Removing the barriers
Michael Gwilliam looks at domestic and international travel for disabled people, with a particular focus on dementia sufferers

On 3 May 2013, 83-year-old dementia sufferer Victoria Kong walked past the assistance agent waiting to meet her at the airport in Washington DC from a flight from Barbados. CCTV footage shows that she gave no appearance of being disoriented or distressed. Mrs Kong walked past her daughter without seeing her and wandered out of the terminal. Sadly, her body was found the following Monday in woods about 200 metres from the airport perimeter. Relatives said she probably died from exposure.

There are 850,000 people currently living with dementia in the UK. This is projected to rise to nearly 1.2 million by 2025. Worldwide, the number of those affected is likely to reach 135 million by 2050.

Dementia is a global issue. Increases in life expectancy create an older population with greater health needs but high lifestyle expectations. People rightly expect to participate in leisure and tourism activities in later life but this can be constrained by the onset of dementia. Taking part in tourism activities can be fundamental to remaining active and help slow the progress of dementia. But what are the rights of customers and the responsibilities of companies catering to the needs of customers with a variety of disabilities?

Dementia is a disability, by law
Going on holiday should be relaxing and enjoyable. This is no different for people with dementia and their family. There are many benefits to a holiday, including giving the person with dementia and those close to them a break. However, travelling with dementia and other disabilities undoubtedly comes with its own challenges to which the industry sometimes struggles successfully to respond.

There are laws that protect the rights of disabled people in the UK. Under section 29 of the Equality Act 2010, UK businesses have to make ‘reasonable adjustments’ to make their services accessible to disabled people. Dementia is classed as a disability for this purpose, even though many people with dementia would not see themselves as ‘disabled’.

These laws require service providers in the UK (including holiday companies and hotels) to remove any barriers that prevent disabled people from accessing their services. This might refer to physical barriers – like entrance steps to buildings – but ensuring that a customer has access to services will range from providing wheelchair ramps to helping someone get off a train and waiting with them until their friends arrive. It is crucial that a disabled person is not treated less favourably. If a customer requests a hotel room with an accessible shower, they can’t be charged more for it.

These laws cover the UK and so services within this jurisdiction are clearly within its scope. But what about air transportation and services overseas?

Going further afield
The Civil Aviation (Access to Air Travel for Disabled Persons and Persons with Reduced Mobility) Regulations 2014 implement Regulation (EC) No 1107/2006 concerning the rights of disabled persons and persons with reduced mobility when travelling by air. These require service providers – including airports, airlines, tour operators and travel agents – to be trained in disability awareness and disability equality. To give disabled people the an experience of air travel which is comparable to those of other citizens, assistance to meet their particular needs must be provided at the airport and on the aircraft by employing the necessary staff and equipment, again without additional charge.

However, that is not the end of the story. Section 29 of the Equality Act has a greater reach than perhaps at first thought – and applies further afield than merely to the UK. In Campbell V Thomas Cook, the Court of Appeal decided that obligations to its customer extended to events in Tunisia where Mrs Campbell was denied reasonable access to her hotel swimming pool. The test was whether ‘the connection to Great Britain is sufficiently close that the duty to make reasonable adjustments is engaged’. In light of the fact that Thomas Cook had staff at the hotel able to discharge the duty (and the discrimination related to a failure to provide facilities offered to a person known to be disabled once it was realised the hotel could not offer them), the connection to Great Britain was sufficiently close and damages were awarded.

There are, of course, limitations too. In Stott V Thomas Cook, the Supreme Court was scathing in its view of Mr Stott’s treatment during his flight home from Zante but found that its hands were tied in being unable to award damages for hurt feelings, by the exclusive operation of the Montreal Convention. It is clear there are challenges ahead for the industry in responding to the needs of customers with dementia and other disabilities. The travel experience of a passenger with dementia can plunge into chaos as soon as they reach the airport without proper planning on both sides. Travel companies are increasingly aware of the needs of their passengers with disabilities. Indeed, there are a number of ABTA Members who offer specialist holidays in this field. The Alzheimer’s Society advises customers to talk to their holiday company in advance, to make a list of their requirements and to ask how they can help with each one.

The law governing their responsibilities will need to evolve and adapt. Holiday companies must take swift action to ensure they correctly capture all necessary information about their customers’ special needs from the stage of first booking and have procedures to transmit it down their supply chain to ensure that suitable assistance is delivered all along the line. Getting the communication process right will prove crucial to delivering customer service excellence in a financially sustainable manner – and to avoid claims.