

Freddi T. Lane Empowerment Alliance Inc.

FY25 Strategic Plan

Strategies

- The organization will provide in-person and virtual education to travelers, travel companions, and business personnel to include basic lifesaving skills, accessible tourism, travel industry updates in relation to accessible tourism and other topics. This will help to ensure that people are equipped with the awareness to offer and promote inclusive travel for all.
- Develop, publish and distribute publications to serve as resources which include assessment reports and information for tourism destinations, properties and activities. This will help travelers with special needs to find and choose accessible travel destinations, properties, and activities.
- Provide access for local ground transportation services by funding the ground transportation needs of members with special needs and through partnership with shared ride services and transportation companies. This will help people with special needs get around specific destinations.

Goals

- To increase tourism for people with special needs.
- To improve the quality of tourism, experiences for people with special needs.
- To promote inclusive tourism practices.

Objectives

- To provide training for 100 people
- To publish 12 publications to include accessible tourism assessments
- To provide funding for ground transportation services for 12 people with special needs.

Action Plans

- Identify and partner with local organizations that serve people with disabilities.
- Develop and implement a marketing plan to promote the Freddi T. Lane Empowerment Alliance Inc.
- Obtain additional training material and supplies.
- Recruit trainers
- Create and distribute a training schedule.
- Conduct training sessions for travelers, travel companions, and travel industry professionals.
- Partner with ground transportation providers to offer discounted or free rides to people with disabilities.

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