

How Making Disability Sexy Affects Your Bottom Line.



Accessible Tourism and Dignity



“Accessible tourism is about allowing people with a disability, to travel with dignity. To experience and enjoy the world, and to be included in society in a way that is dignified”

Accessible Tourism Market

1 billion disabled



15%



200 billion
disposable income



22%

\$17.3 billion
2014-2015



\$34.6 billion
Total Economic Impact

Baby Boomers

Born: 1946- 1964

- 80% of luxury travel market
- 50% of Baby Boomers over 60 years are already mobility impaired.
- Baby boomers outspend millennials





How to Improve Your Offering



include.

EMPOWER



INNOVATE

If you would like a no obligation consultation.
Please feel free to call me.

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