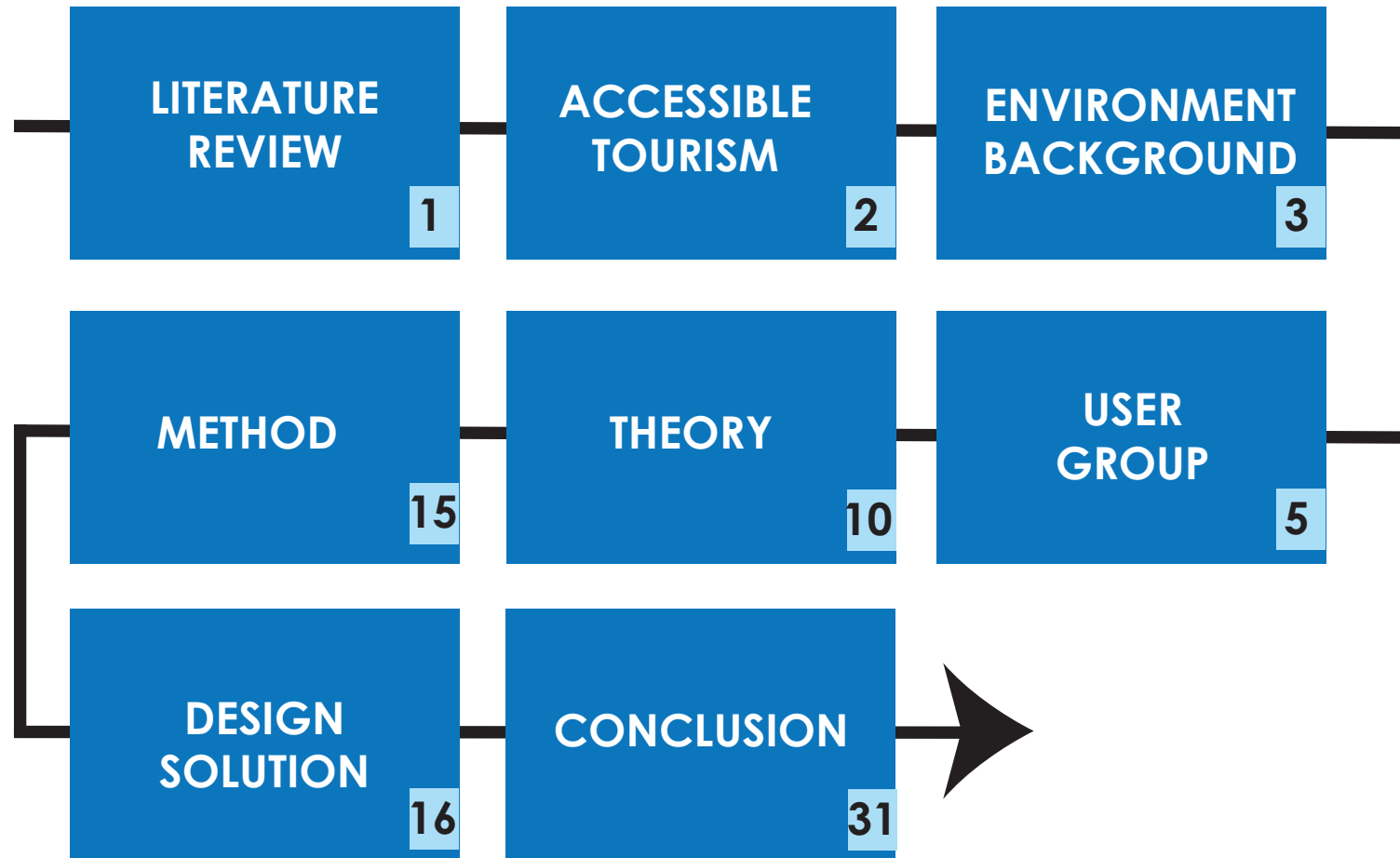# HOTEL ACCESSIBILITY FOR BOOMERS
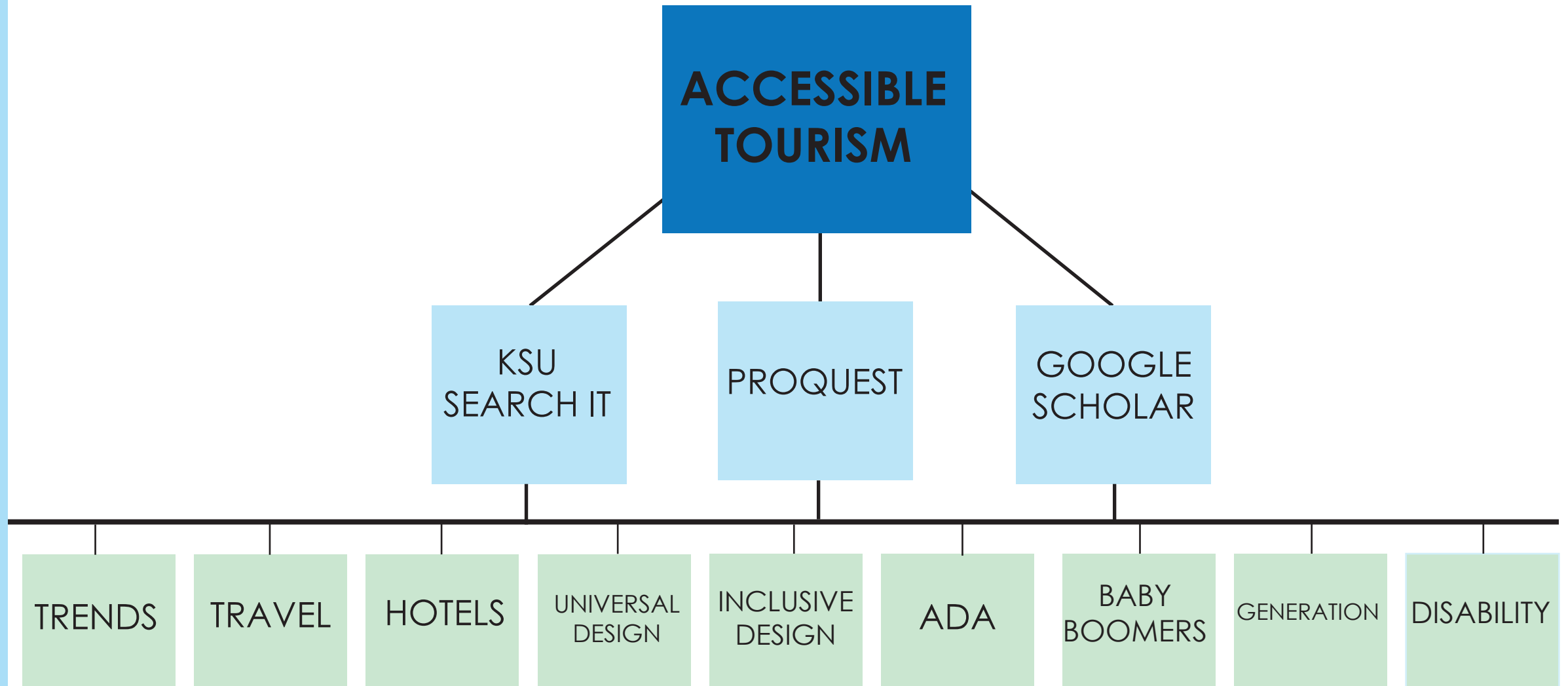

Kara Seiler | ID 651 | Kansas State University

OVERVIEW

LITERATURE REVIEW PROCESS

ACCESSIBLE TOURISM

KSU SEARCH IT

PROQUEST

GOOGLE SCHOLAR

TRENDS

TRAVEL

HOTELS

UNIVERSAL DESIGN

INCLUSIVE DESIGN

ADA

BABY BOOMERS

GENERATION

DISABILITY

1

ACCESSIBLE TOURISM

Accessible tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. It includes people in wheelchairs, walking canes or crutches, and disabled tourists with visual, hearing and mobility impairments.

TOURISM FOR ALL

ENVIRONMENT: HOTELS

LODGING INDUSTRY

HOTELS
MOTELS
RESORTS
BED & BREAKFAST
BOUTIQUE

FULL SERVICE
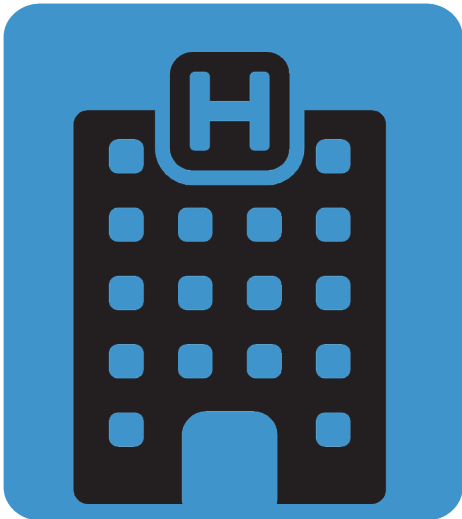
EXTENDED STAY

LIMITED SERVICE

ENVIRONMENT: HOTELS

Ancient Times

First "resorts start in Greece

1950's

Hotel Boom #2 is generated by expanded education and mass travel

5 Million Guest rooms

1980's

Hotel Boom #3 is generated by innovative marketing and the development of specialized hotel types

1990's

Hotel Boom #4 generated by advanced technology, imaginative design, and customization of hotels and leisure time amenities

54,000 Properties

USER GROUP: BABY BOOMERS

BABY BOOMER

1946 - 1964

Hard Working

Free Spirited

Independent

Loyal
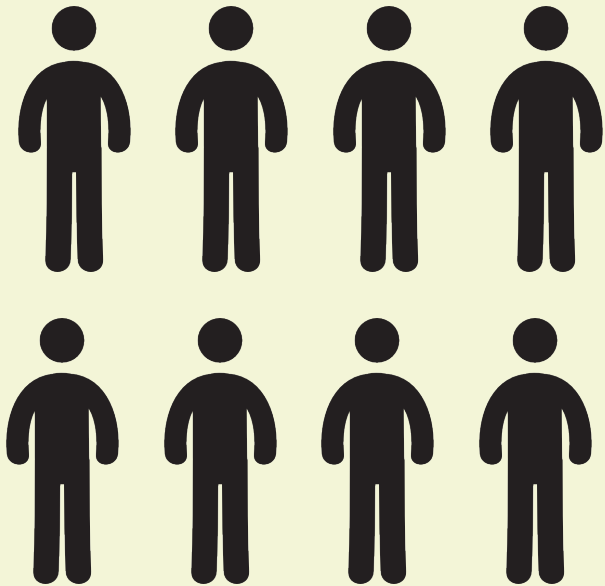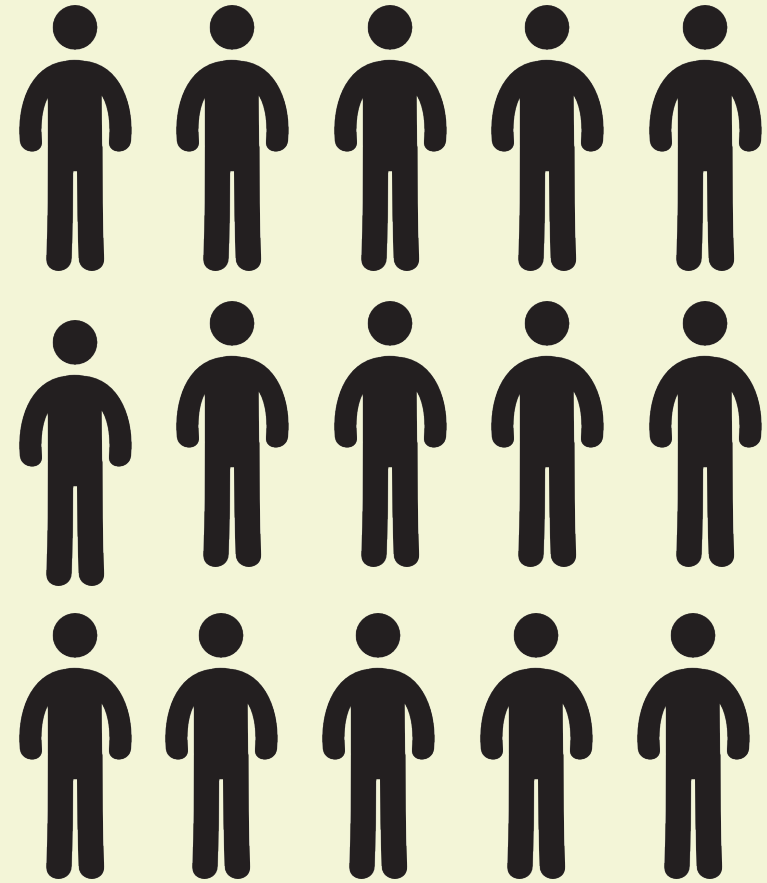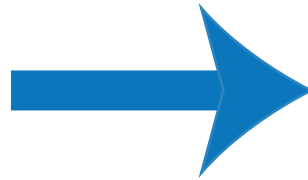
According to to AARP travel trends of 2018, Baby Boomers anticipate taking four to five leisure trips. They also estimated to spend $6,300 across all trips total.

57% Spend time with family & friends

49% Relax and rejuvenate

47% Get away from normal, everyday life

- With Baby Boomers aging more each day, there are physical impairments that can arise

- This graph indicated the percentage of County Population age 65 and older with a disability from 2008-2012

Percent

- 46.00 or more
- 37.00 to 45.99
- Less than 37.00
- Percentage does not meet statistical standards for reliability

U.S. percent: 38.67
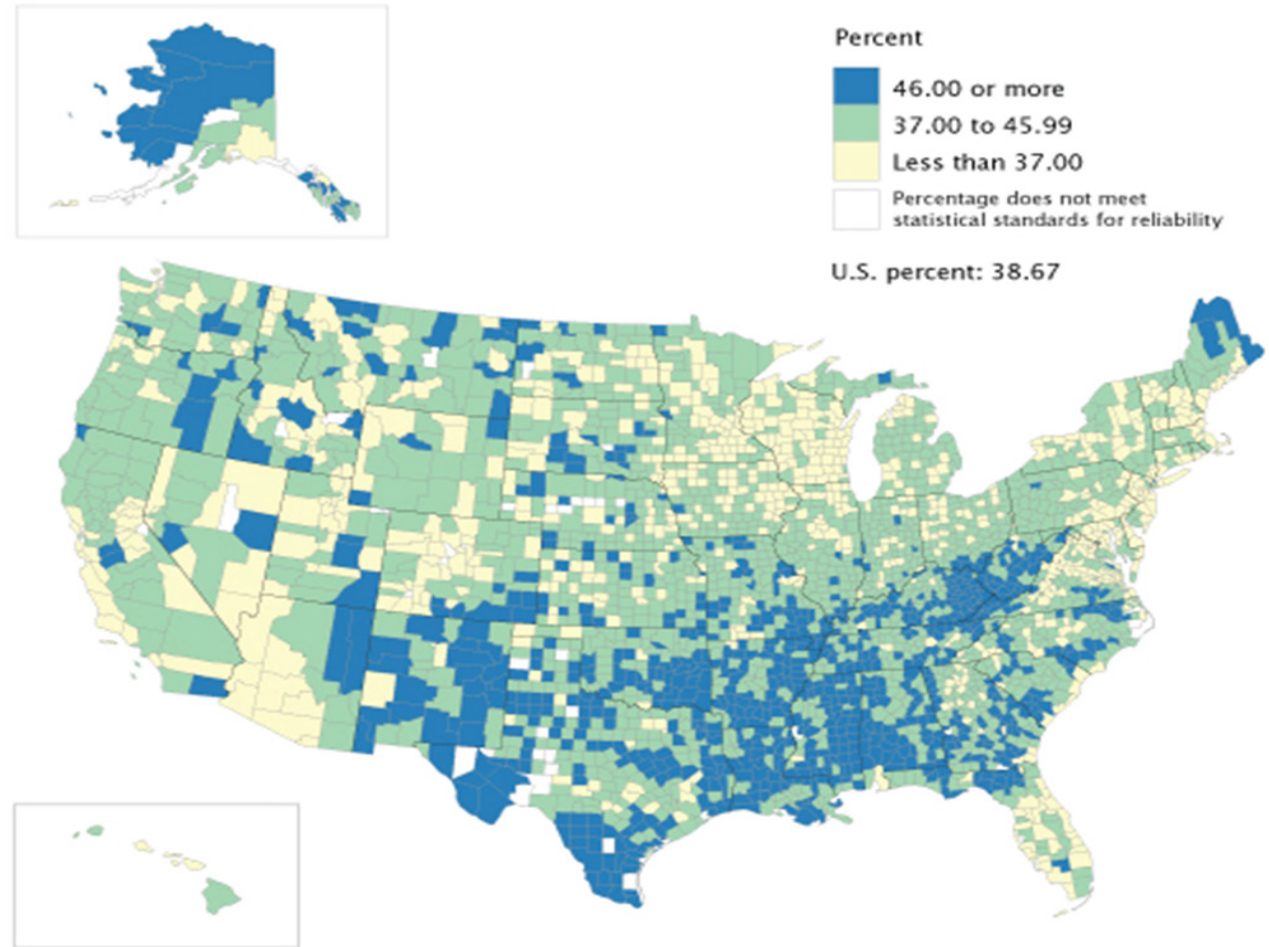
USER GROUP: BABY BOOMERS

| AUDITORY	HEARING	MOBILITY
75.7%	30.7%	72.7%

The percentage of disabilities for Baby Boomers 65 years and older in the U.S.

THEORY

Environmental Press Theory seeks to understand how a person "fits" into their environment.

The competence of an individual relies on their physical or mental health, intellectual capacity or ego strength.

The competency of an individual ranges from low to high. Poor physical health, age-related sensory losses, mental health problem and so on can result in lowered competency.

ENVIRONMENT

EQUILIBRIUM

PHYSICAL NEEDS
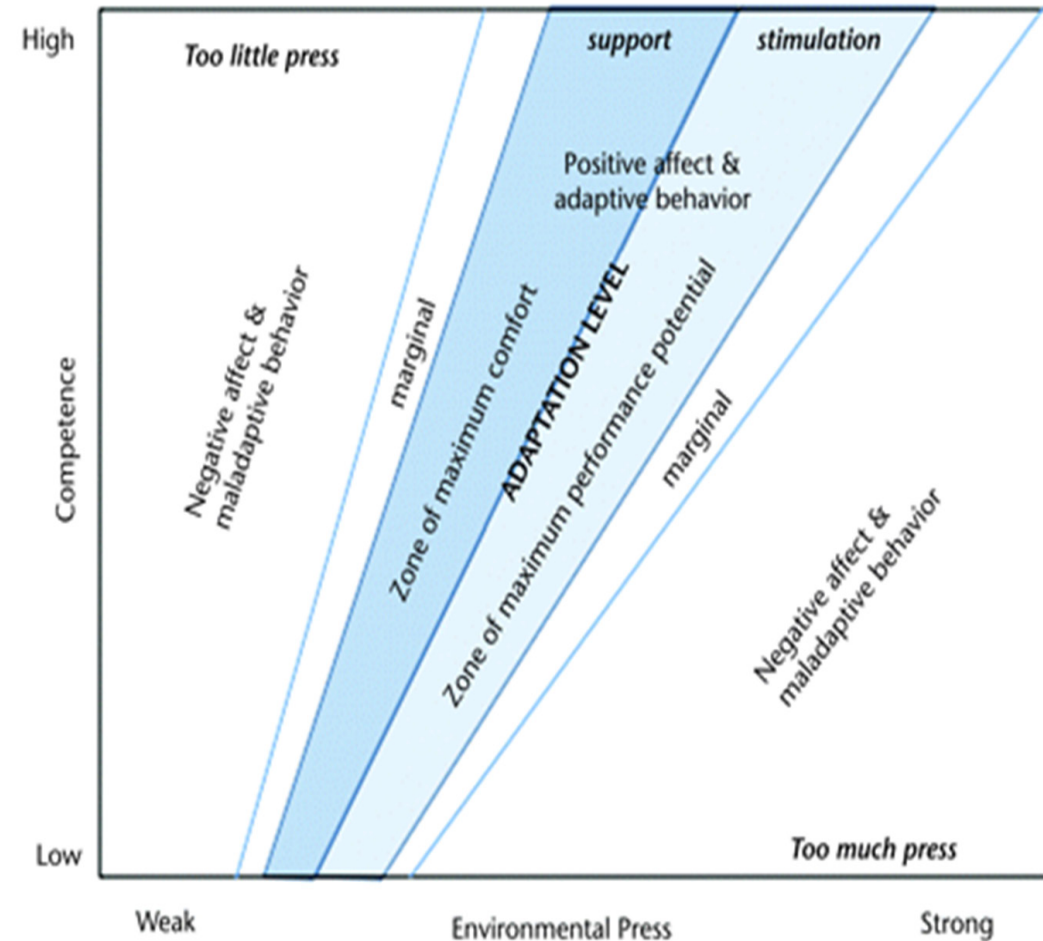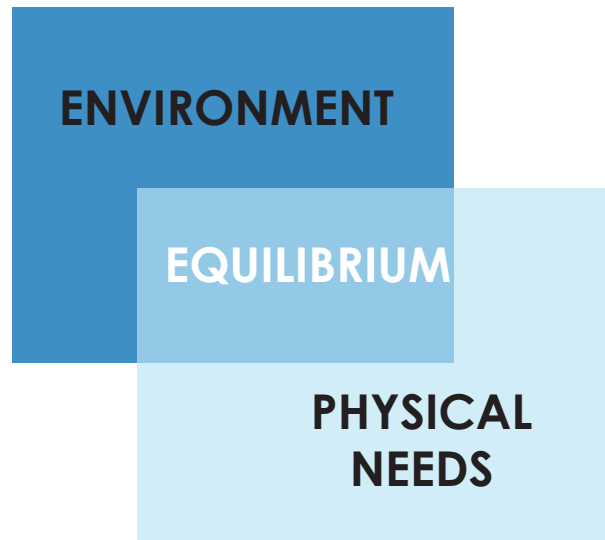
ENVIRONMENTAL STRESSORS

Visual Impairment	Hearing Impairment	Mobility Impairment
Lighting and color contrast	Difficulty having a conversation in public space	Clear pathways to reception desk
Furniture obstructing key traffic areas		Long corridors
Glare of materials	Need for tactile and visual warning systems	

AMERICANS WITH DISABILITIES ACT

ADA was established in 1990 as a federal law that prohibits discrimination against qualified individuals with disabilities and ensures access to the built environment for people with disabilities.

ACCESSIBLE TOURISM

"Tourism is a right of citizenship and the tourism industry needs to be inclusive of people with disabilities, and seniors, as part of the accessible tourism market."

Combing both ADA design standards and the Universal Design Principles can create a hotel environment that is not only accessible to the aging Baby Boomers but also benefits everyone else.

UNIVERSAL DESIGN PRINCIPLES

Principle 1: Equitable Use

Principle 2: Flexibility in Use

Principle 3: Simple and Intuitive

Principle 4: Perceptible Information

Principle 5: Tolerance for Error

Principle 6: Low Physical Effort

Principle 7: Size&Space for Approach

STATEMENT OF PROBLEM

What needs to be **improved** to create an **inclusive** hotel environment for the aging generations?"

AGING BABY BOOMER NEEDS **+** **ACCESSIBLE TOURISM** **=** **INCLUSIVE HOTEL ENVIRONMENT**

COLLECTING DATA

METHOD:

Survey of questions

USER GROUP:

Baby Boomer
65+ years old
Aging Impairment
Provide at checkout

GOAL:

Collect information from older Baby Boomers on their experience in a common hotel environment

Survey Questions:

How often do you travel?
What amenities do you prefer to have in a hotel when visiting?
Do you feel safe in the hotel environment?
Do you feel independent?
What might prevent you from not feeling safe or independent?
Do you have any personal problems with accessing the hotel environment due to poor lighting, acoustics, mobility issues, or trouble way finding?
Is the guest room completely accessible?
Are the bathrooms accessible?
Suggested improvements?

STUDIO 7 DESIGN SOLUTION

Goal: Way-finding
Objective: Create clear way-finding through use of materials, color and signage

Goal: Accessibility
Objective: Applying Universal Design Principles

Goal: Personalized Choice
Objective: Apply technology trends to create a more personalized hotel environment

Goal: Sustainability
Objective: Apply sustainable materials, flooring, lighting and ceiling systems

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PROGRAM

PROGRAM: Lobby

Clear access to hallways, stairs or elevators

Appropriate way finding through materials, color and signage

Increased lighting in main circulation pathways

Reception Desk and kiosks for checking in and out and allow for personalization

Furniture groups that are appropriate for older users

PROGRAM: Guest Room

Accessible entrance with helpful wayfinding

Lounging or reading zone

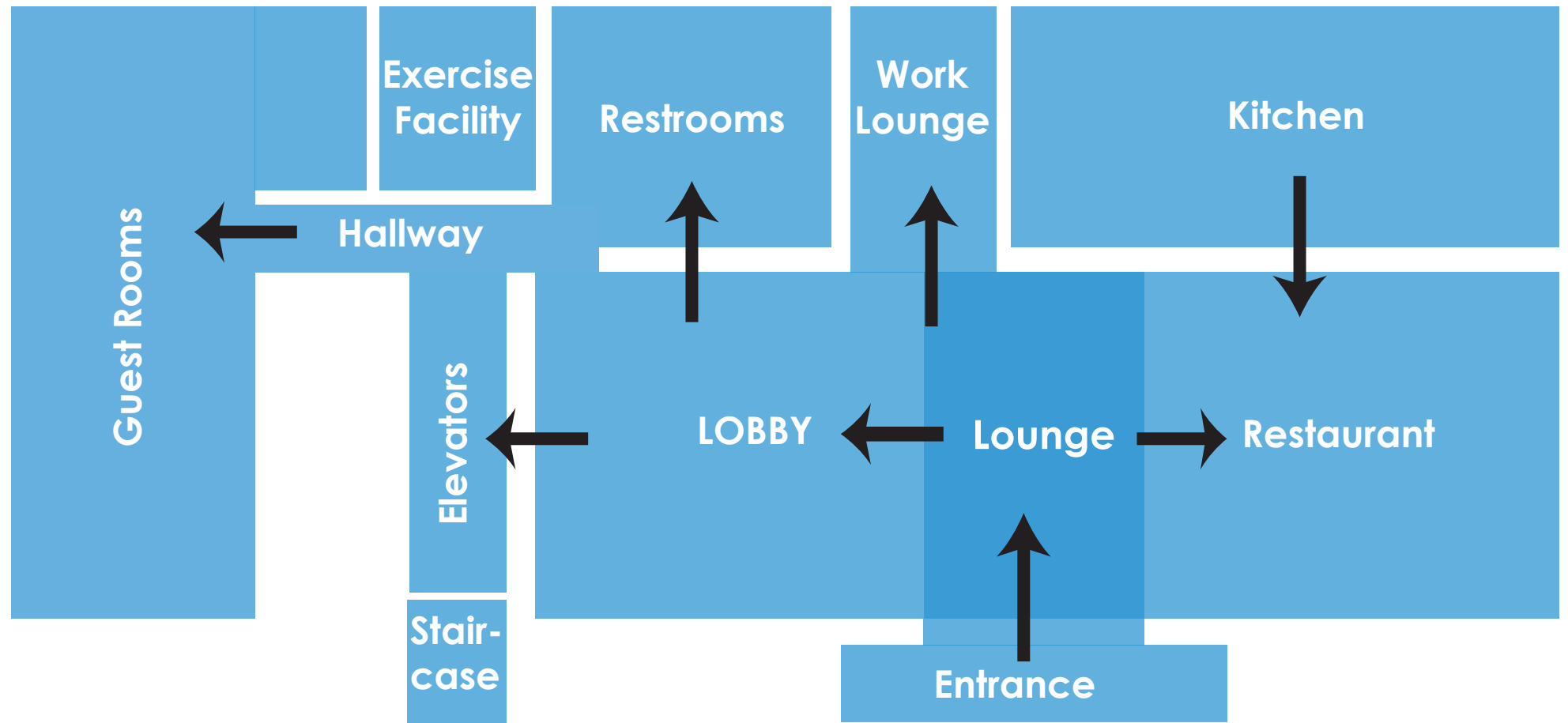Working or dining zone with appropriate furniture

Sleeping zone with access to both sides of the bed

Control screen for personalization of lighting and temperature

Bathroom zone with accessible entrance, sink, toilet, and shower

BLOCK DIAGRAM

Connections between other amenities in the hotel compared to the lobby location

AREAS OF FOCUS

1 ENTRANCE INTO HOTEL

2 FINDING WAY TO RECEPTION/KIOSKS

3 CHECKING IN/OUT

4 ELEVATOR ACCESS

5 FINDING GUEST ROOM

6 GUEST ROOM EXPERIENCE
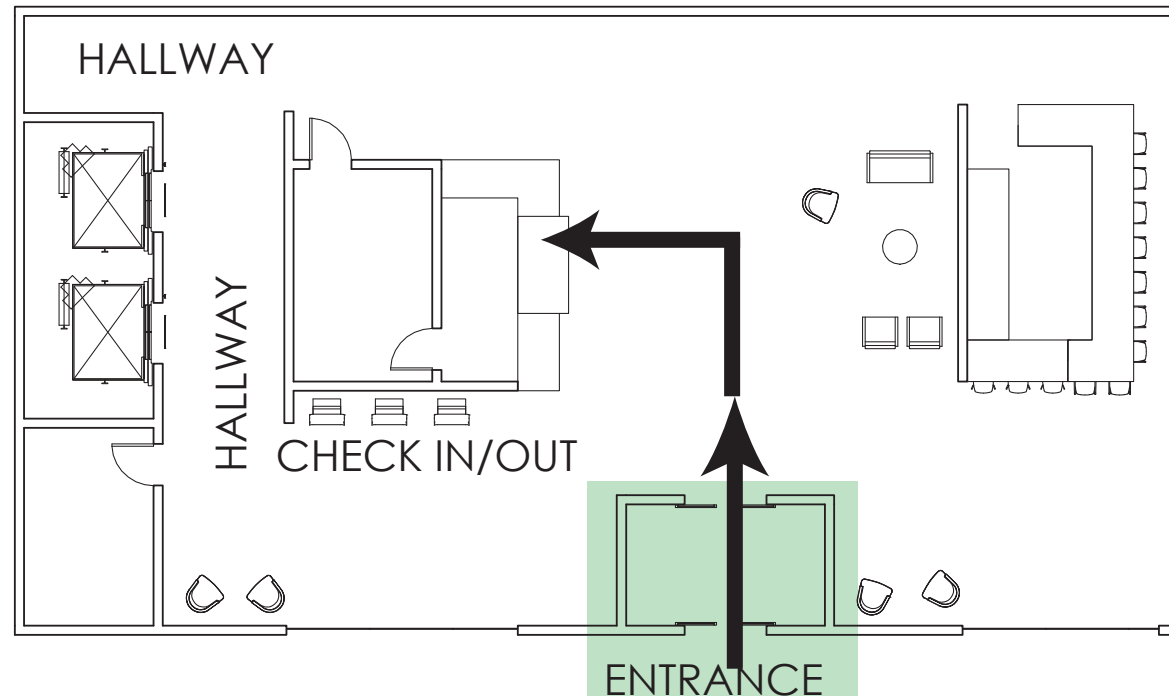
DESIGN SOLUTION

Baby Boomer Need: Accessible Entrances

Universal Design Principle: #1 Equitable Use

Application to Hotel: Even and smooth entrances with automatic sliding door and vestibule to control thermal comfort

MOBILITY

HALLWAY

HALLWAY

CHECK IN/OUT

ENTRANCE

Key Features:
Weather cover
Exterior Concrete material
Sufficient Lighting
Automatic sliding doors
Reception Desk/Kiosks
located near entrance

DESIGN SOLUTION

Baby Boomer Need: Effective Lighting
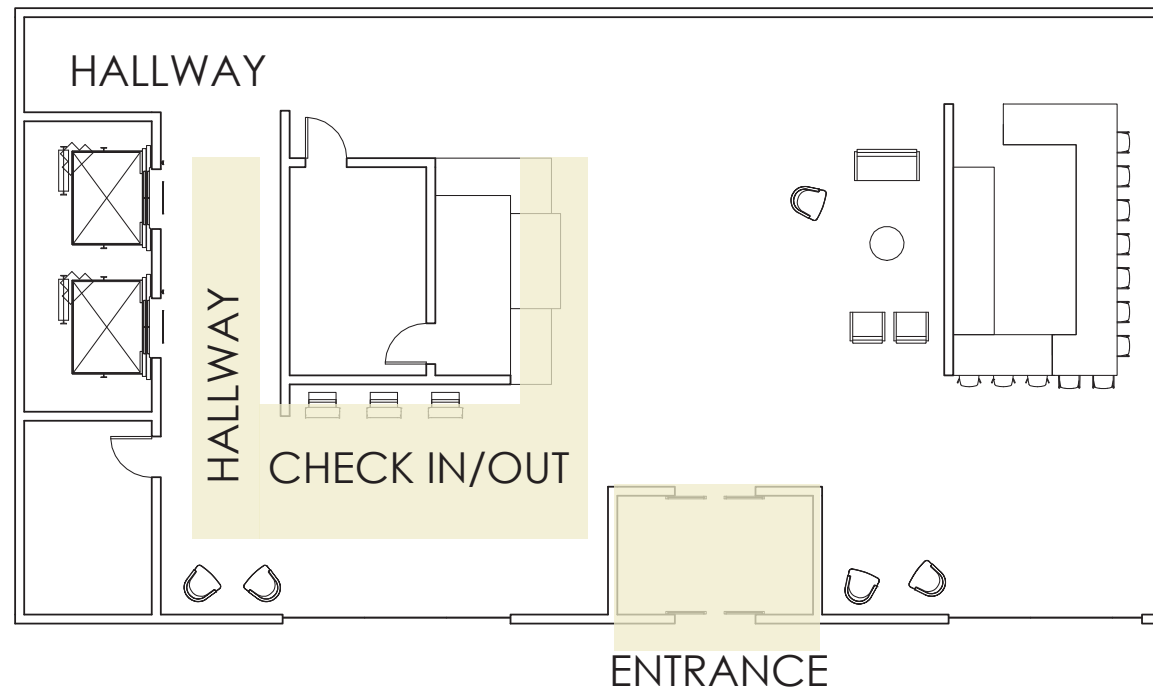
Universal Design Principle: #4 Perceptible Information

Application to Hotel: Bright direct lighting in areas of high circulation and at areas that require reading

VISION

MOBILITY

HALLWAY

HALLWAY

CHECK IN/OUT

ENTRANCE

Sourced from:
Philips Lighting

Name: CoreLine
SlimDownlight

Luminous flux : 1000 or 2000 lm
Light type: LED
Correlated Color Temperature:
3000 K (Warm white)
4000 K (Neutral white)

Application:

General lighting in corridors
Retail stores
Reception areas
Indoor circulation areas

DESIGN SOLUTION

Baby Boomer Need: Minimal Noise Level

Universal Design Principle: #6 Low Physical Effort

Application to Hotel: Use of acoustical materials

AUDITORY

Acoustical Materials

Acoustical performance - NRC (0.70), and CAC (up to 35)
Light reflectance = 0.90
Soil Resistance
Impact Resistance
Scratch Resistance
Washability

DESIGN SOLUTION

Baby Boomer Need: Check In/Check Out options

Universal Design Principle: #3 Simple and Intuitive
#6 Low Physical Effort

Application to Hotel: Use of kiosk at reception area creates personalization for guest

Design Features:

Kiosks are located directly next to reception desk and entrance into hotel

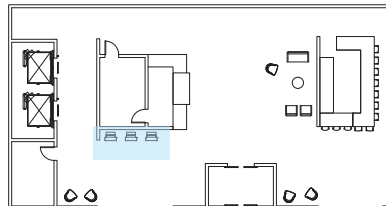Buttons are large and in a bright contrasting colors

VISION

AUDITORY

MOBILITY

Kiosk Screen Sample

DESIGN SOLUTION

Baby Boomer Need: Clear way finding

Universal Design Principle: #3 Simple and Intuitive
#4 Perceptible Information

Application to Hotel: The use of sign-age and materials to direct guests

Design Features:
Chairs located near the elevator for older adults who have trouble standing for long periods of time.
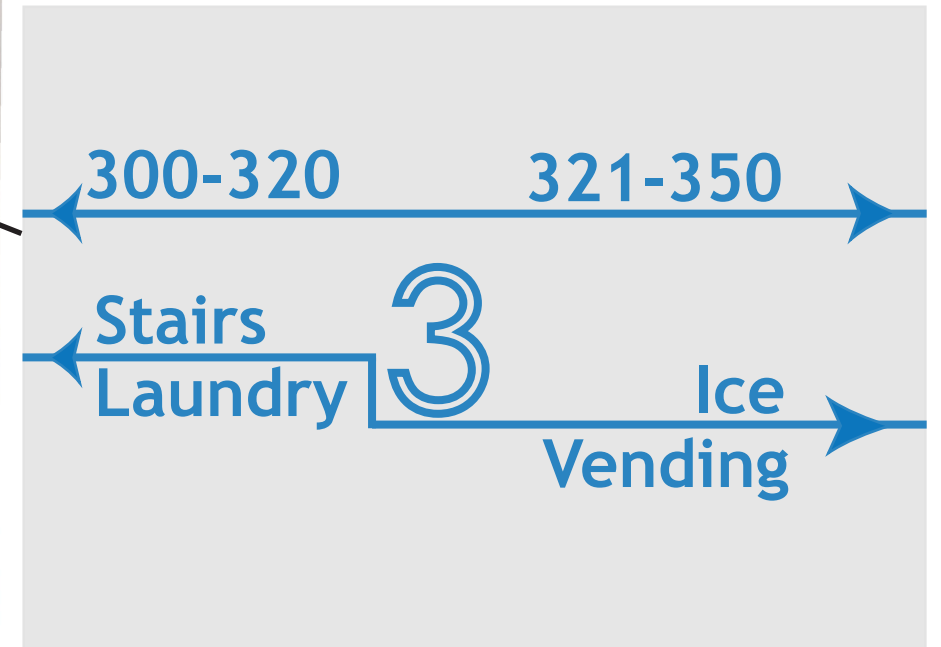
Hallway clearance= 60"

VISION

MOBILITY

300-320   321-350

Stairs
Laundry   3   Ice
Vending

24

DESIGN SOLUTION

Baby Boomer Need: Clear way finding

Universal Design Principle: #4 Perceptible Information
#7 Size and Space for Approach

Application to Hotel: The use of materials and color to direct guests

VISION

Design Features:

Guest Rooms are recessed

Bold colored carpet at entrance of room

Light fixture by door

Room number labeled in flooring

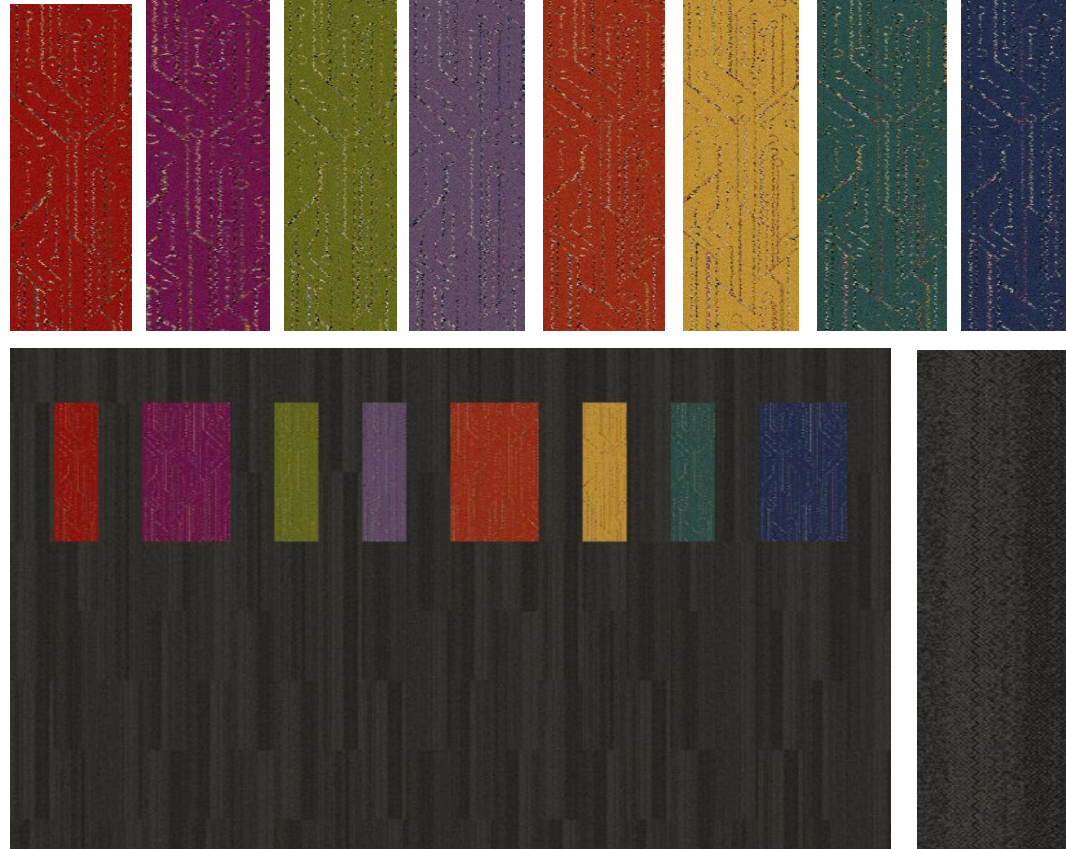All of these features create visual cues of the location of guest room

FURNITURE & MATERIALS

Flooring: Interface Carpet
Collection: Visual Code
        Ciruit Board

Design Features:

Bold bright colors contrast with dark base color

Hotel can modify color based on branding and color palette

Durable

Furniture: Steelcase

1) Joel Chair   2) Visalia Lounge Chair   3) Visalia Lounge Sofa

• Furniture legs do not protrude further than the seat to avoid tripping people with low vision
• Chairs do not lean forward or backward too far and have a sturdy back.

DESIGN SOLUTION

Baby Boomer Need: Guest Room Personalization

Universal Design Principle: #3 Simple and Intuitive
                                 #4 Perceptible Information

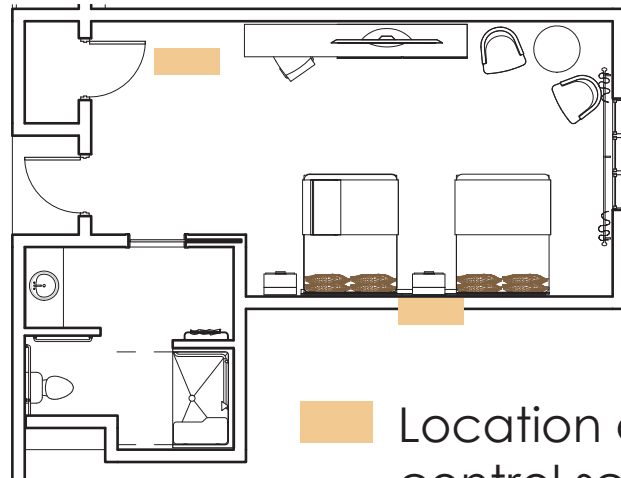**Application to Hotel:** Control System

VISION

AUDITORY

MOBILITY

Location of control screen

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ROOMFLEX SYSTEM

Phillips RoomFlex control System:

- Smart Guest detection "welcome lighting"

- Personalize lighting

- Set their preferred temperature

- Controls blinds/drapery

- Sensor-activated anti-stumble lighting safeguards at night

Touch screen with large buttons and icons help guests use the control system to their preference

TEXTILES

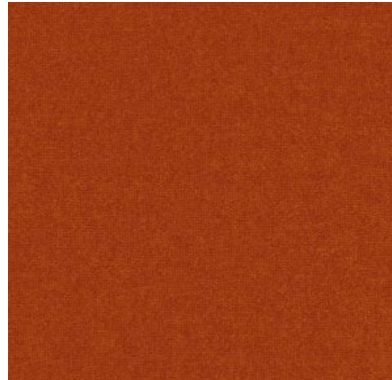**Furniture Upholstery:**
Sourced from: Knoll

Colors are bright and contrast with dark flooring

All textiles are plush and soft to the touch
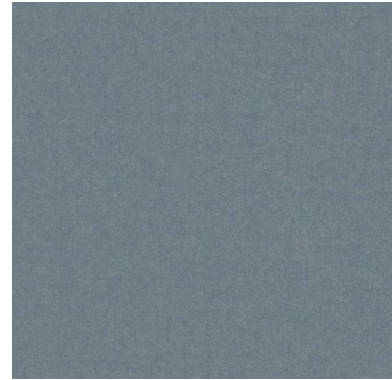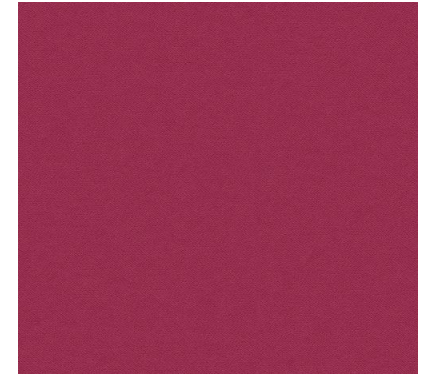
Help with sound absorption

Durable

Sustainable

Oh La La in Brandy

Oh La La in Riviera

Oh La La in Jam

Woodland in Alder

Woodland in Willow
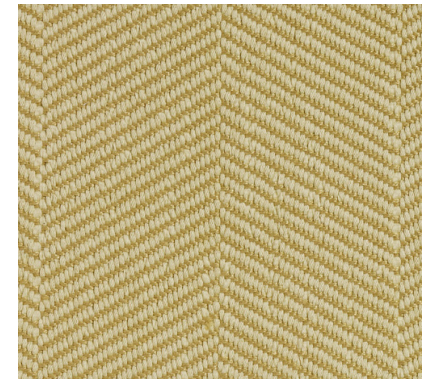
Hamphire in Dover

SUSTAINABILITY

Sustainability Features:

Interface Carpet: Durable and Recyclable carpet tile

Philips Lighting: RoomFlex control system: senors and smart controls will control when light comes on and in return reducing costs

Knoll Textiles: Textiles pass Greenguard certification

Armstrong Ceilings: Ceiling is part of the sustainable high performance ceiling systems.
The ceiling system contributes to Living Building Challenge and to WELL Building Standard.

CONCLUSION

The hotel industry will be around for many more generations to come and the needs for accessible design will continue to be an importance for an inclusive hotel environment.

Improvements for the hotel environment will need to be made to create an accessible hotel environment that creates a seamlessly functional and beautiful hotel for all aging users.

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    https://www.ahla.com/

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