



## FACTSHEET

### COMPANY BACKGROUND

**LEVEL TRAVEL** was founded in 2003 to assist disabled and mature travelers in finding hotels and restaurants that meet their needs. Located in Coatesville, Pennsylvania, the company has developed a rating system that enables individuals with disabilities and those over age 55 to make informed travel decisions. These **LEVEL RATINGS** provide the consumer with a new resource that contains detailed accessibility information on hotels and restaurants in the United States. The detailed ratings will be available via Level Travel's interactive and fully accessible website. The comprehensive and objective nature of the **LEVEL RATINGS** is unparalleled in the disabled and mature travel markets, and truly will *"take accessible travel to the next level."*

### *MISSION*

**LEVEL TRAVEL's** mission is to provide disabled and mature travelers with the most geographically comprehensive, objective, and independently assessed accessibility information on travel and tourist destinations in the United States. **LEVEL TRAVEL** empowers individuals with the resources they need to make informed travel decisions, so they can spend more time focusing on the purpose of their travel rather than on their accessibility needs.

### PRODUCT

**In 2002, more than \$30 billion was spent on travel and tourism by the 89 million Americans that either have a physical disability (9 million), a sensory impairment (29 million), or are over the age of 55 and do not identify themselves as having a disability (51 million). A study conducted that same year by Open Doors Organization / Harris Interactive estimated that an *additional* \$13 billion would have been spent by disabled travelers alone had better and more accessible accommodations been available.**

The **LEVEL RATINGS** focus primarily on the needs of three major groups of travelers: those with physical disabilities, those with sensory impairments (either vision or hearing loss), and mature travelers (over the age of 55). The numeric rating system serves as a guide for those travelers who either require, or significantly benefit from, a certain level of accessible accommodation in their travels. It removes the tremendous amount of uncertainty and confusion that travelers are currently faced with when they visit a city and need to find establishments that meet their needs.

### ***FEATURES AND BENEFITS***

- **Numeric ratings** allow for easy comparison between options
- **Objective criteria** are used, and they provide customers with more useful information than what is found in most resources that are currently available
- **Geographically comprehensive** means users will know that the same thorough technique was used to rate a hotel in Orlando as was used to rate a hotel in Chicago
- **Independent assessments** ensure that the facility has been visited by a **LEVEL TRAVEL** rater (as opposed to calling the property owner to inquire about the accessibility of their facility)

### **CONTACT INFO:**

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