

First-of-Its-Kind Accessibility Lab Brings Assistive Tech to the Hospitality Industry

New initiative helps startups to test real-world assistive technologies in hospitality, improving accessibility for travelers with disabilities.

WHITE SULFUR SPRINGS, WV, UNITED STATES, February 27, 2025 /EINPresswire.com/ -- The Accessibility Lab ("The Lab"), the first real-world testing ground for assistive technology in hospitality, is launching to ensure accessibility solutions are not just designed but proven. A partnership between [The Schoolhouse Hotel](#), [TravelAbility](#), and Samaritan Partners, The Lab will help startups refine innovations in a fully operational hotel, setting a new standard for inclusive travel.

A Living Lab for Inclusive Innovation

The Schoolhouse Hotel, the world's first fully accessible boutique hotel, and a member of the Wyndham Hotels' Trademark portfolio, serves as the physical testing ground for The Accessibility Lab. Located in White Sulphur Springs, WV, this repurposed 1912 high school is designed for full accessibility, featuring 30 adaptive guest rooms and inclusive event spaces that foster hospitality innovation. With an upcoming 85-room expansion, spa, micro-distillery, and retail space, The Lab will offer even more real-world testing opportunities.

Startups developing assistive technologies, from voice-activated room controls to smart navigation aids, can refine their innovations in a fully operational hospitality setting. This hands-on approach ensures real travelers validate each solution, making accessibility advancements practical, user-driven, and ready for the market.

A Transformative Collaboration

Despite increasing awareness, most accessibility innovations in hospitality are rarely tested in real-world environments before reaching travelers. The Accessibility Lab changes that. By uniting industry leaders committed to inclusive innovation, The Lab ensures assistive technologies are not just developed—but refined through practical application.

TravelAbility, a leader in accessible tourism, connects The Lab to real traveler needs via its extensive network within the hospitality sector. Through its annual [InnovateAble](#) event, which features 40+ accessibility-focused startups, TravelAbility also supplies a pipeline of cutting-edge ideas ready for testing and implementation.

Samaritan Partners, a social impact venture fund, supports early-stage companies serving the

disability community. With a portfolio partially focused on assistive travel technologies, it provides mentorship, industry and operational networking, and investment support to startups shaping the future of accessible hospitality.

Driving Real-World Impact

The Accessibility Lab moves accessibility from theory to practice, providing real-world testing that ensures innovations are practical, scalable, and widely adopted. By integrating assistive technologies into a fully operational hospitality environment, The Lab delivers immediate benefits to entrepreneurs, hospitality leaders, and impact investors.

For Entrepreneurs & Startups:

- Real-time testing in a living lab with direct traveler feedback.
- Mentorship from experts in hospitality, accessibility, and inclusive design.
- Market validation through case studies and performance data.
- Industry visibility and potential partnerships with major hospitality brands.

For Hospitality Leaders:

- Early access to breakthrough accessibility innovations.
- Direct input in shaping assistive technology solutions.
- Readiness for the growing market of aging travelers and guests with disabilities.
- Increased guest loyalty through enhanced accessibility features.

For Impact Investors:

- Exclusive access to market-validated, de-risked investment opportunities.
- Engagement with accessibility-focused startups and industry leaders.
- A chance to drive measurable change in the disability and travel sectors.

“At The Schoolhouse Hotel, accessibility isn’t an afterthought—it’s at the heart of everything we do,” said Ron Kuzon, owner at The Schoolhouse Hotel. “By serving as the living lab for this initiative, we’re providing startups with an authentic hospitality environment to refine their innovations, ensuring that future travelers with disabilities experience true inclusivity and comfort. This initiative ensures that travelers with disabilities are part of the innovation process, shaping solutions that truly meet their needs.”

How to Apply

Startups developing accessibility solutions for hospitality can apply now at The Accessibility Lab. Be sure to review the eligibility criteria before submitting your application.

Join the Movement

The Accessibility Lab is transforming inclusive hospitality by giving startups a real-world testing ground for assistive technologies. This ensures innovations directly enhance guest experiences and industry standards.

By bringing together innovators, industry leaders, and investors, The Lab is driving measurable change in how the hospitality sector serves travelers with disabilities.

Learn more and get involved at The Accessibility Lab.

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