

Accessibility on Today's Cruise Ships

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Situation/purpose: Cruise ship operators striving to accommodate all passengers traveling aboard their ships to ensure a safe and secure environment while choosing this form of vacationing.

Approach: I will describe the composition of the modern cruise industry and its efforts to welcome guests with special accessibility needs or other disabilities. The cruise industry is expected to carry nearly 22 million guests in 2014 worldwide, many of them with special needs.

Results: The cruise industry is continuously improving its ability to better serve this important segment of their guest community.