

Presse-Information

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Neha Arora receives the »TO DO Award Human Rights in Tourism«

»Planet Abled« from India/Austria sets new standards for accessible travel and creates inclusive travel experiences | Neha Arora is committed worldwide to equal access to tourism

Seefeld, 04/02/2025 – This year, entrepreneur and founder Neha Arora will be honored with the »TO DO Award Human Rights in Tourism«. With her company Planet Abled, founded in 2016 (more information available at www.planetabled.com), she has developed an innovative model for inclusive travel that enables people with disabilities and older travelers to access personalized and safe travel experiences.

Commitment to genuine inclusion

Planet Abled is more than just a tour operator – the company sees itself as a pioneer for a tourism industry that is open to everyone. Neha Arora's drive stems from her personal experiences: growing up with a blind father and a mother who uses a wheelchair, she witnessed firsthand the challenges faced by people with disabilities when traveling. These formative experiences inspired her to create a world in which everyone can travel without limitations. Her goal is to break down barriers and provide travelers with a sense of freedom and independence.

Planet Abled pursues a diverse strategy to establish accessibility as a core principle in tourism. The company works closely with travel providers and destinations to make existing touristic products more inclusive through targeted consulting. It also offers practical formats such as the »travel buddy« program, where able-bodied travelers accompany travelers with disabilities. This program fosters intercultural exchange, raises awareness of different needs, and helps overcome apprehensions.

In addition, Planet Abled supports tourism providers with training sessions and workshops to successfully implement

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inclusive travel offerings. In this way, the company makes a significant contribution to a tourism landscape that not only embraces diversity but also bridges the gap between the expectations of travelers with disabilities and the tourism services that often fail to meet their needs.

Neha Arora shares her vision of a world where travel is considered a basic human right at international conferences as a sought-after speaker. Her inspiring commitment motivates people around the globe to break down barriers and embrace inclusion.

Awarding of the »TO DO Award Human Rights in Tourism«

The jury of the »TO DO Award Human Rights in Tourism« explains its decision as follows:

“Neha Arora has created a platform with Planet Abled that not only raises awareness for accessibility but also offers practical solutions to the challenges faced by travelers with disabilities and older people worldwide. Her tireless commitment to inclusion, equal opportunities, and human dignity sets industry benchmarks. Through her efforts for a fairer world, where no one is excluded, she makes a valuable contribution to a society in which an open travel culture is taken for granted”.

Claudia Mitteneder, Managing Director of the Studienkreis für Tourismus und Entwicklung, emphasizes: “Our goal with the »TO DO Award Human Rights in Tourism« is to honor initiatives and individuals who uniquely combine tourism value creation with human rights principles. Neha Arora represents an innovative and bold approach that makes travel accessible to all – and her work impressively demonstrates that real progress in tourism can only be achieved through inclusion and respectful dialogue”.

The »TO DO Award Human Rights in Tourism« is presented annually by the Studienkreis für Tourismus und Entwicklung in collaboration with the Roundtable Human Rights in Tourism. Direct applications for the award, which is endowed with 5,000 Swiss Francs, are not possible. Instead, an independent panel of experts selects potential awardees and assesses their commitment.

The ceremony for the »TO DO Award Human Rights in Tourism« will take place on March 5, 2025, starting at 6:00 PM on the eTravel stage in Hall 6.1 at ITB Berlin, followed by a networking session. In addition to this award, the winner of the »TO DO Award« contest will also be honored.

The Institute for Tourism and Development at ITB 2024: Hall 4.1, stand 201

We would like to thank all our supporters and sponsors for their valuable contributions.

Studienkreis für Tourismus und Entwicklung (Institute for Tourism and Development) focuses on development related information and education in tourism. In this context it brings out publications, organises international contests, offers training and seminars for people employed in the tourism sector, carries out tourism research and consultancy, and is involved in dialogue on issues related to tourism development.

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