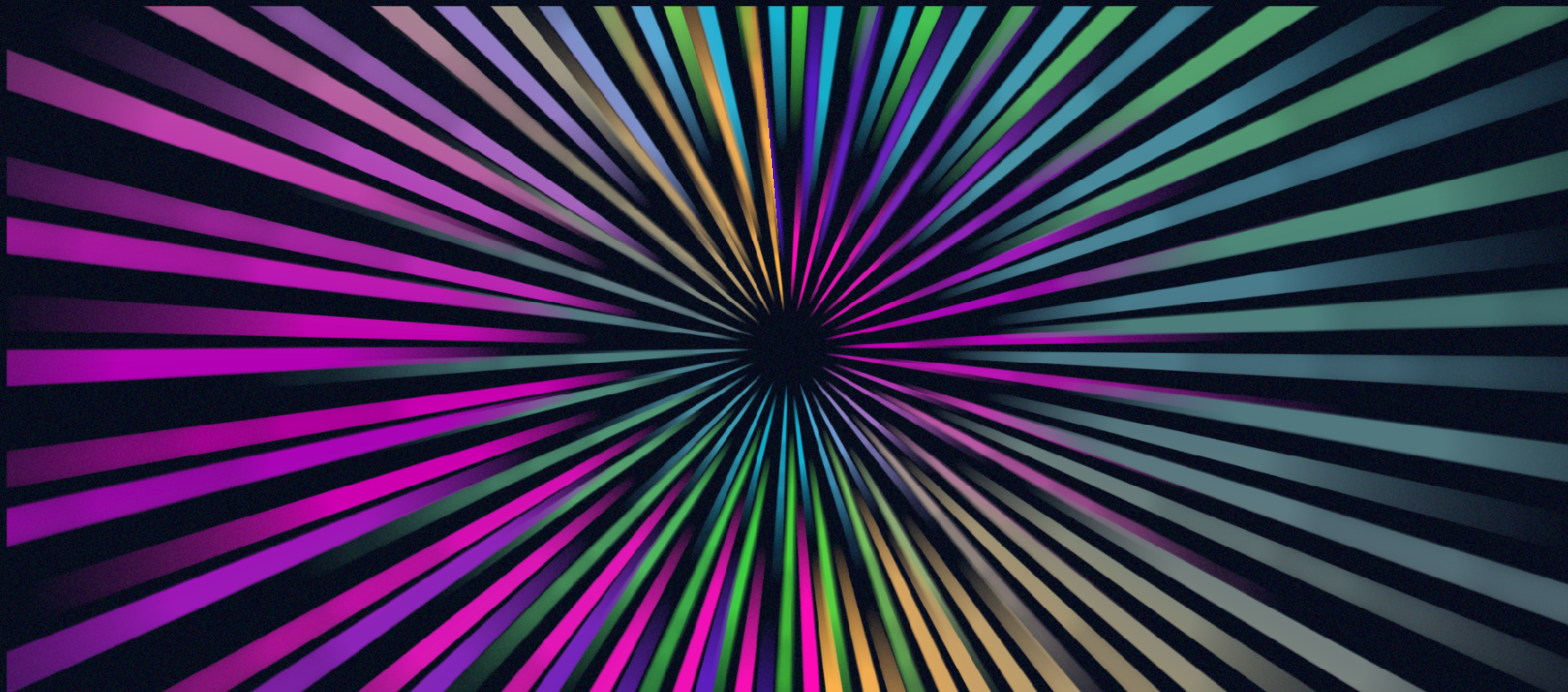


YOUNG LOTUS

ADFEST 2025



KEVIN LEOSUJANTO

REYHANA FEBRIOLA





Traveling isn't just about the money.

For travelers with disabilities,

**accessibility is the  
real currency.**

In APAC, limited **accessible accommodations** make travel even more challenging for individuals with disabilities.

So, how can **Mastercard** unlock the world for travelers with disabilities?





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**16% of the population lives with disabilities\*, many of whom have adapted their homes to suit their needs over time**

So why not share those space, turning accessible homes into welcoming stays for others?

\*) World Health Organization. (2023, March 7). Disability. World Health Organization. <https://www.who.int/news-room/fact-sheets/detail/disability-and-health#:~:text=Key%20facts,1%20in%206%20of%20us>.





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**Empowering** travelers with disabilities by connecting them with local hosts in their disabilities-adapted homes.  
**Creating priceless, truly accessible stays.**



# ENABLING THE HOSTS



## Identifying Potential Accessible Homes

Using Mastercard's data insights to find transaction patterns related to disability-related purchases





# ENABLING THE HOSTS



## Equipping Inclusive Hosting

Inviting and equipping hosts with disabilities to set up their listings on **Priceless website**, with seamless **Mastercard payment integration**



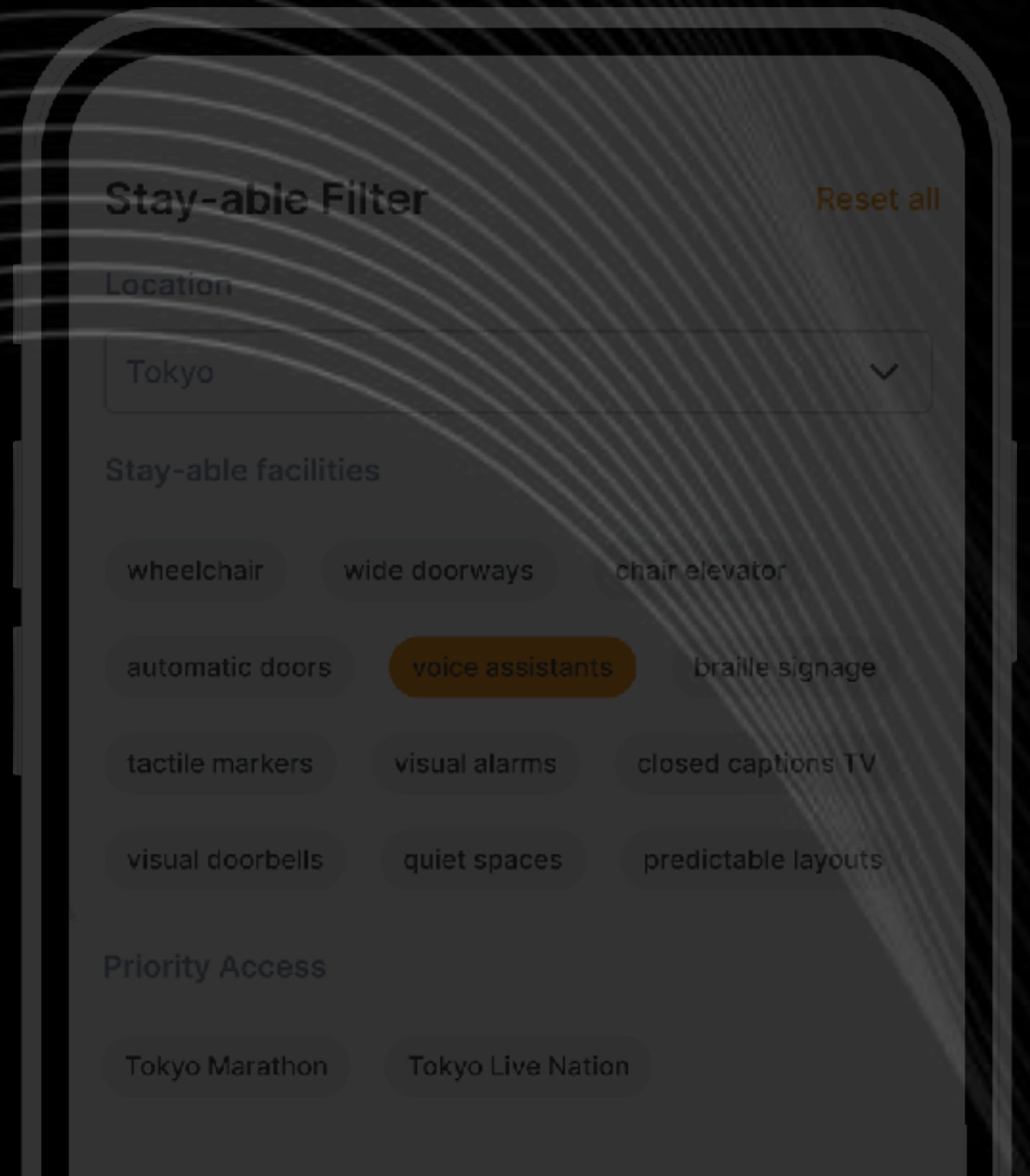
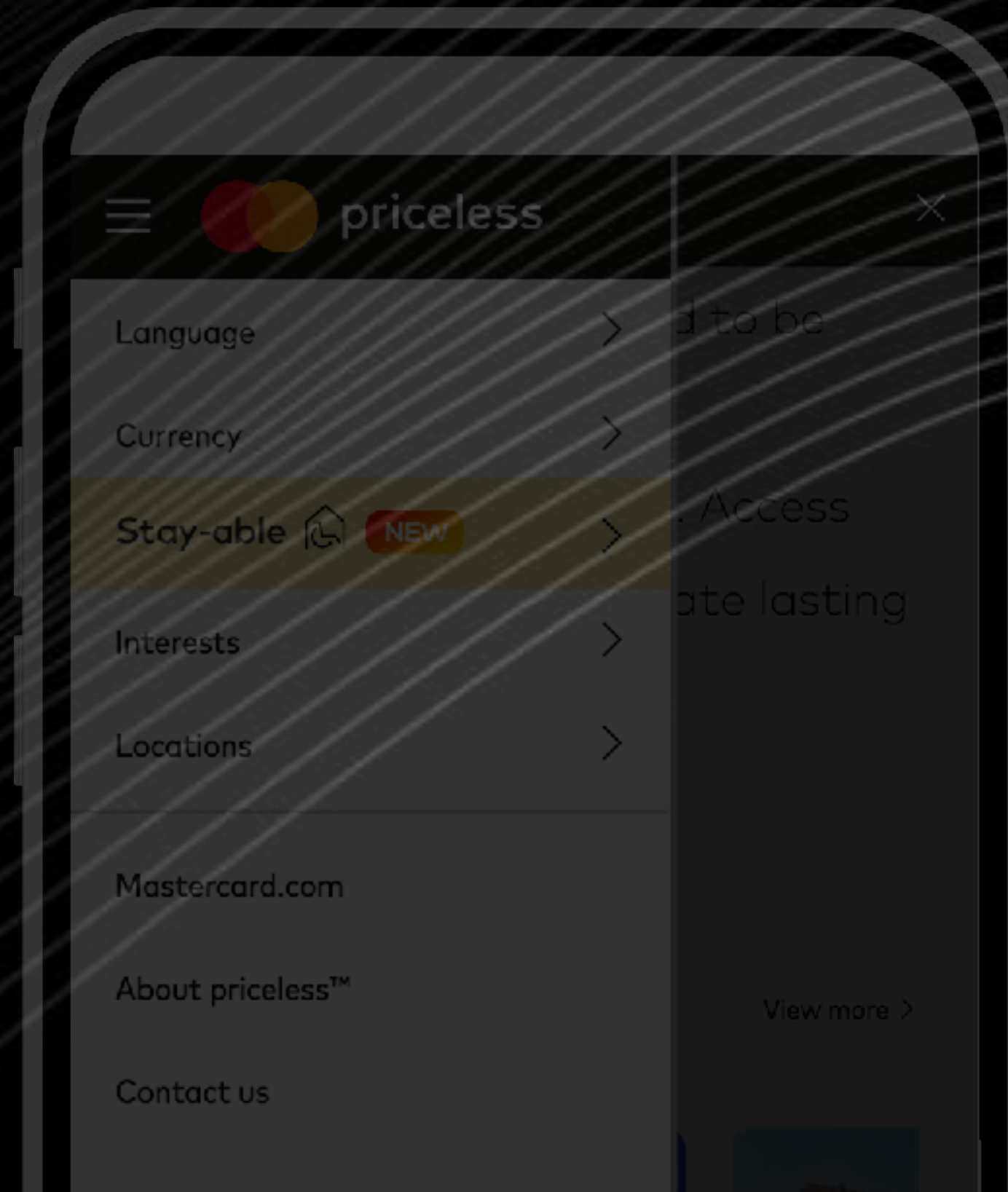
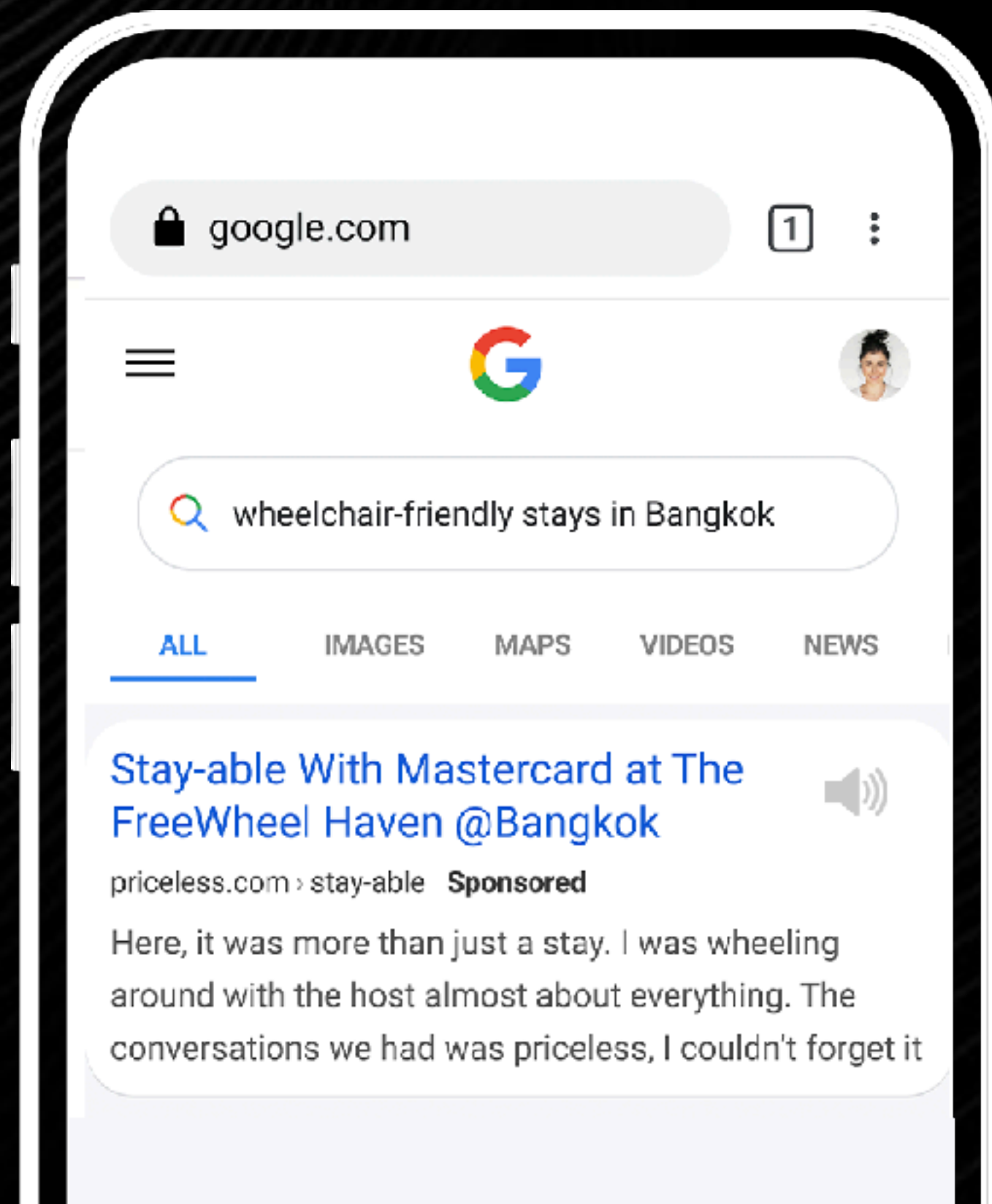


# ENABLING THE GUESTS



## SEO Stay-able Action

Mastercard tops search results for disability-friendly travel and accommodations keywords across APAC



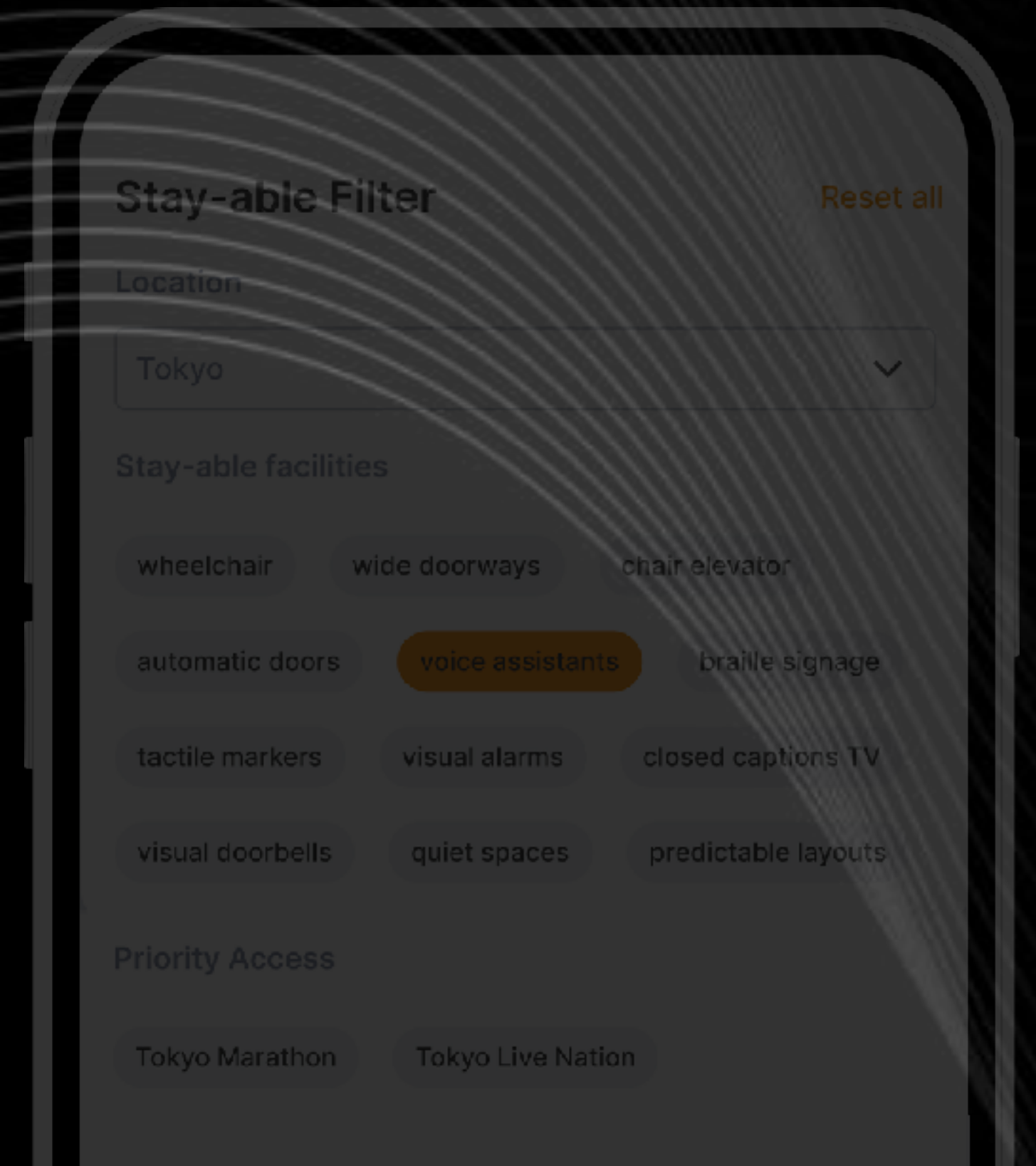
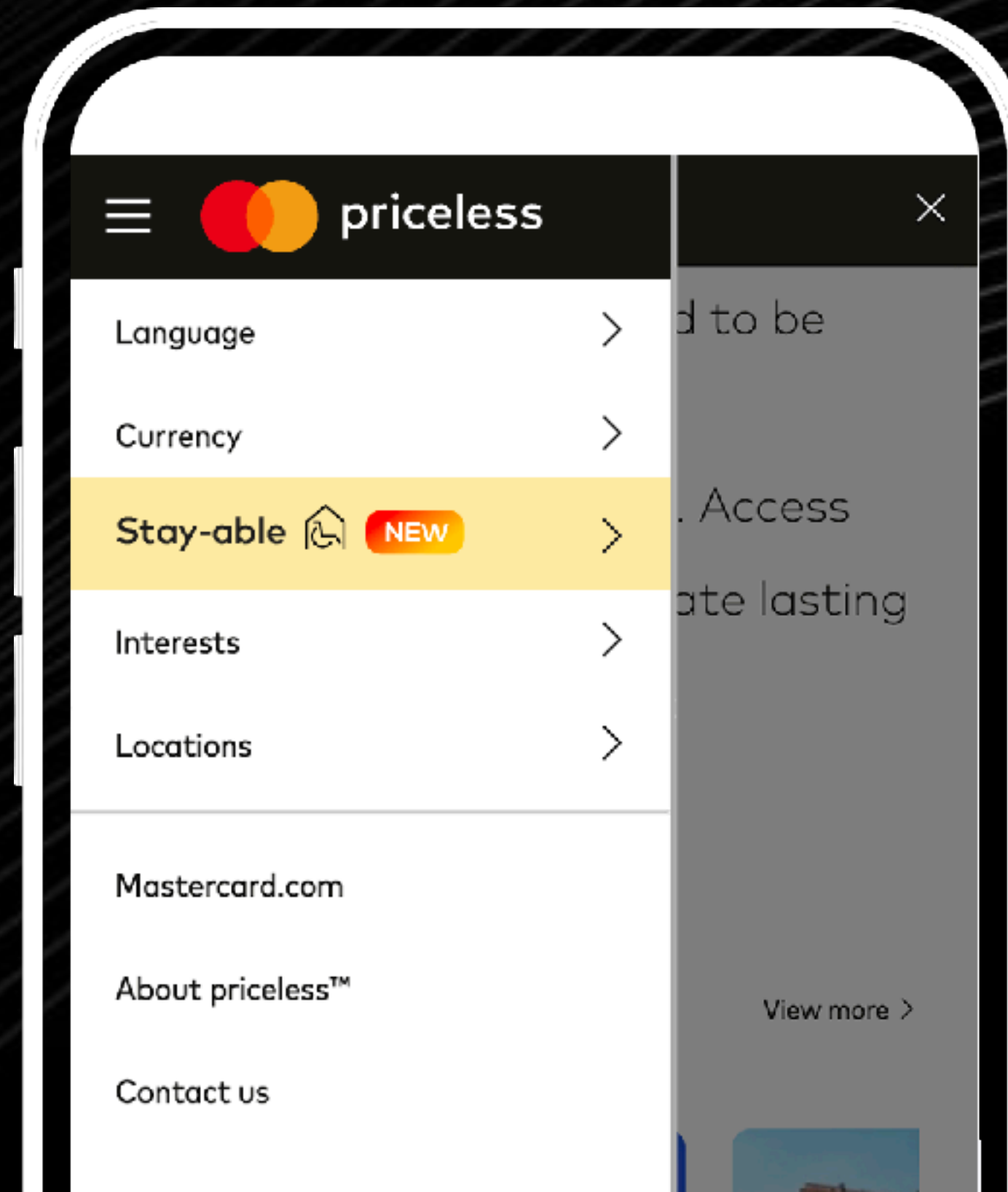
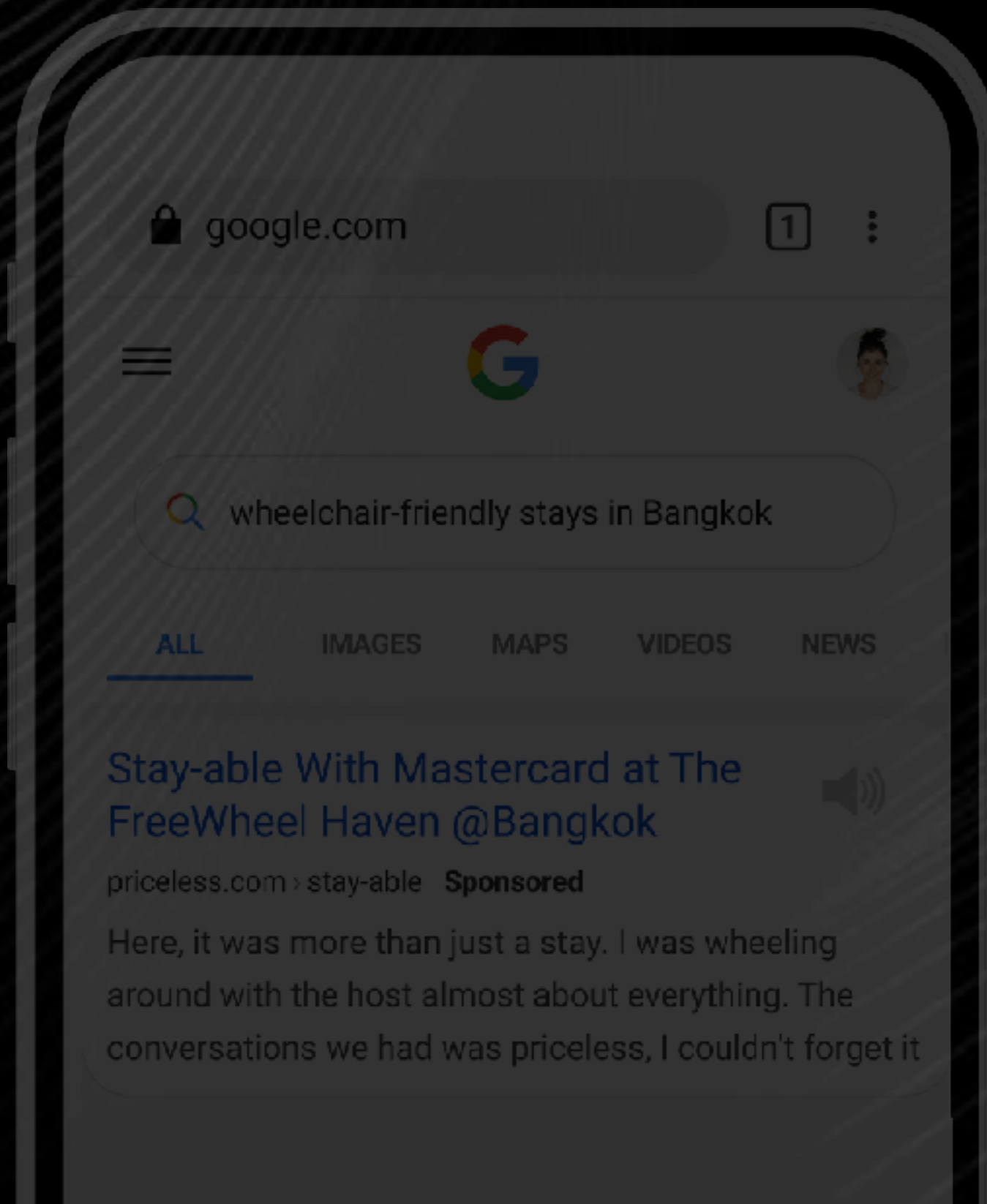


# ENABLING THE GUESTS



## Stay-able Tab

Featured tab on Priceless website showcasing accommodations from our hosts with their adapted homes



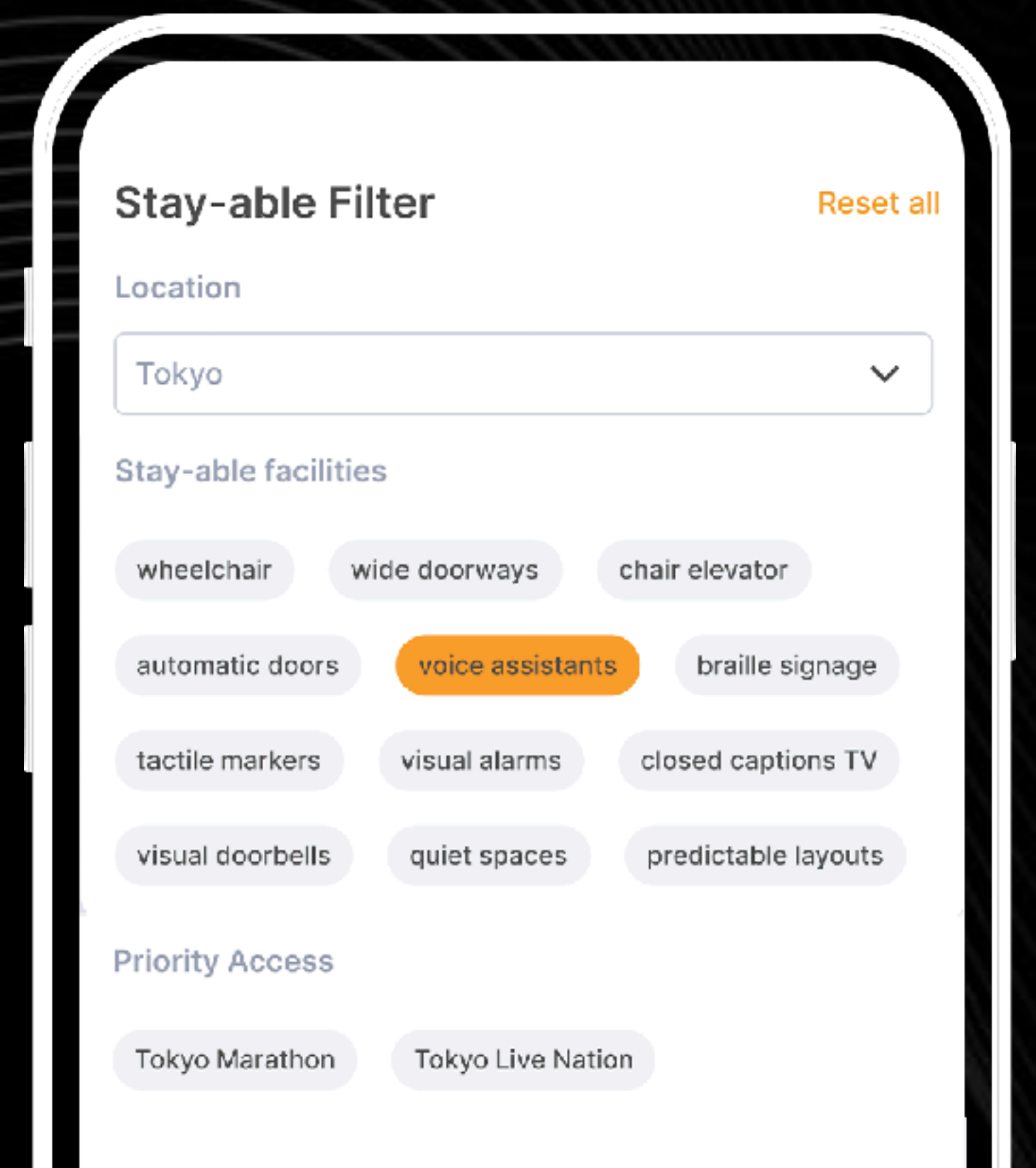
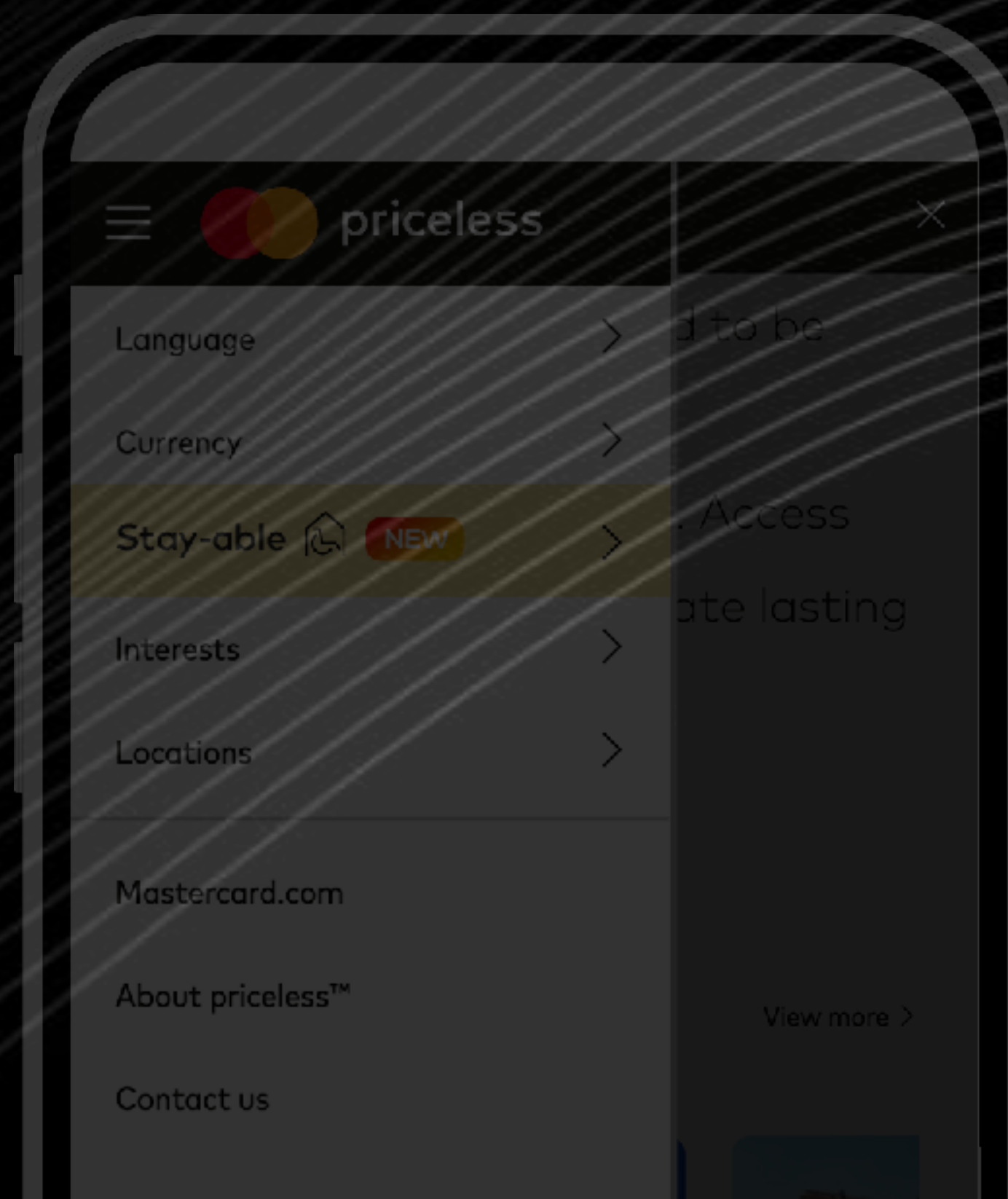
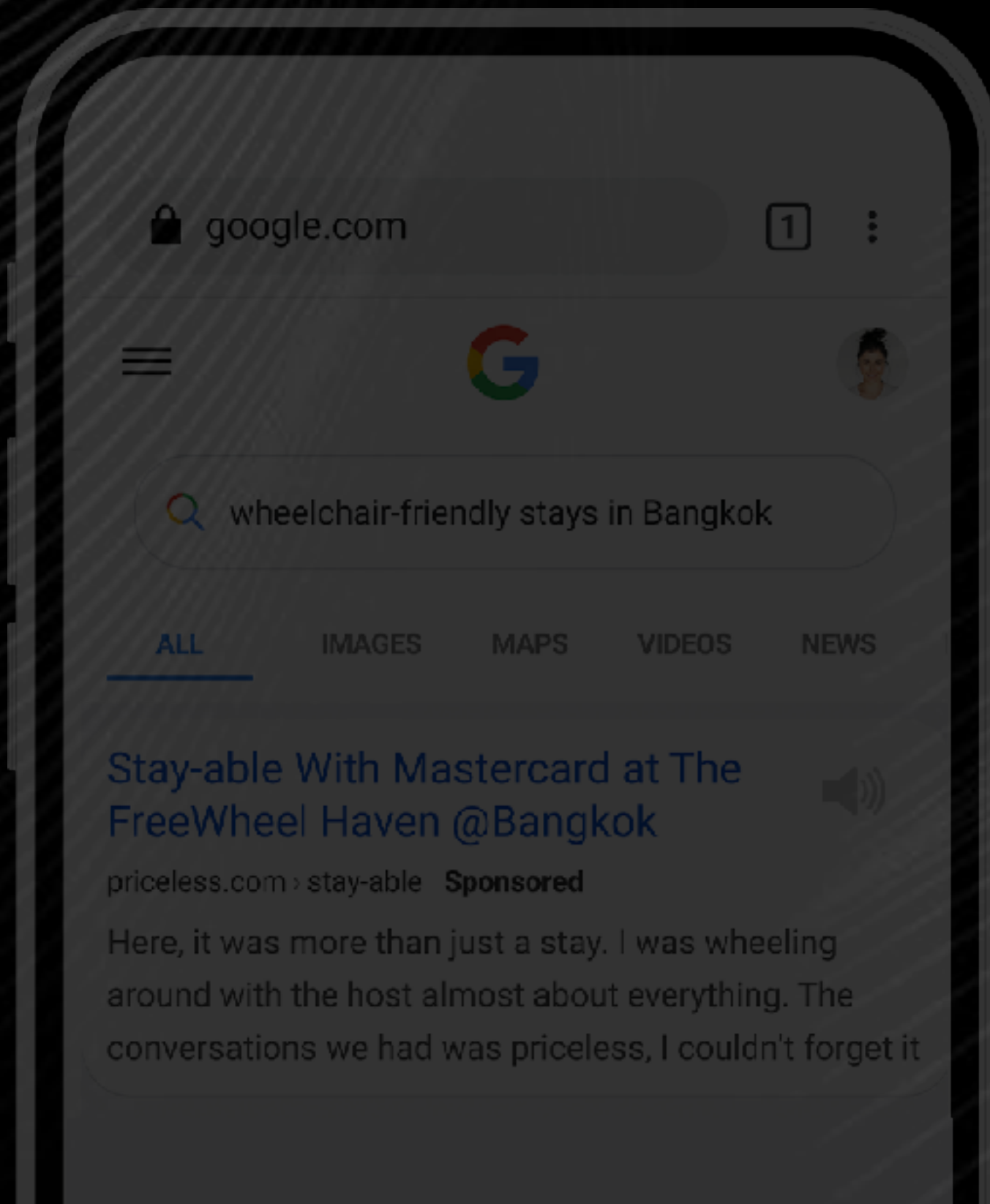


# ENABLING THE GUESTS



## Stay-able Filter

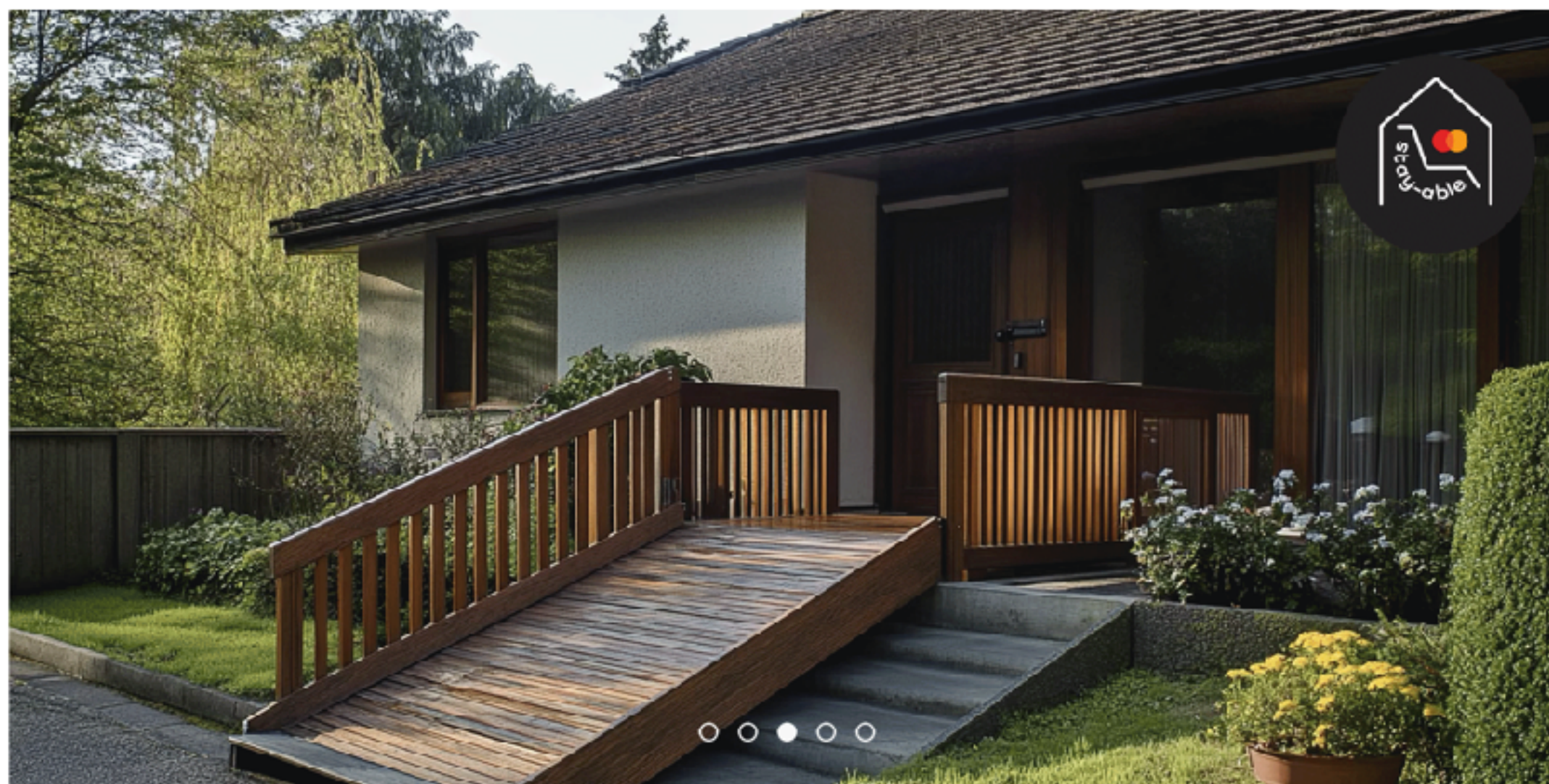
A customizable filter for travelers to find accommodations that meet their diverse needs





# The FreeWheel Haven at Bangkok

Share Save



### Ramps & chair-lifts

Roll with ease, no detours needed.



### Wider doorways & hallways

Plenty of space, no tight squeezes.



### Lowered countertops, sinks & cabinets

Everything's right where you need it.



### Roll-in showers & grab bars

A bathroom designed for comfort and safety.

## About this place

I've spent my life adapting to spaces that weren't made for me. So I built one that is not just for me, but for you, for all of us. A place where doors open without struggle, where every detail is designed with care, where we don't have to fight for ease, because we deserve spaces that welcome us, not challenge us. Here, we roll freely. Care for a stay?

## Stay with



Nangsao

**Aree**

Host for 3 years

## Review



"This stay wasn't just accessible, it was a gateway to new possibilities. It reminded me that I deserve to explore and experience life fully, just like anyone else. If you're hesitating, don't. She will show you that travel is for everyone!"

-Yulia Wong

"Thank you for making my trip unforgettable! You've inspired me to travel more, and I can't wait to return!"

-Diane Nguyen

฿4,160 night

CHECK-IN  
5/27/2025

CHECKOUT  
6/1/2025

GUESTS  
1 guest



Pay with



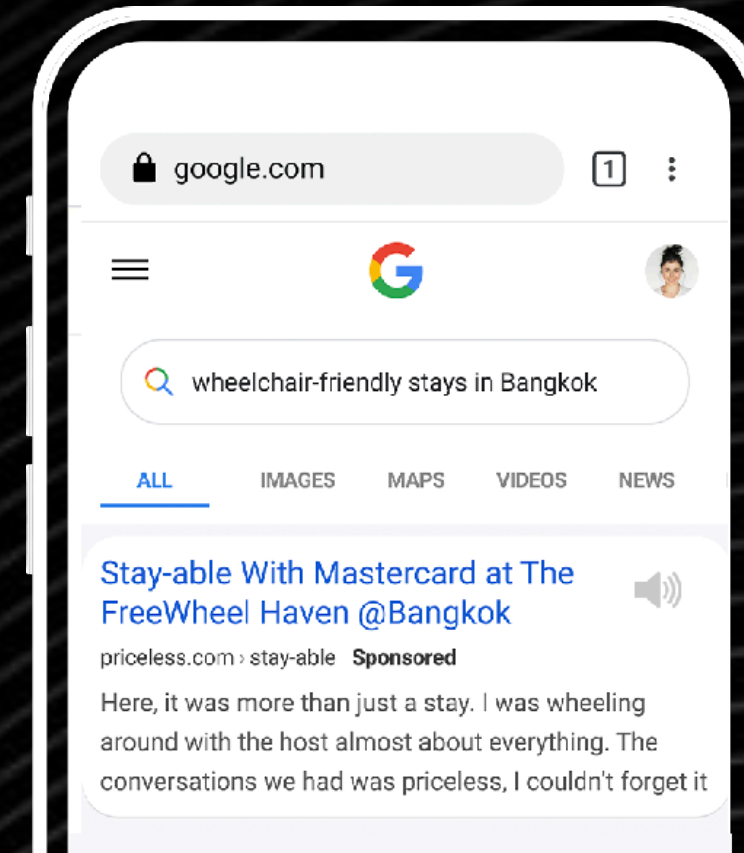




## Pre-journey

### SEO Stay-able Action

Search that ranks high for queries like "wheelchair-friendly stays in Tokyo" or "deaf-friendly accommodations in Bangkok"



### Stay-able Badge

A badge that recognizes accessibility-friendly accommodations. This badge is displayed online and offline at the properties



Physical badge



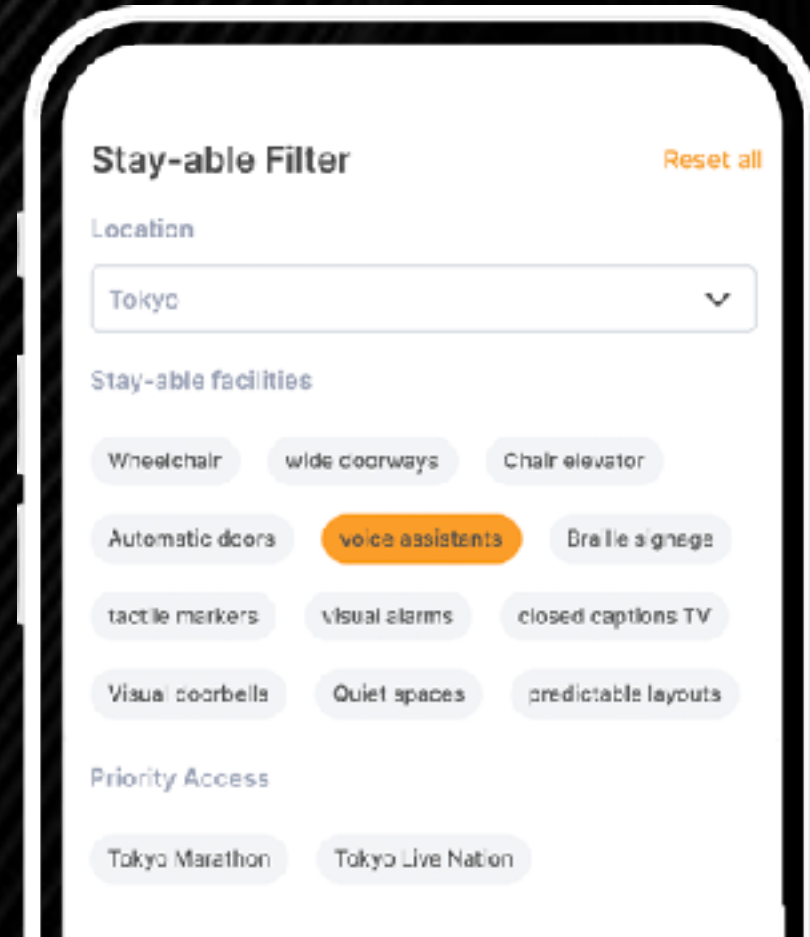
Digital badge





## Pre-journey

## Planning

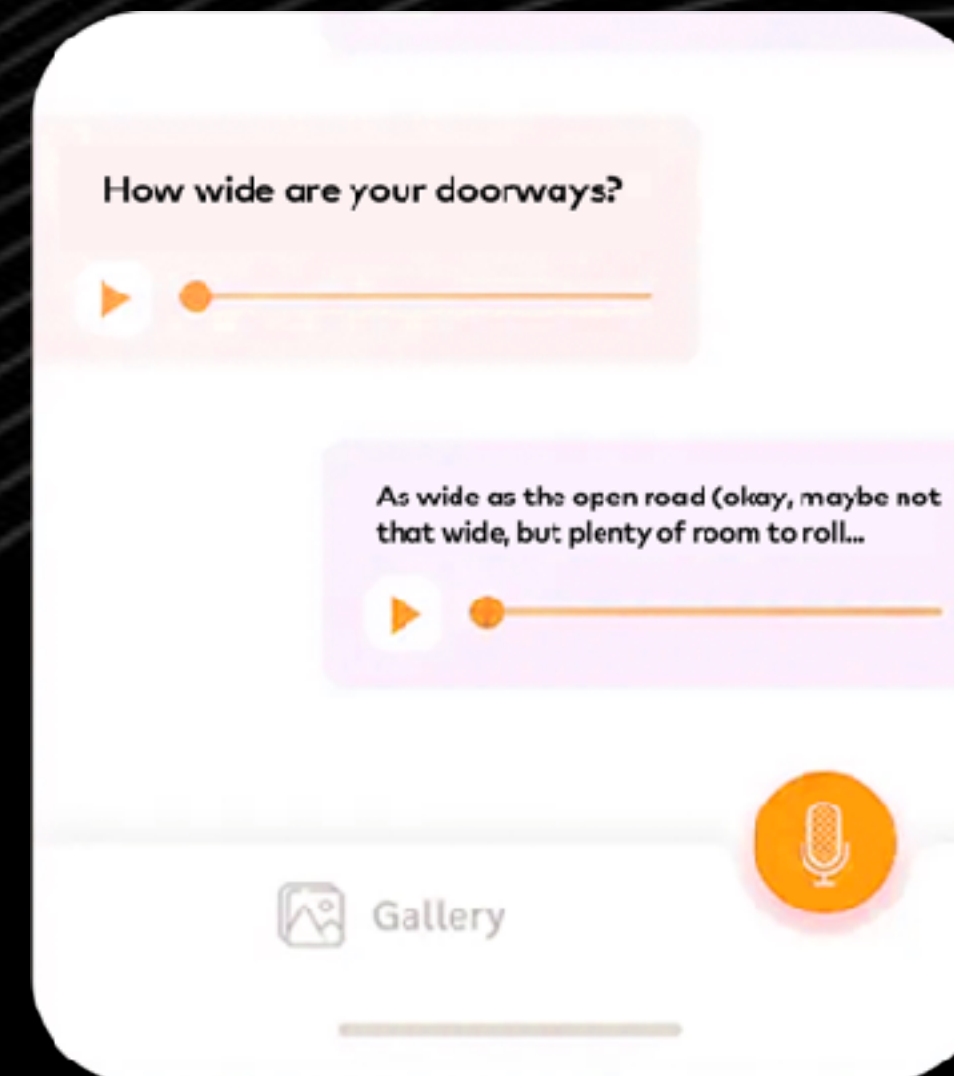


### Stay-able Filters

Guests can select specific needs like roll-in showers, braille signage, or sound-proofed rooms for neurodivergent guests

### Connect with the Host

An in-web Mastercard-secured chat where travelers with disabilities can clarify accommodations (e.g., "How wide are your doorways?")







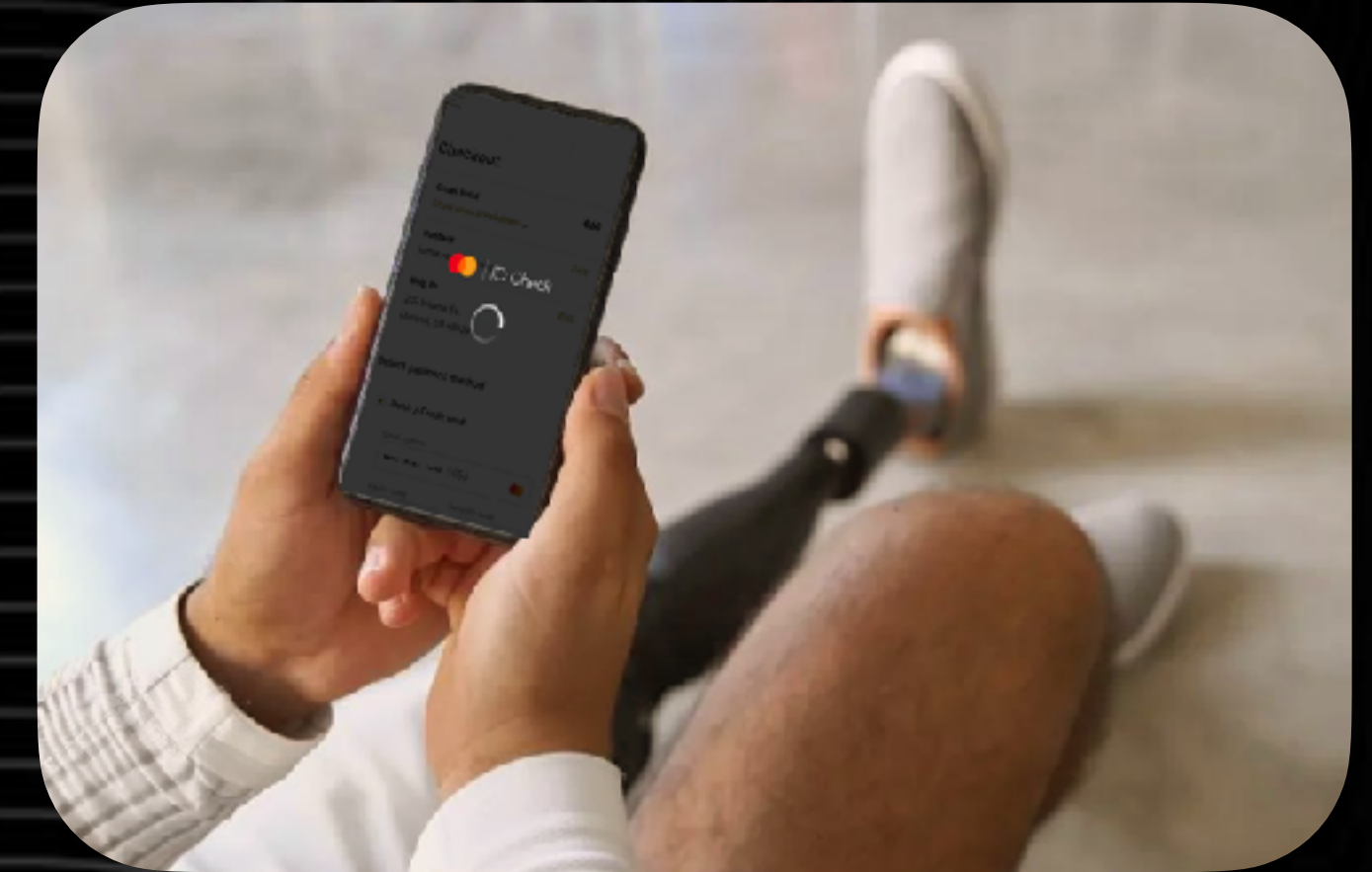
Pre-journey

Booking

Experiencing

## Identity Check

Transactions during the booking process is secure with the biometric authentication using fingerprint or facial recognition



## Pay Local

Reduces purchase friction with automatically converting every transaction with home currency, to eliminate confusion and surprise fees







## Experiencing



### Hosts as Travel Buddies

Hosts can sign up as local guides, helping guests navigate the city



### Priority Access to Major Events

Stay-able + experience package for travelers with with local transportation to attend major events like F1, Australia Open, Live Nation, Tokyo Marathon with Mastercard





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## The ++ effects?

Create earning opportunities for people with disabilities,  
*priceless*

Create mutual connection between locals with disabilities and travelers during stays,  
*priceless*

Expand accessibility for diverse needs,  
*priceless*

Inspire other to create more accessible accommodations,  
*priceless*