

ABSTRACT

Visit North Carolina: Trail Accessibility

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This paper focuses on the perceived barriers to travel from marketing material for individuals with disabilities compared to those without disabilities and the direct impact on leisurely travel participation, particularly in outdoor spaces. Employing a cross-sectional study design encompassing both quantitative and qualitative data collection methods, this research investigates the experiences and transparency of trail accessibility in the state of North Carolina. Quantitative data were gathered through trail assessment accessibility checklists, while qualitative insights were obtained via in-depth interviews. The findings reveal an improved understanding of accessibility and the application of an accessibility checklist. Moreover, the study underscores the importance of transparency in accessibility information provided by destinations, emphasizing the need for improved communication and infrastructure to facilitate inclusive leisure travel experiences. The conclusion advocates for initiatives to enhance accessibility awareness in outdoor spaces, promoting equitable access to trails and greater participation in leisure travel among individuals with disabilities.

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