



**TRAVELING WITH A CHAIR**

## Meet The Team

We are Ken and Cheryl Edmonds. We started creating content about accessible travel when we couldn't find the answers to our simple questions.

We have a presence on LinkedIn, YouTube, Twitter, Facebook, and on Instagram sharing information to help people who travel with challenges of any kind travel better and avoid the pitfalls.

We also share information for their friends and families that travel with them.



## OUR NICHE

Our target market is anyone who travels with challenges, whether due to advancing age, chronic health conditions, sensory disorders, vision problems, hearing problems, or due to injuries.

Because the Baby Boomers were the largest generation, they are driving significant growth in this market.

## Disability Travel Generates \$17.3 Billion In Annual Spending (prnewswire.com)

According to a recent survey by **Silver Travel Advisor**, 77% of senior travelers plan to book and travel within 6 months of getting vaccinated and 46% of respondents said they will make the most of it by traveling as much as possible.

## Why our Niche Matters

According to **The Journal of Quality Assurance in Hospitality Tourism**

"The senior market segment is the fastest-growing travel segment in the United States. While existing as one of the most influential groups of leisure travelers, they are often forgotten in the world of hotel marketing, advertising, and the overall design of the hotel itself.

According to **MyTravelResearch.com**  
Senior Tourism – Did you know, that in our lifetime, we will never see another demographic that has as much disposable cash to spend and as much free time than our current seniors?

According to a report on **Intechopen.com**  
Working with accessibility in the tourism sector results in a number of advantages that can be converted into opportunities that are reflected both in the senior segment of tourists as well as tourists who are disabled or have temporarily restricted capacities.



## COLLABORATION PACKAGES

### BASE PACKAGE

- Single Video
- Instagram Reel
- Instagram Posts
- Facebook Video
- Blog Article
- Twitter posts sharing these videos.

### EXTENDED PACKAGE

- Daily IG Reel Live
- Videos of our activities for all platforms
- YouTube Interview(s)
- Blog Article
- Reviews of all services provided

### Facebook Reach

135 Travel Facebook Groups  
1,784,314 Users

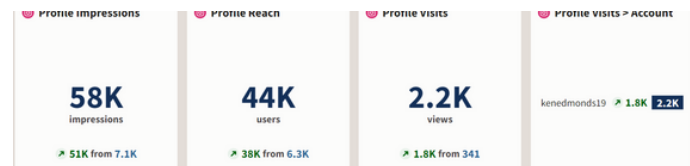
### YOUTUBE GROWTH

Impressions ▲  
765.7K  
↑ 304%

Impressions click-through rate ▲  
6.2%  
↑ 68%

Views  
128.1K  
↑ 386%

### Instagram Growth



### Twitter Growth



## CONTACT DETAILS

Please feel free to contact me for any concerns or questions.



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# Who We Created Content With, For, or About

