

## TRAVEL NEWS

## GO WITH IT

Here's a quick look at products and places of interest to travelers.

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## Kids in Flight

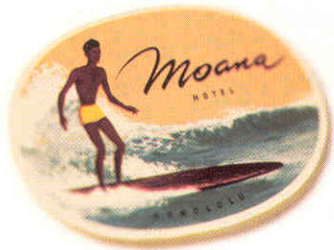
## JOE-JOE'S FIRST FLIGHT

by Natasha Anastasia Tarpley (\$15.95, Knopf) tells the story of a boy and his father who share the dream of flying. It is the 1920s and segregation keeps Joe-Joe's father grounded, but Joe-Joe has a dream. This is a celebration of flying and of the human spirit, for kids in grades 2 to 4.

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## No More Boring Baggage

WANT TO SPIFF UP YOUR suitcase? Laughing Elephant Books and Stationery offers reproductions of vintage luggage label stickers that can make your suitcase stand out from the baggage carousel crowd (\$8.95 for 20). Don't feel left out if you've got soft-sided bags; these retro images also are worthy of framing, making into notecards, etc. Sets include American Byways, Grand Hotels, Wings of the World, Exotic Destinations, Bonjour Paris, Great American Cities, and Sunny Climes. Tel: 800-354-0400 or [www.laughingelephant.com](http://www.laughingelephant.com) ▶



## TRAVEL TRENDS: DISABLED TRAVEL

Travel by the disabled is at an all-time high, and that's good news for resorts, cruise companies, and related businesses. A growing number of disabled entrepreneurs are opening their own tour and travel agencies, bringing special expertise and services to this expanding group on the go. | By Adam Lloyd

**R**IBBONS OF SNOW SPRAY through the air as a dark figure in the distance carves turn after turn down a ski run at Mount Snow, Vermont. Only when he comes closer is it noticeable that this skier is actually a paraplegic arcing his way down the slopes in a wheelchair-like mono ski.

"Our adaptive ski program has grown rapidly over the last several years," says Andrew Rubenstein, the resort's public relations director. "Disabled skiers rarely come to the mountain alone, so when one does participate in our program, it can mean we sell three or four additional lift tickets—business that might be lost otherwise."

Changes to accommodate the disabled have become much more than just an added expense for resorts and travel companies. Thirty years after the National Rehabilitation Act and almost 15 years after the Americans with Disabilities Act (ADA), growth in the disabled travel market means added profits for businesses and expanding travel opportunities for the disabled. Part of the new mix of choices is a growing list of adventure travel options. No one is more aware of these new business opportunities than disabled entrepreneurs who've opened their own tour and travel agencies catering to this market.

A recent Harris Group study shows that with the expansion of accessible travel opportunities, disabled travelers now spend more than \$13 billion a year on travel-related services, including more than 17 million hotel visits and 9.4 million airline flights. And those numbers are drawing the attention of the travel industry as never before. The Society for Accessible Travel and Hospitality ([www.sath.org](http://www.sath.org)), a nonprofit educational organization representing travelers with disabilities, hosts hundreds of travel professionals from across the globe at its ▶



*Adventure travel opportunities designed for the disabled have never been better.*

