

**ACCESSIBILITY  
IS LIKE A RACE  
WITHOUT A  
FINISH LINE,  
BUT THERE  
ARE MANY  
STARTING  
LINES**



**TRAVELABILITY™**



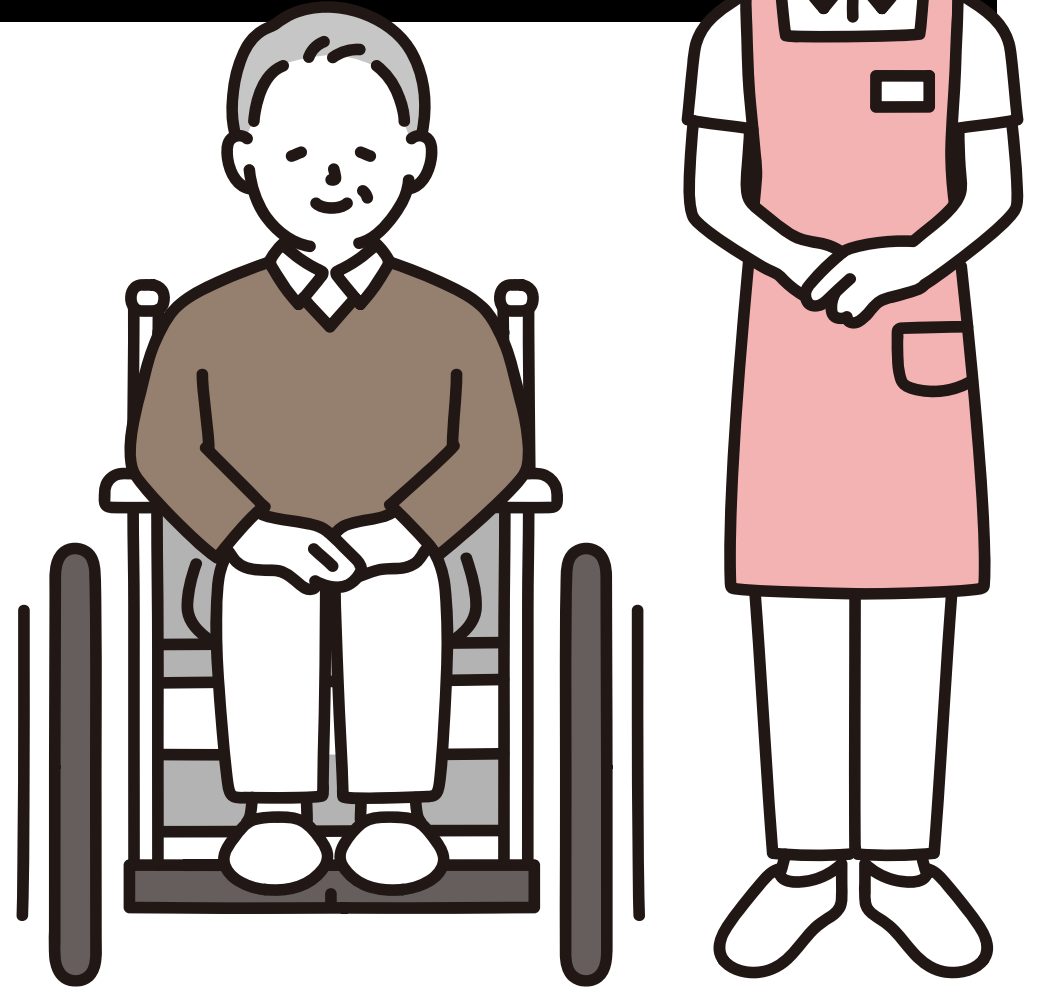
# WHO WILL BE IMPACTED BY DISABILITY IN 2030?

## 2. Household partners



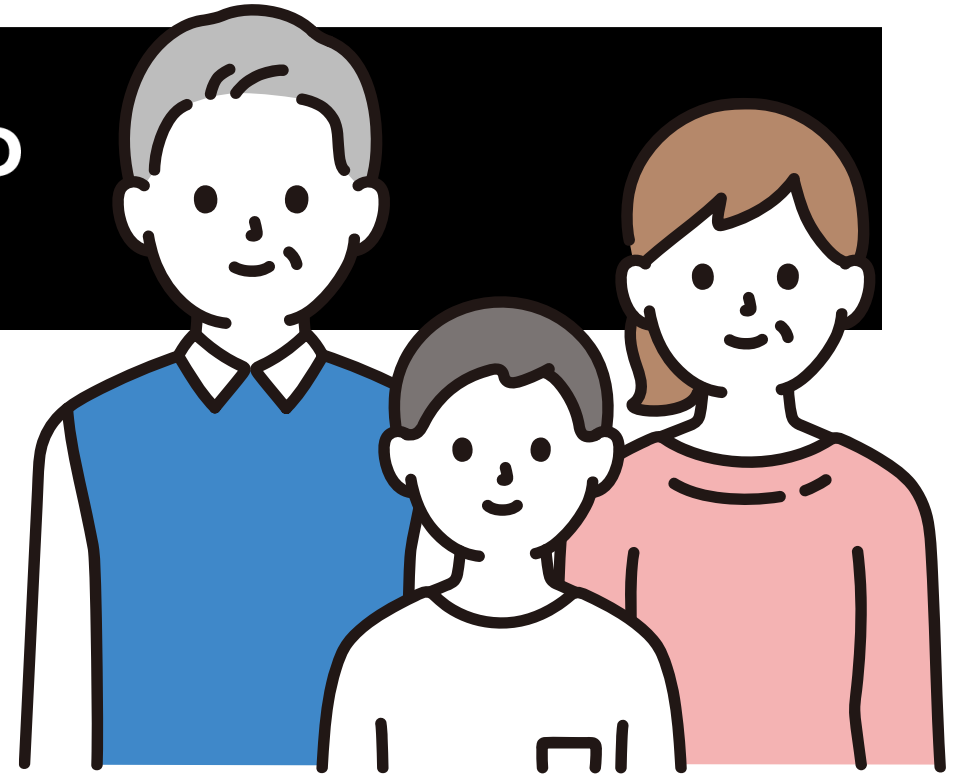
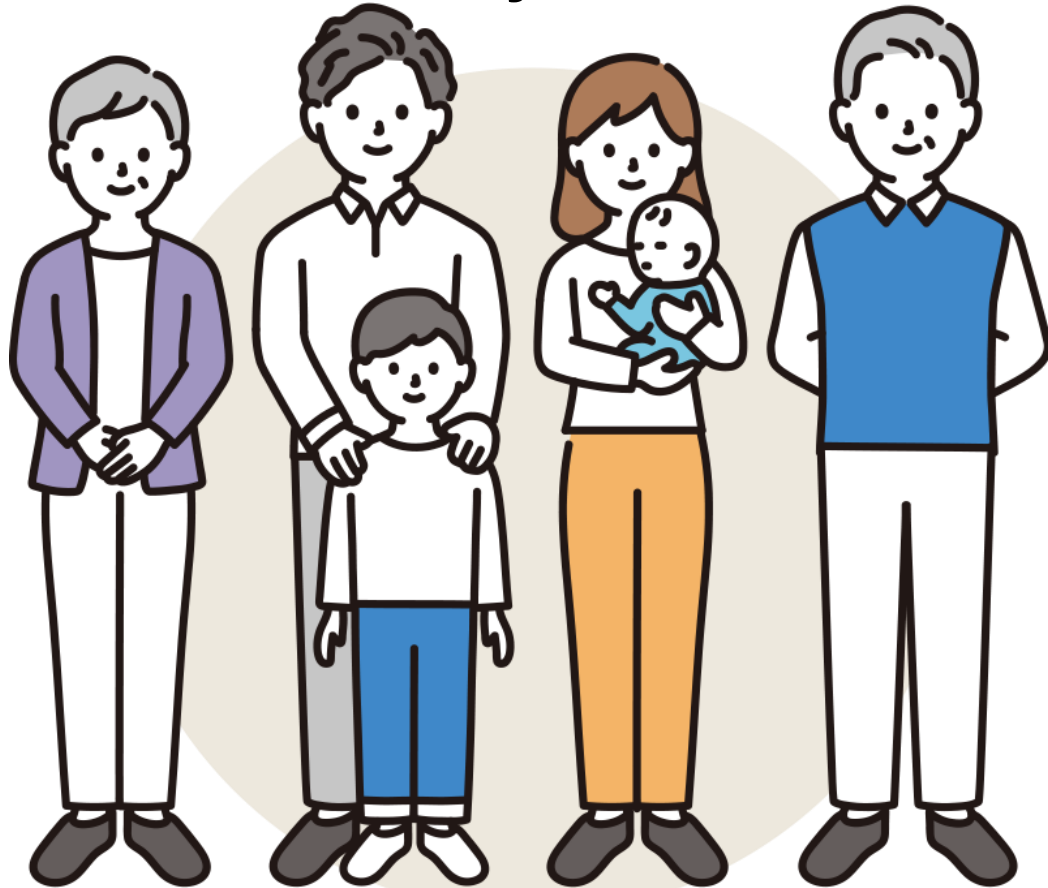
**33 Million**

Daily caregivers, partners, and spouses supporting loved ones.



Avg HH partners:  $1.1 \times 30m = 33$  million

3. Immediate family



225 Million

A vast network of children and grandchildren who support, care for, and connect with disabled family members.

**Children, Grandchildren, Siblings:**  
 $7.5 \rightarrow 7.5 \times 30m = 225 \text{ million}$

# WHO WILL BE IMPACTED BY DISABILITY IN 2030?

## 4. Total Household + Immediate Family



A massive wave of millions whose lives are shaped by disability within their family circles.

# 288 Million

Lives Connected

TOTAL RESIDENT HOUSEHOLD PARTNERS (63m)  
TOTAL IMMEDIATE FAMILY MEMBERS (225m)



WHY VISION 2030:

# THE ACCESSIBILITY MOONSHOT?

AGING BABY BOOMERS WILL MAKE ACCESSIBILITY MAINSTREAM



## Baby Boomer Demographics in 2030

Average net worth:  
**\$1.2 million**  
per household

*Source: Yahoo Finance*



They hold  
**50%**  
of U.S.  
wealth

*Source: Federal Reserve  
Distributional Financial  
Accounts*



**40%:**  
(30 million)  
Americans  
over age 65  
will live with a  
disability

*Source: McKinsey & Co*



**72% are retired**

*Source: US Labor Dept 2024*





# WHY VISION 2030: THE ACCESSIBILITY MOONSHOT?

AGING BABY BOOMERS WILL MAKE ACCESSIBILITY MAINSTREAM



## Travel Data

# 44%

of grandparents have taken a multigenerational trip with their grandchildren  
And roughly half help pay for those trips.

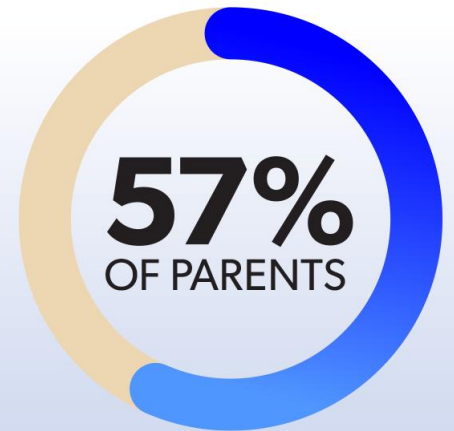
Source: AARP



# 18%

Percentage of travelers that had someone in their travel party that required accessibility services in 2025

Source: Longwoods International 2025 Survey



Plan to travel with grandparents and children which could influence 35% of all travel

Source: Family Travel Association



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Travel Data  
continued

## 30,000 MONTHLY ACCESSIBILITY REQUESTS

received by the  
call center of a  
major cruise line.

Source: Confidential



**70% Plan**  
to travel this year  
(average of 27  
travel days)

Source: AARP 2025



# \$75 million

The amount of accessible luxury travel  
sold by Fora travel advisors in 2025

Source: Fora



WHY VISION 2030:

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Travel Data  
continued

Japan, where  
25% of the  
population is  
over 65,  
**produces  
more diapers  
for adults  
than children**



By 2030,  
**23%**  
of the US  
population will  
be over 65,  
representing 40  
million people

Source: US Census

