

Increase Sales



Why ADA access is Good for Business

- Size of the Market - Total disabled in US is 57 million, 19% of the population.
- Hearing impaired 8 million 2.5% of the population
- Sight impaired 8 million 2.5% of the population
- Mobility (trouble walking or climbing stairs) 31 million 10.5% of the population
- Mobility (wheelchair) 4 million 1.5% of the population
- Mobility (cane, crutches or walker) 12 million 4% of the population

Value of the Market

- Americans over 55 spend 50% of all vacation dollars in America
- By 2019 over Americans over 55 will represent 90 million people - 29% of the population
- Americans over 55 spend will spend over \$100 billion on lodging alone by 2019.
- 50% of adults 65 and older have disabilities.