TO FIND

- ❑ Add a dedicated “Accessibility” section to the main navigation or footer
- ❑ Provide a named contact person with direct contact details
- ❑ Make information about available accessibility equipment easy to find (shower stool, bath boards, reachers, non-slip mats)
- ❑ Design the website in line with WCAG 2.2 (Level AA)
- ❑ Check the online booking tool for screen reader compatibility and keyboard navigation
- ❑ Offer multiple contact channels (telephone, email, chat)

COMMUNICATE ACCESSIBILITY CLEARLY

- ❑ Provide specific dimensions and details instead of general statements (e.g. door width 90 cm, maneuvering space 150 cm, portable ramp available)
- ❑ Provide clear, informative photos and short videos with audio description
- ❑ Communicate limitations transparently (e.g. step in the restaurant area, wellness area not fully accessible)
- ❑ Offer key documents in different formats (large print, screen reader-compatible files, Austrian Sign Language (ÖGS) videos)
- ❑ Also provide essential information in plain language
- ❑ Use QR codes to link to accessible digital content

MAKE BOOKING STRAIGHTFORWARD

- ❑ Make accessible rooms available as a separate category that can be booked directly online
- ❑ List available aids and additional services in the booking process and make them selectable
- ❑ Add an optional free-text field for additional needs in the booking form
- ❑ Send a booking confirmation with specific accessibility information (accessible entrance, parking, contact person)
- ❑ Prioritize and handle accessibility-related enquiries competently
- ❑ Provide all guest-facing staff with an internal checklist of accessibility features

Note on concept and content: The conceptual framework and specialist content of this Toolbox were developed by myAbility. The information provided has been compiled to the best of our knowledge and reflects the information available at the time of publication. No guarantee is given as to the accuracy, completeness, currency, or precision of the content. We recommend independently verifying relevant content or seeking expert advice where necessary.

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