

Craig P. Kennedy

* Author * Speaker * ADA Consultant *



“The most important decision that I have made in my entire life happened just two weeks after a skiing accident paralyzed me from the waist down. I made a conscious choice to be happy and live my life to its fullest!”

-Craig P. Kennedy

Craig Kennedy has established himself Nationwide as a leading expert on marketing to people with disabilities, adaptive travel, and accessibility in resort settings.

He spends much of his time consulting with Continental & Northwest Airlines, Johnson Outdoors Company, and other major corporations such as Boeing as an advocate for travelers with disabilities and Universal Design!

He delivers a unique message of courage and hope while encouraging people with disabilities to experience a meaningful life and have FUN doing it!

“Craig has a natural ability to connect with any audience. His positive attitude is absolutely contagious!”

-Travis Greenlee

[Travis Greenlee Consulting](#)

✓ Keeping a Positive Attitude

Life deals us many hands and throws up a lot of roadblocks when we least expect them, and it's hard not to misinterpret these challenges as bad luck, but to look at them as opportunities. With a few pointers on how to maintain a positive outlook on life, you can take the good with the bad and accept life as the blessing that it is. You can *Go Anywhere, Do Anything!*™ that you set your mind to!

✓ The Benefits of Adaptive Sports & Travel

Nothing has helped me get excited about life again more than my love for traveling and for the outdoors. I moved to Colorado more than ten years ago to ski; I broke my back skiing, and skiing is still why I live here. I remember what it was like to be a new injury, scared and bewildered by my new body. I use this forum to show all abilities the benefits of pushing yourself to your own limits! By focusing on your ability instead of your disability, I guarantee that you can and will feel the same rejuvenating sense of freedom that I do every day!

✓ People w/Disabilities, The Untapped Market

With more than 55 million people with disabilities in the U.S. alone and more than 800 million world-wide, travelers with disabilities represent the single largest untapped tourism market in the world today! The Open Doors Organization's recent Harris Polls have shown that these travelers currently take 32 million trips per year and spend \$13.6 billion annually on travel. These studies also suggested that they would double their spending if the travel industry knew how to better accommodate their needs. Learn NOW how to accommodate and market to this huge niche of special needs travelers.

Experience

A few of the Organizations Craig has spoken for:

- ✓ The Boeing Company
- ✓ Public Relations Society of America (PRSA)
- ✓ Colorado Tourism Office
- ✓ Mid Atlantic Tourism & Public Relations Alliance
- ✓ Mt. Sinai Hospital, New York, NY
- ✓ U. of Michigan Spinal Rehabilitation Sciences
- ✓ Craig Hospital, Englewood Colorado
- ✓ Northeast Rehabilitation Network, Salem, NH
- ✓ Mary Free Bed Clinic, Grand Rapids, MI
- ✓ Kessler Rehabilitation Institute, West Orange, NJ
- ✓ Rehabilitation Institute of Chicago
- ✓ Colorado Cultural & Heritage Tourism Initiative
- ✓ Boy Scouts of America
- ✓ Abilities Expos
- ✓ World Congress on Disabilities
- ✓ Society Accessible Travel & Hospitality (SATH)