Easy Ride Travel Guide: A Book That Consumers Want

Listening to travelers with disabilities has created a success story. People asked for practical information to enhance their safety, security and independence when traveling. Responding to this need created the Canadian Transportation Agency's (the Agency) most successful publication entitled Taking Charge of the Air Travel Experience: A Guide for Persons with Disabilities. The material in the travel guide is derived from three important sources: (1) answers to commonly asked questions, (2) suggestions from service providers, and (3) tips from frequent travelers with disabilities. The 59 page guide focuses on air travel within Canada and provides: (1) 38 essential travel tips; (2) answers to 31 commonly asked questions; (3) a 23-point checklist of things to do every time one travels by air; (4) a wealth of information in simple and clear language; and (5) a brief section on international travel. Experienced travelers or first-time travelers have found the information in the guide helpful in smoothing the way when booking a flight, getting to the airport, moving from check-in to boarding, or arriving at the destination airport. The Agency has measured whether or not the travel guide provided information that is easy to use. This user feedback will be the basis of the presentation to illustrate how travelers with disabilities can be empowered to manage their own travel experiences, avoid travel barriers and make choices that enhance their travel. Giving travelers with disabilities the information tools to identify their service needs helps transportation providers do the job and avoid consumer complaints. The presentation will provide information for travel guide development that can be used by the audience in their respective countries. Participants will receive copies of the travel guide as a practical illustration of how to empower travelers with disabilities to have an easier ride.

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