



ACCESSIBLE  
TRAVEL  
SOLUTIONS

# The Last Untapped Travel Demographic

Why – Who – What – How



# The Business Case for Accessibility in Travel

✓ **20% of Population has a Disability**

- 50% of seniors

20

✓ **Attractive Customer Type**

- Spend 1.3x other travelers
- Loyal customers
- Non-peak travelers

1.

3x

# The Five Disability Categories

13.7 %

## Mobility

4.6 %

## Vision

5.9 %

## Hearing

10.8 %

## Neurodivergent

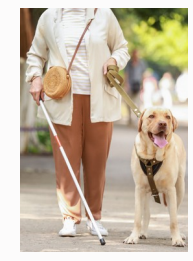
6.2 %

## Allergies

### Manual or Power Wheelchair



### Blind



### Deaf



### Autism



### ADHD



### Food Allergies



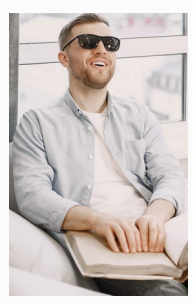
### Mobility Scooter



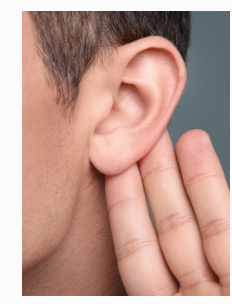
### Crutches, Canes



### Low Vision



### Hard of Hearing



### Dyslexia



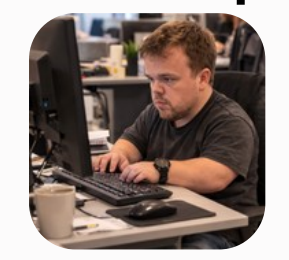
### Dyscalculia



### Skin Allergies



### Little People



### People of Size



### Color Blindness



### Auditory Processing Disorders (APD)



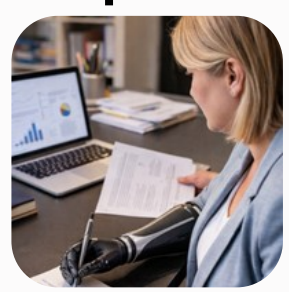
### Dementia



### Speech Disorders



### Amputees

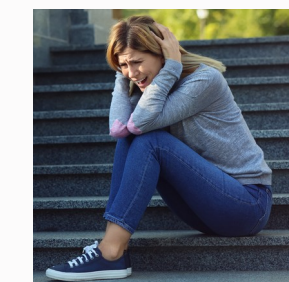


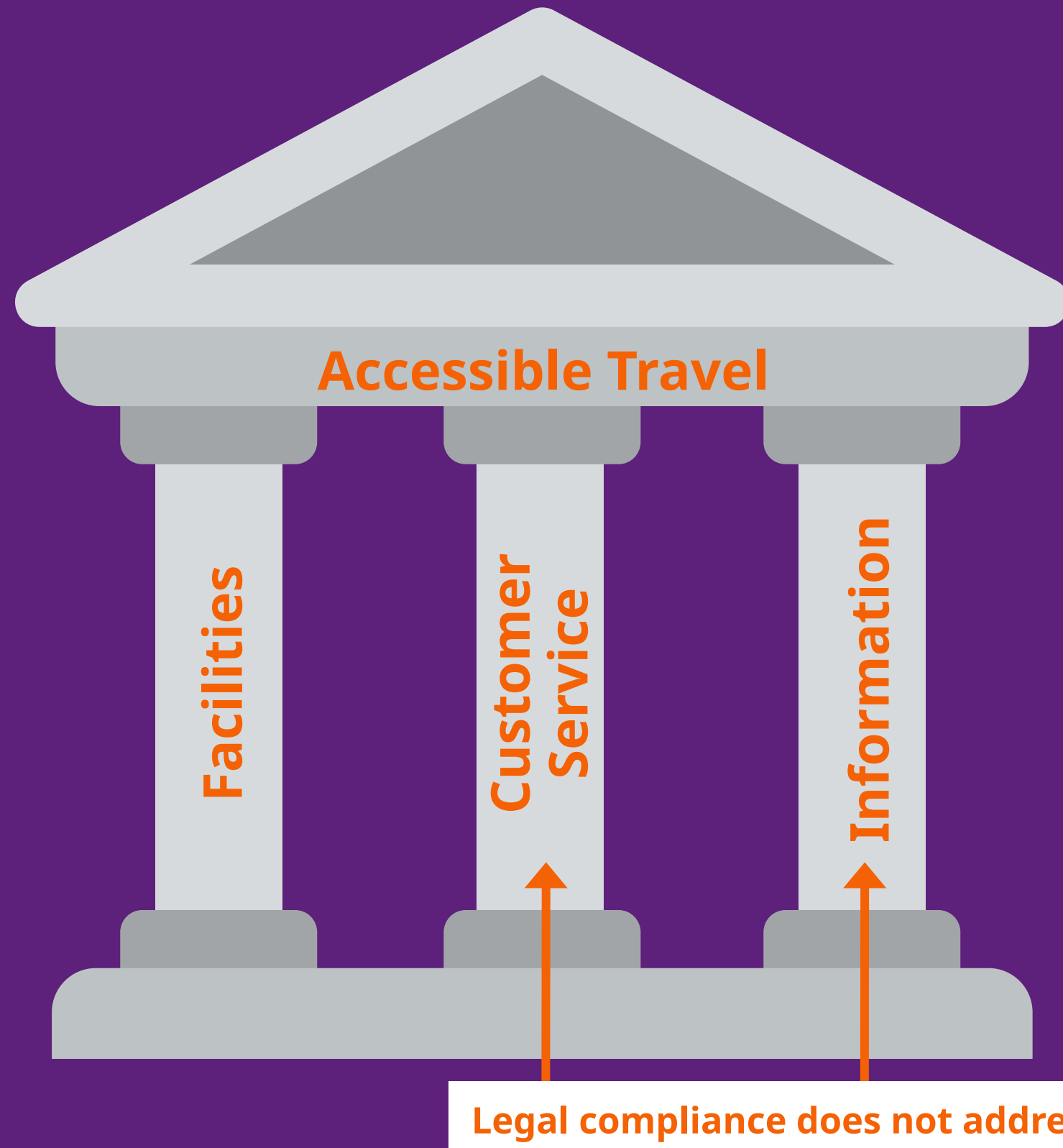
### Slow Walkers



### Light Sensitivity

### Social Anxiety Disorder





## The 3 Pillars of Accessible Travel™ (what disabled travelers need)

### 1. Facilities

- Built Environment & Technology

### 2. Customer Service

- Policies, Processes, & Training

### 3. Information

- Accurate, detailed (measurements), clear (photos), comprehensive, and trusted

# The Sage Seven™

## Seven Keys to Success in Accessible Travel



**1** Be  
Accessible



**2** Serve  
Accessible



**3** Show  
Accessible



**4** Market  
Accessible