

From Insight to **Action**

How to capture the **accessible travel market**

Amanda Powers VP of Sales, Wheel the World

Kim Palmer Destination Optimization Program Director, Miles Partnership





Our story



Alvaro Silberstein Wheel the World Founder

TODAY



A complete playbook, not just a concept

1

VERIFY

Wheel the World

Measure it on-site

2

VALIDATE

Wheel the world

Prove it with real travelers

3

DISTRIBUTE & OPTIMIZE

Miles Partnership

Make it visible everywhere
travelers search



WHY THIS MOMENT

Travelers already ask AI about you

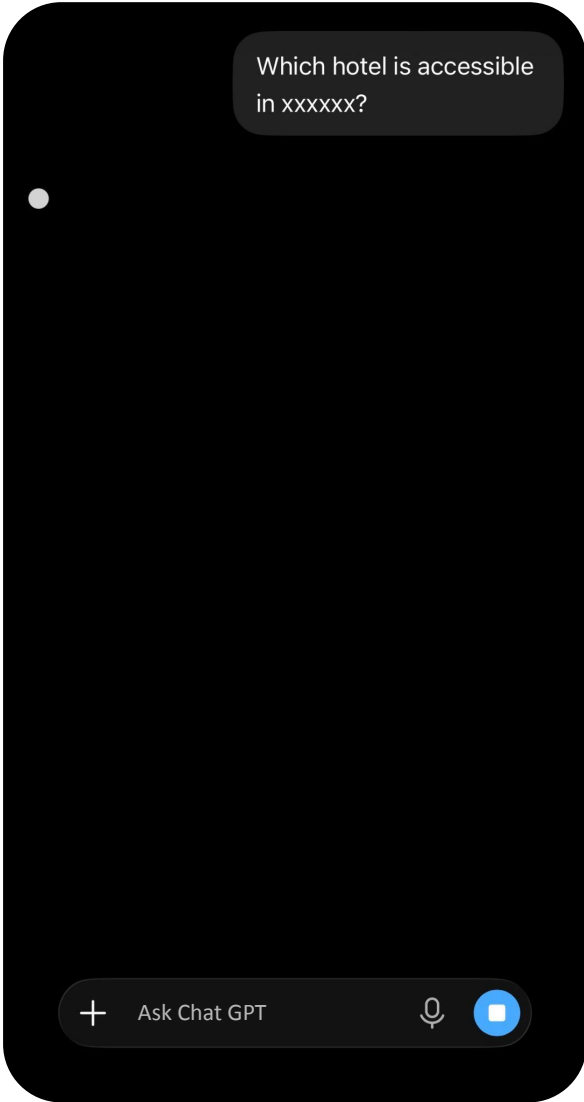
38%

of US travelers **used generative AI to research trips** this year, up 11 points in one year (Phocuswright, 2025)

-61% / +35%

when an AI answer appears in search, organic clicks drop 61%. Brands cited inside the answer gain 35% (Seer Interactive, 2025)

Try it right now: ask ChatGPT "wheelchair accessible hotels in [your destination]."



SEGMENT 1

• VERIFY



Grab bars

Reachable
shower controls

Shower Bench

Roll-in shower

SEGMENT 1 · VERIFY

"Accessible" is not information

74% of travelers with disabilities hit obstacles on their trips
(Open Doors Organization, 2024)

Not because destinations lied. Because "accessible" is not information.

A traveler doesn't need "accessible." They need the bed height, the door width, the transfer space. That detail only exists if someone measures it on-site.

And with every Baby Boomer turning 65 by 2030, this is becoming your largest visitor segment's minimum standard.



The Accessibility Roadmap

- Trained accessibility specialists visit your destination in person.
- 200+ criteria measured per property.
- Insights Report, partners track strengths and improvement areas

This is not an inspection. It is the evidence of what your destination already does well.





What we verify

Rooms

Bathrooms

Common areas

Outdoor

Transportation

Services

The detail that decides a booking:

door widths · bed heights · transfer spaces · roll-in showers · step-free routes



What a destination gets



The Accessibility Verified Seal

the public trust signal travelers and AI recognize

200+

The Insights Report

partners track strengths and improvement areas

The Seal tells the traveler to trust. The Report tells you what to improve.



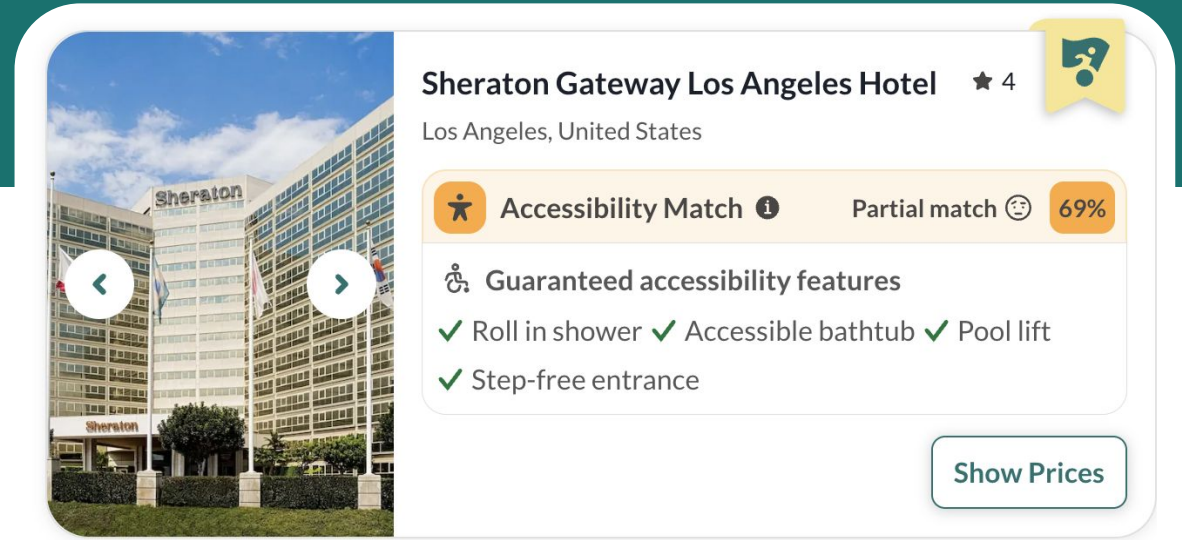
Verified data is the source of truth.
It doesn't publish itself.

Without it = Accessibility is guesswork.

With it, your team and your partners have specific, defensible facts to publish everywhere your destination appears.

Verification distributes itself from day one: your listing goes live on wheeltheworld.com, and AI assistants already cite that data when travelers ask.

Getting that same verified truth onto every platform we don't control, correctly and consistently, is exactly what Kim will show you.



SEGMENT 2

- VALIDATE



SEGMENT 2 · VALIDATE

The trust gap

Verified data, well distributed, is still not enough.
Travelers need to see themselves.

**"People like us don't travel on hope.
They travel on proof."**





Media Solutions: the brief

THE GOAL

Don't claim accessible. Prove it, and reach the travelers actively planning accessible trips.

THE TONE

No inspirational music, no "overcoming" stories. Real travelers having a genuinely good time.



"There's nothing like feeling normal. Nothing special, just normal."

Tampa Bay traveler, first week of the campaign



ACCESSIBLE ADVENTURES

IN TAMPA BAY

wheel  the world

What we built



properties verified on-site

20 hotels · 26 activities · 17 restaurants

Hero video · hotel room tours · social cuts · photos with indexable descriptions



How we made it



Talent selection

Real travelers with disabilities from our community, matched to the destination



Crew

A production team experienced in accessible shoots



Verified itinerary

Every hotel, activity and restaurant on camera came from the 62 verified properties. The content only promises what was measured.



The results

200K+

YouTube views, 2x the
projection

54%

watched half or more
(benchmark: 30%)

150K+

unique travelers reached

15K

monthly impressions, zero
ad spend



And this compounds

1

Real travelers visit and create content and reviews

2

Optimize your content so it surfaces on Google, Tripadvisor and in AI answers

3

More travelers find you, visit, and add their own proof

SEGMENT 3

- DISTRIBUTION



OPTIMIZE & DISTRIBUTE

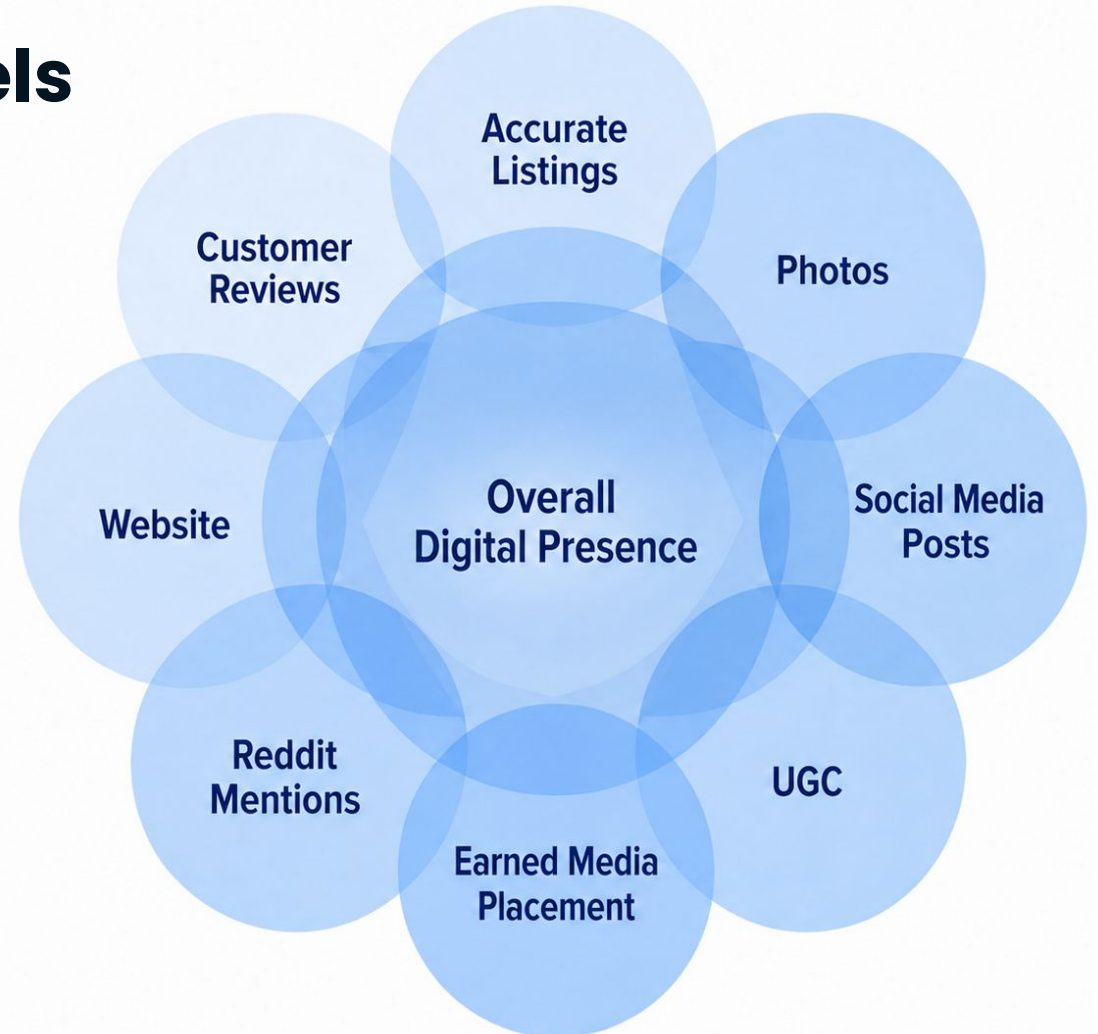
Making Accessibility Content Part of Your Brand Truth

Planning an “always on” accessibility content strategy

Orchestration Across Channels

Your digital presence needs to reflect your “ground truth.”

Your destination offers a great experience to travelers of varying abilities – your job is to ensure that information is discoverable across channels.



Supporting the Full Cycle

You want to be visible in search results & AI recommendations for accessible travel.

Discoverability is influenced by:

- » Your website content & SEO
- » Content on other credible sites
- » Social media content & video
- » Earned media coverage

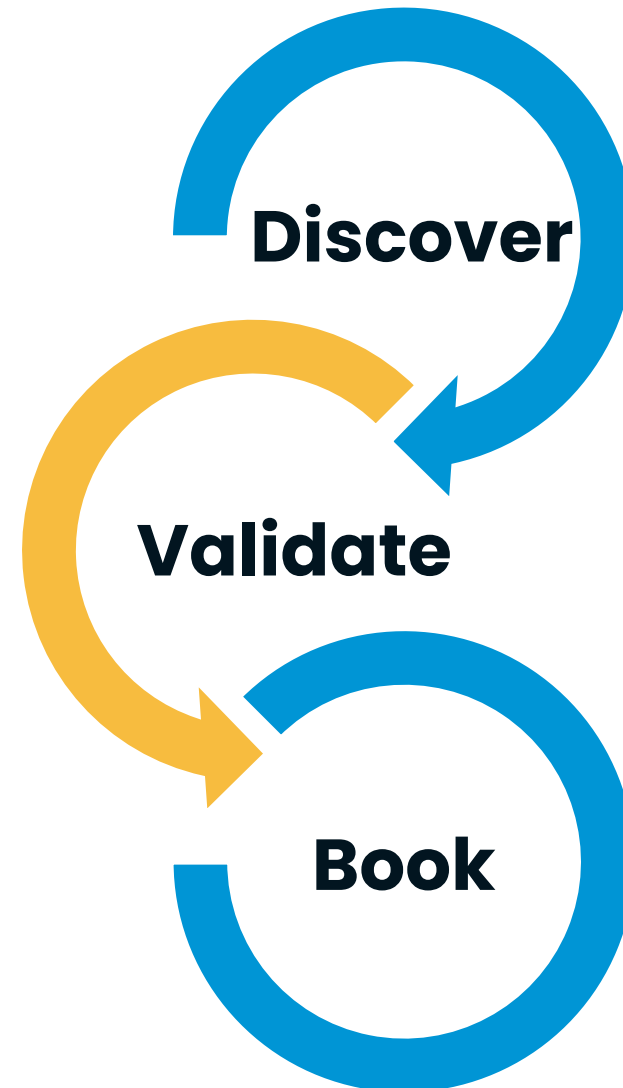


Supporting the Full Cycle

Travelers with (and without) disabilities validate AI and search results with additional research.

They are exploring at the local level:

- » Business websites
- » Listings on leading platforms
- » Customer reviews & commentary
- » Creator content

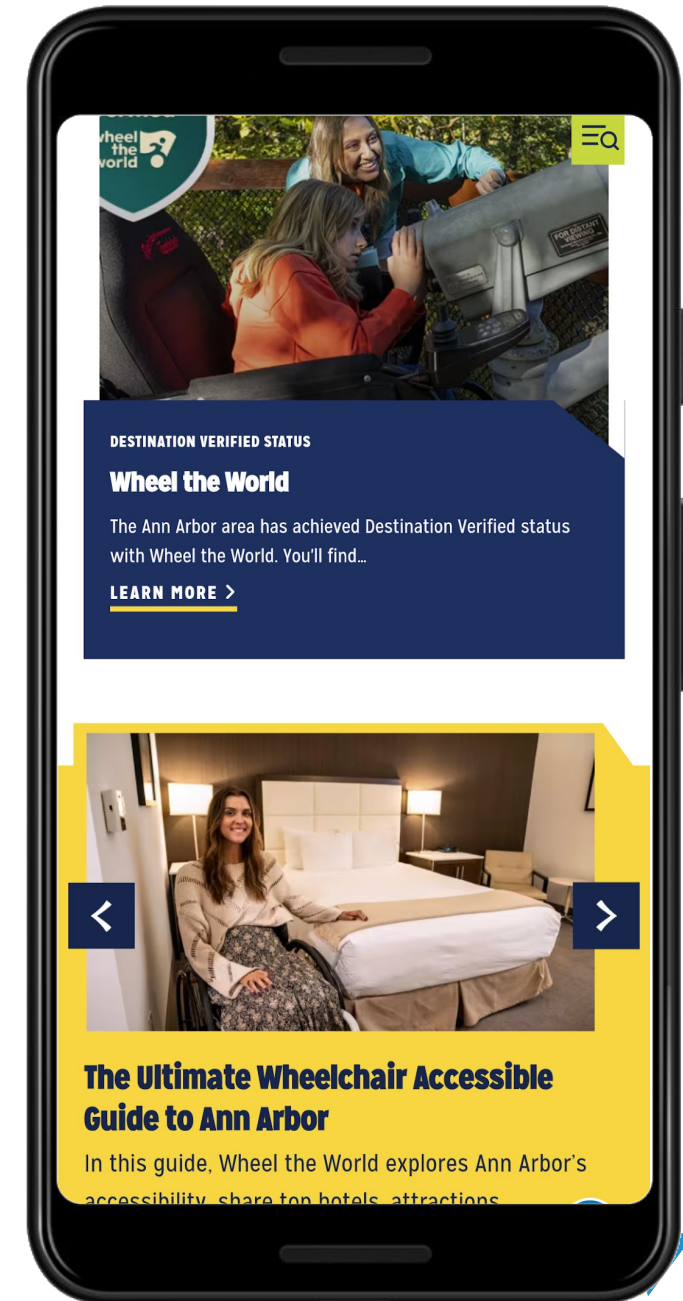
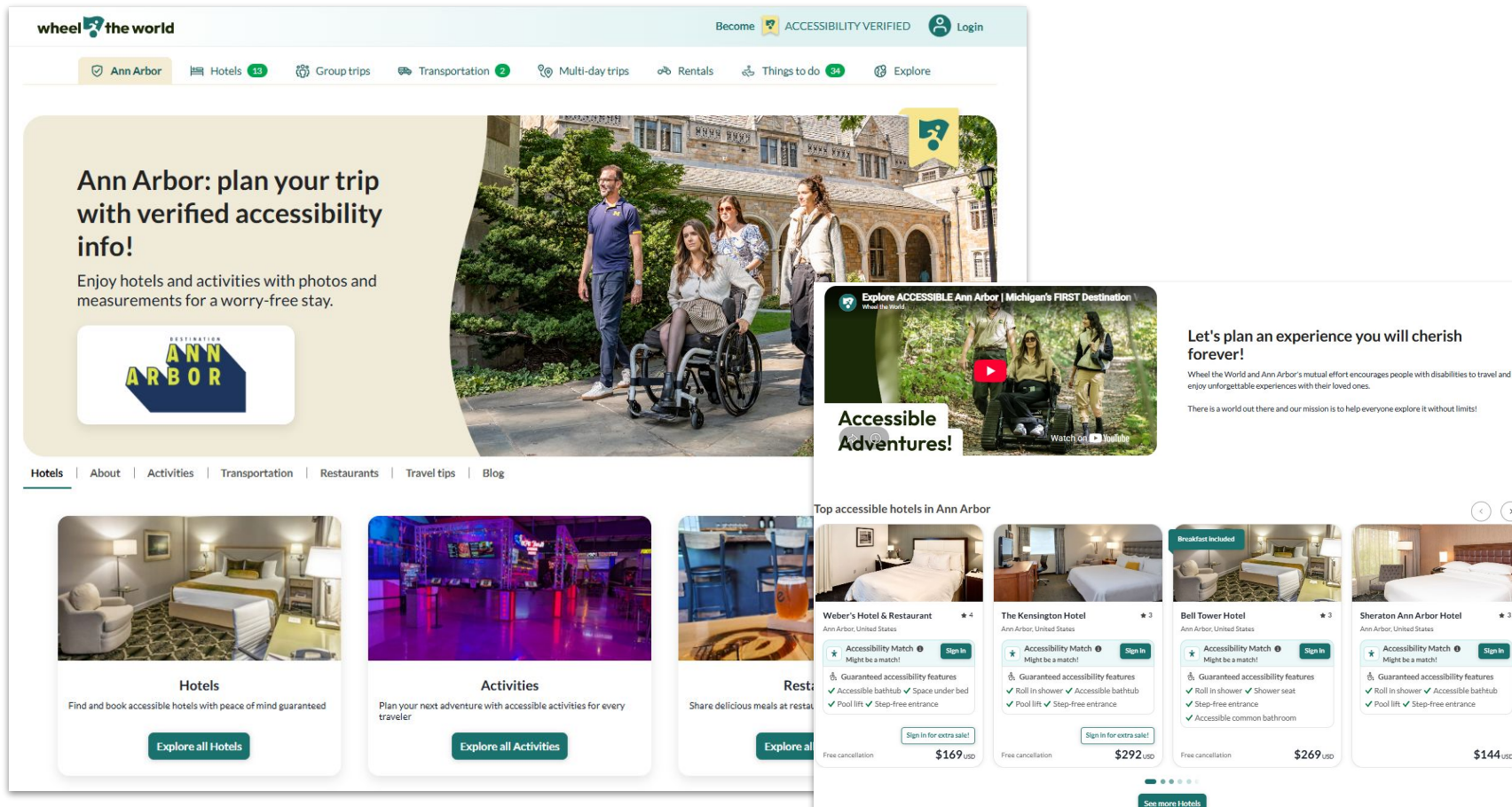


Booking only happens when the **validation layer supports the discovery layer.**

Ideas for Content Orchestration

Wheel the World's Website

- Link to your Verified Destination page



Ideas for Content Orchestration

Optimization on Your Destination Website

- I-frame accessibility verified listings on your site

Wheel The World Verified Locations

View: [Grid](#) [List](#) | Sort: [Recommended](#) [Alphabetical](#) [Near Me](#) | [View Map](#)

Keyword

Categories

- Restaurants
- Convention and Business Services
- Attractions/Activities
- Weddings
- Accommodations
- Nightlife
- Tours
- Transportation
- Visitor and Trip Planning Services

Regions

- ☐ French Quarter (20)
- ☐ Central Business District/Downtown (18)
- ☐ Garden District/Uptown (16)
- ☐ Arts/Warehouse/Convention District (10)
- ☐ Mid-City (5)



Alder Hotel Uptown
4545 Magnolia St.
[Quickview](#)
MAKE RESERVATION



Bienville House Hotel
320 Decatur St.
[Quickview](#)
MAKE RESERVATION



Caesars New Orleans
8 Canal St.
[Quickview](#)
MAKE RESERVATION



Canopy New Orleans Downtown
1100 Tulane Ave.
[Quickview](#)
MAKE RESERVATION



Courtyard New Orleans Warehouse Arts District
300 Julia St.
[Quickview](#)
MAKE RESERVATION



Wheel the World-Verified Listings and Activities

Learn more about accessible stops in the Willamette Valley—with well-researched listings that provide insight on hotels, attractions, parks, and more—and check back as we continue to support accessible travel throughout the region.

Regions

SEARCH

68 Results



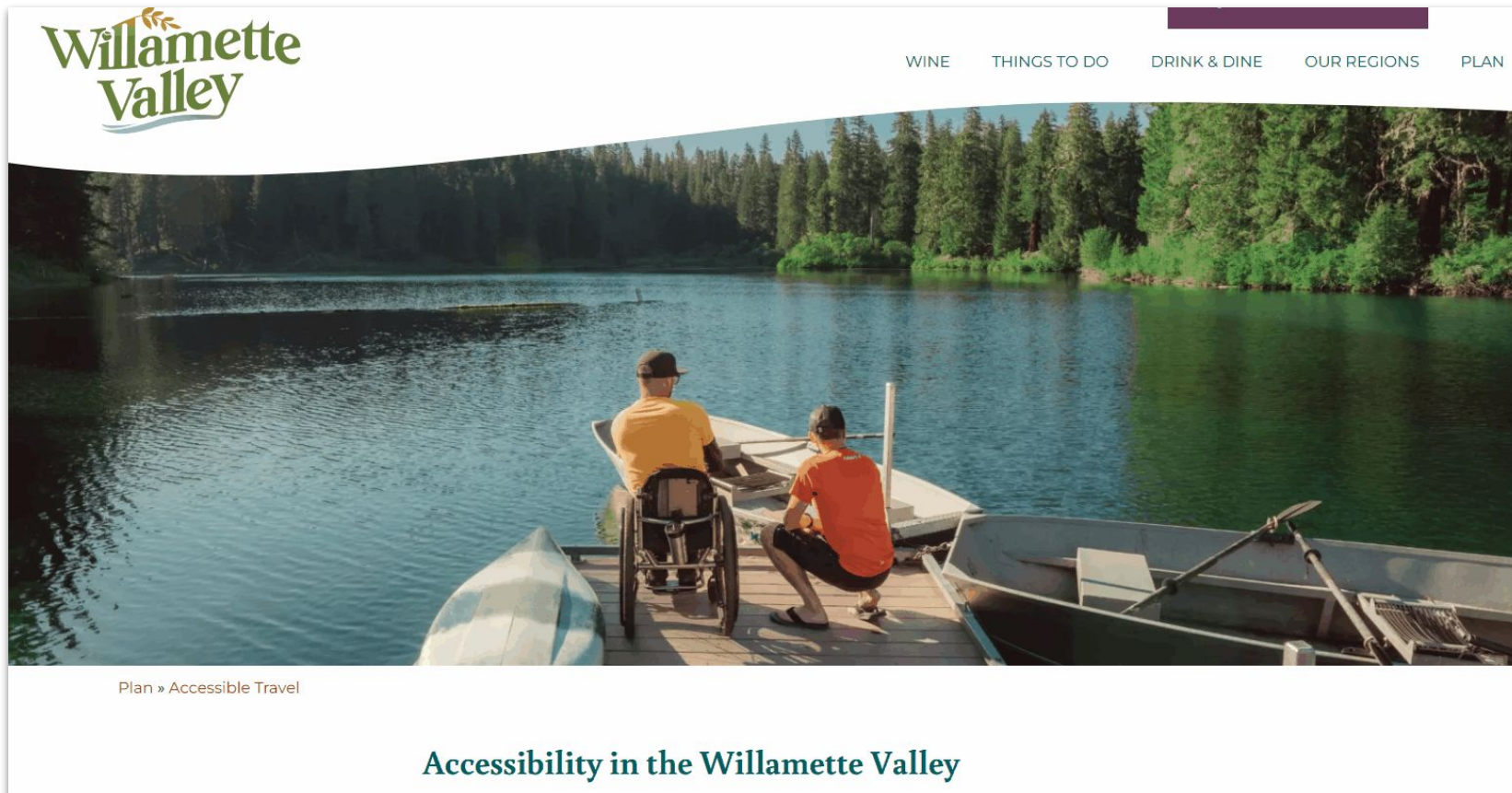
Atticus Hotel

[READ MORE](#)

Ideas for Content Orchestration

Optimization on Your Destination Website

- Expand your accessibility content



Ideas for Content Orchestration

Optimization on Your Destination Website

- Lean into validated content & logistical details
- AI loves specifics over generalizations (and so do travelers!)



South of Eugene, the paved, 14-mile [Row River Trail](#)  traces the path of an old rail line that last ran in 1994. The trail — with a width of 8 to 10 feet and a grade that never exceeds 5% — hugs the banks of Dorena Reservoir, provides views of Willamette Valley farmland and heads along the shore of the Row River.



Underwater fish viewing chamber at Wildwood Recreation Site

Rural Charm in the Willamette Valley

South of Eugene, the paved, 14-mile [Row River Trail](#)  traces the path of an old rail line that last ran in 1994. The trail — with a width of 8 to 10 feet and a grade that never exceeds 5% — hugs the banks of Dorena Reservoir, provides views of Willamette Valley farmland and heads along the shore of the Row River.

The wheelchair-accessible [Salt Creek Falls Observation Site and Picnic Area](#)  affords views of its namesake waterfall, which tumbles nearly 300 feet in the Cascade Range and is the second-tallest single-drop waterfall in Oregon. A short, paved trail heads from the parking lot to a platform whose railings are designed with wheelchair-friendly sightlines. The falls are typically accessible and snow-free between spring and fall — and are roughly 65 miles southeast of Eugene via Highway 58.

Columbia Gorge and Mt. Hood Vistas

In the [Columbia River Gorge National Scenic Area](#) , the [Historic Columbia River Highway](#)  loops through old-growth forests and climbs basalt outcrops for panoramic vistas. Follow the highway to the flat, paved Overlook Trail at [Bridal Veil Falls State Scenic Viewpoint](#)  — which in spring pairs views of nearby cliffs, soaring Gorge peaks and the Columbia River with colorful wildflower displays. Between April and June, look for the three-petal trillium, purple camas and violet lupine.

Optimization on Your Destination Website

- High-volume accessibility queries travelers actually use:
 - **Hotels:** "roll-in showers" (667K impressions/year), "ADA hotel requirements" (265K), "hotel bed height" (100K)
 - **Air travel:** "airplane lavatory accessibility" (234K), "flying with a power wheelchair" (127K)
 - **Companions:** "traveling with a partner with a disability" (73K) (a cluster almost nobody is covering!)
- Monitor accessibility-related keywords & prompts
 - Organic landing pages & AI citations
 - Organic rank & AI mentions



Ideas for Content Orchestration

Optimization on Your Destination Website

 adaptive summer sports colorado

AI Mode All Images Maps Videos News Books Flights Finance Tools

 AI Overview

Colorado offers exceptional adaptive summer sports, featuring popular activities like [mountain biking](#), [whitewater rafting](#), and [kayaking](#) through dedicated organizations across the state.  Colorado Tourism +3



Major Programs and Locations

- [Adaptive Sports Center](#) (Crested Butte): Provides year-round outdoor adventures including mountain biking, kayaking, and hiking.
- [National Sports Center for the Disabled](#) (Winter Park and Golden): Offers specialized summer programs for mountain, trail, and river activities.

Show more

 Adaptive Sports Center
<https://www.adaptivesports.org>

Adaptive Sports Center

Adaptive Sports Center is a therapeutic recreation program that operates all year, with adaptive activities from skiing to mountain biking.

 Colorado Tourism
<https://www.colorado.com/articles/adventurous-ada...>

Adventurous & Adaptive Summer Sports in Colorado

Jun 20, 2025 — Find Colorado outfitters and guides who offer adaptive summer adventures, from mountain biking and rafting to fishing and horseback riding.

 10 sites

Adventurous & Adaptive Summer Sports in Colorado

Jun 20, 2025 — Telluride Adaptive Sports Program Telluride is a charming former...

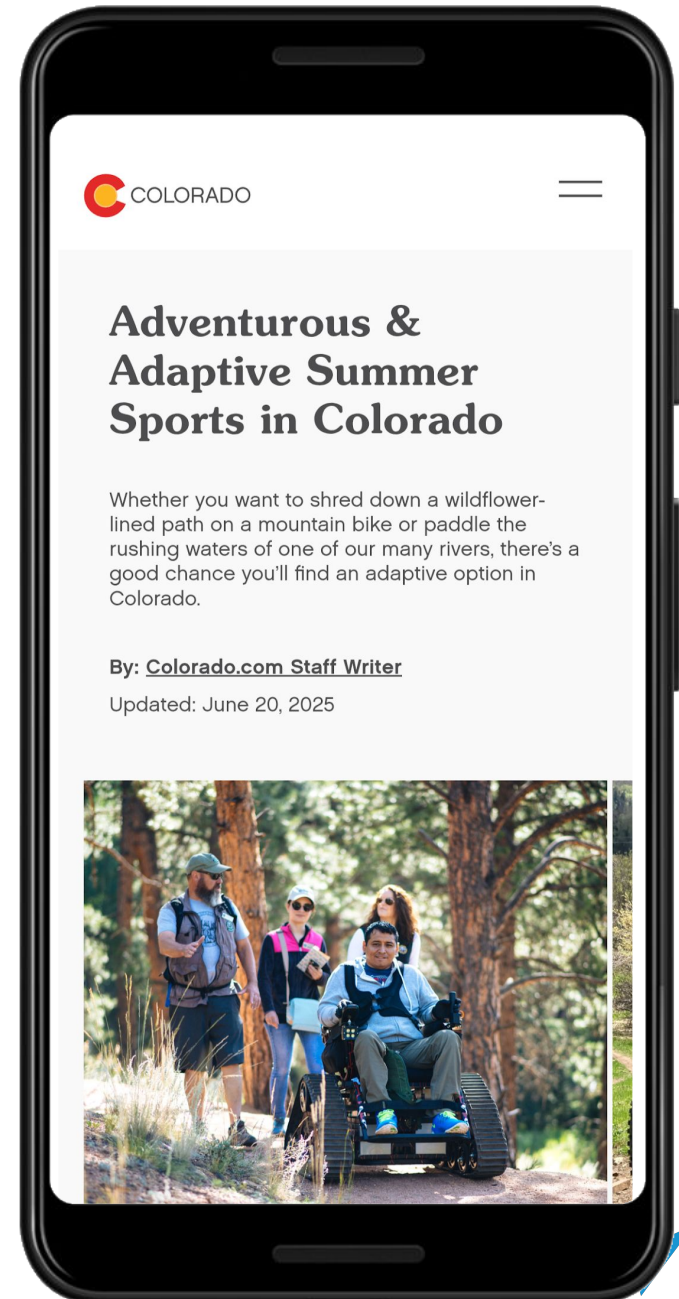


 Colorado Tourism

National Sports Center for the Disabled

The National Sports Center for the Disabled (NSCD) is based in Winter Park and Golden...

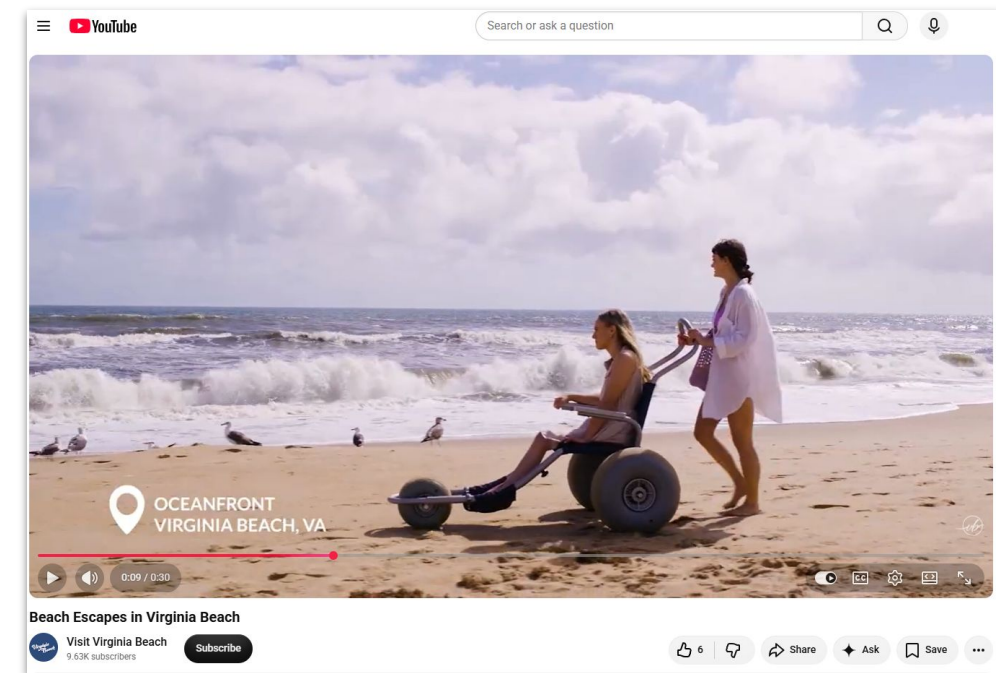
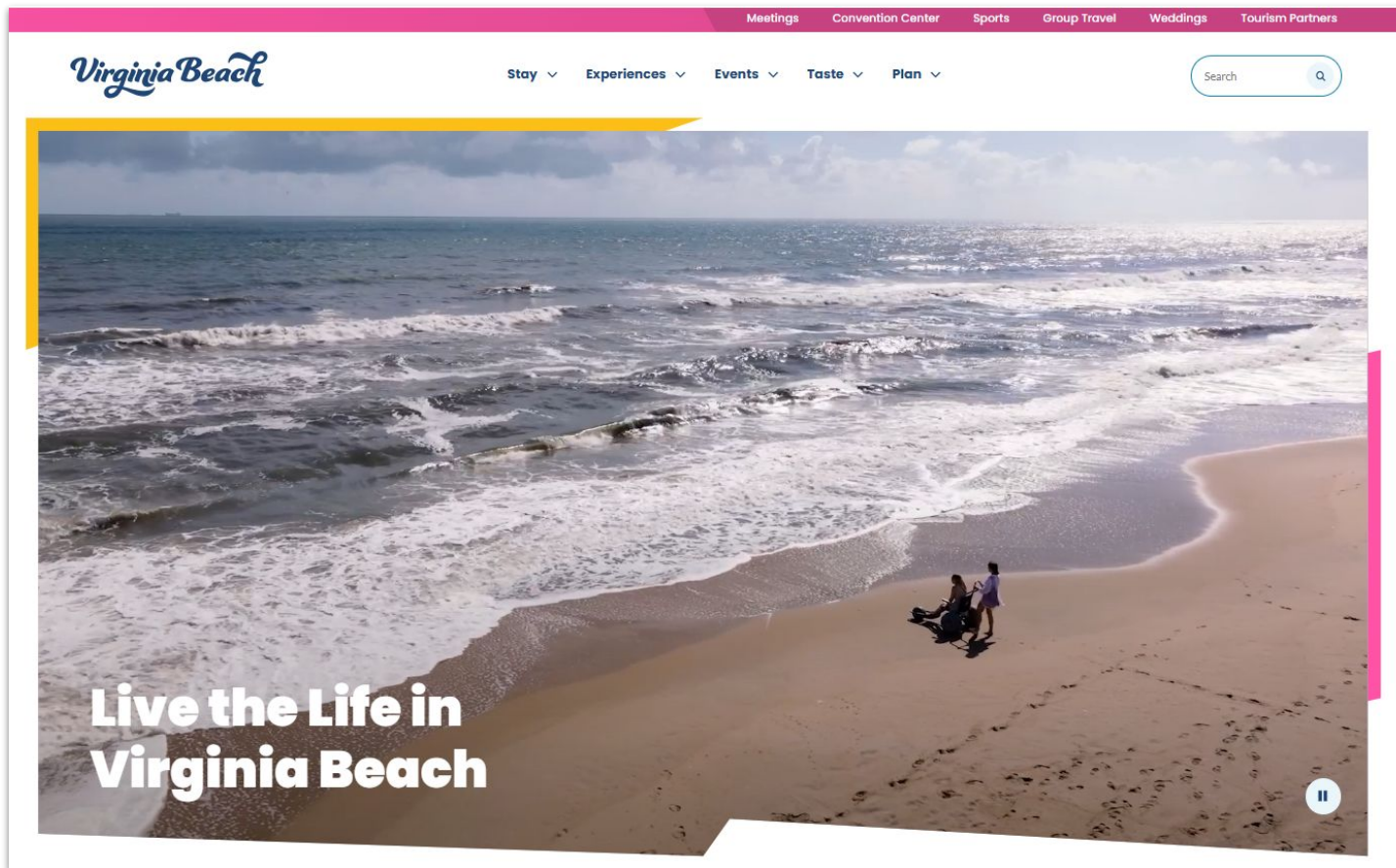




Ideas for Content Orchestration

Optimization on Your Destination Website

- Don't limit representation to the "accessibility" pages



Ideas for Content Orchestration

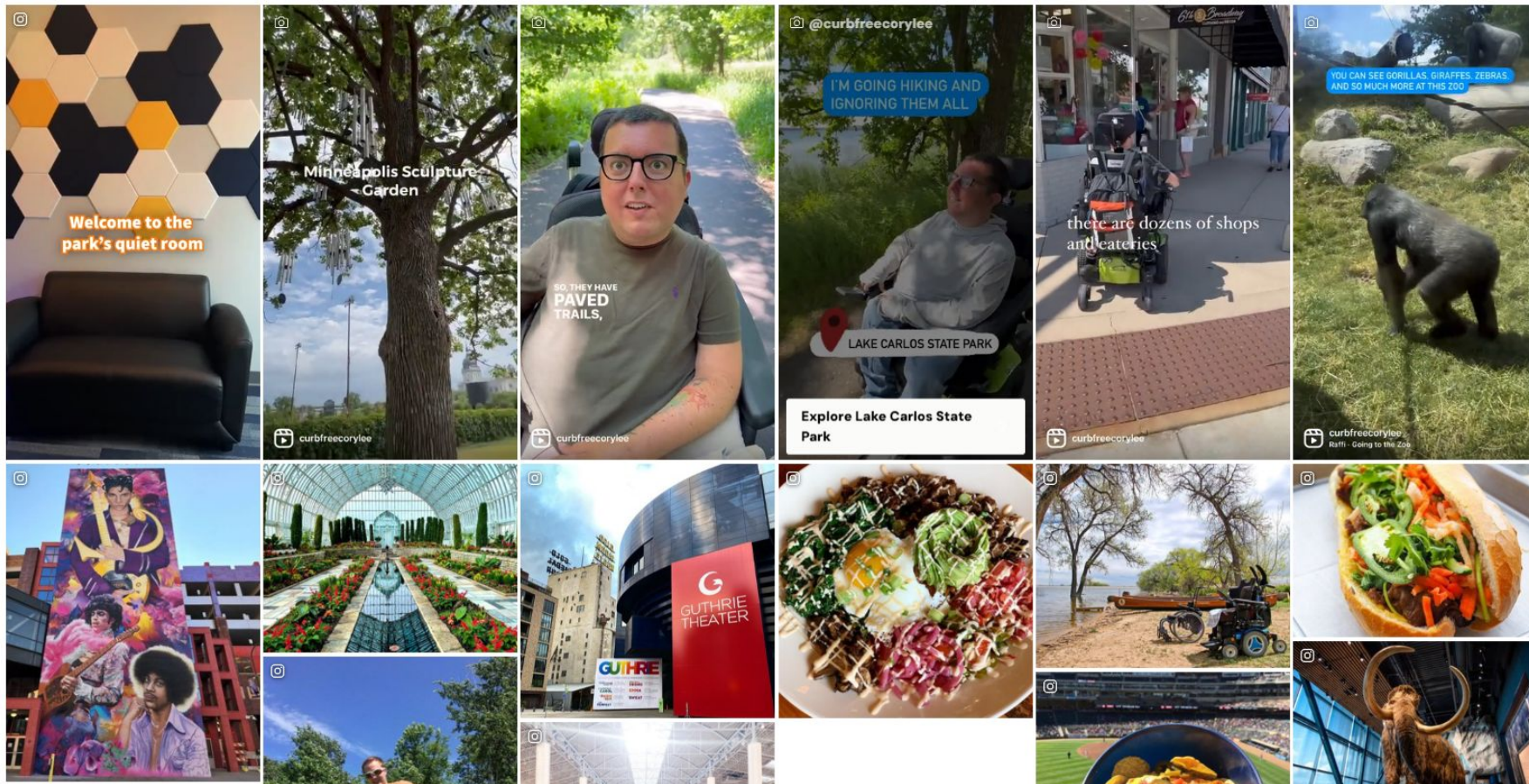
Amplification with Social Media

- Feature Accessibility in Highlights & your Link Tree in profiles
- Remember to integrated regularly into your content calendar
- Keep content creators from the accessible travel community on your bench year round



Ideas for Content Orchestration

Amplification with Social Media



Ideas for Content Orchestration

Leverage From Local & Earned Coverage

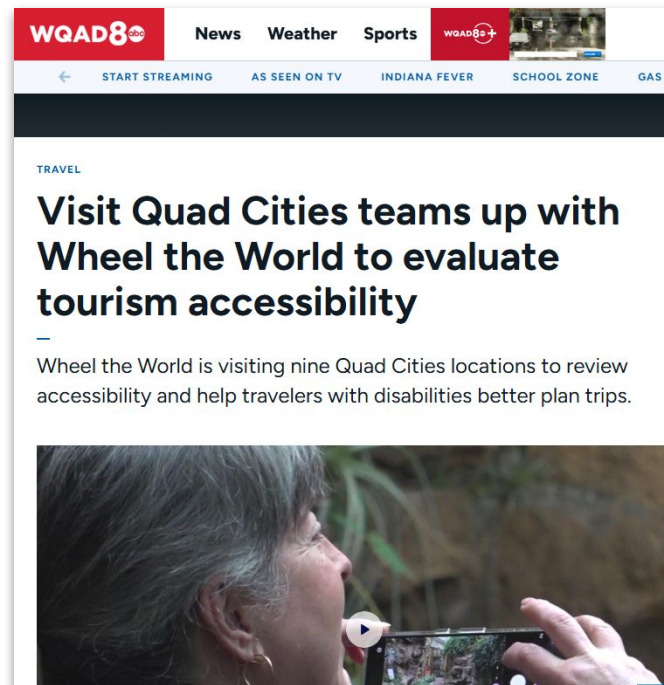
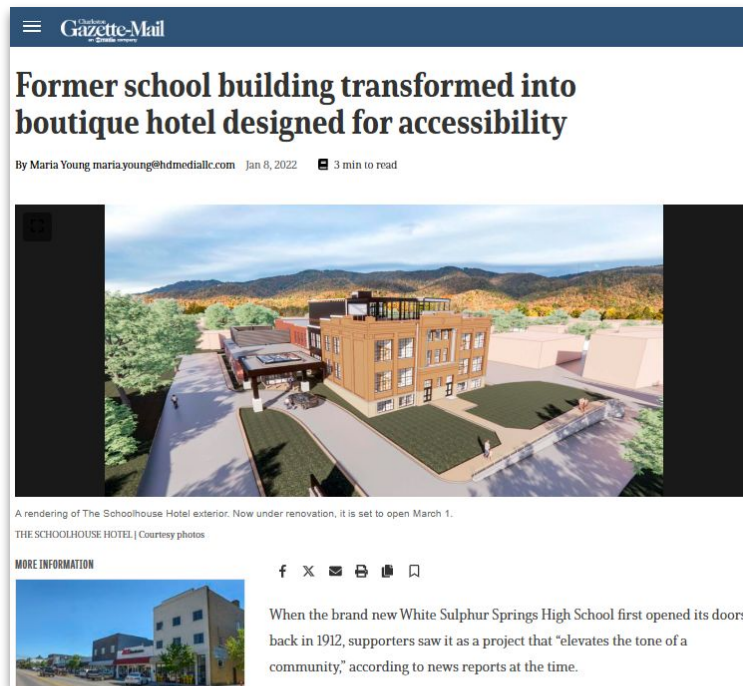
- Involve your PR team in your accessibility efforts
- Include accessibility in your core media kit
- Outreach to publications focused on those with disabilities
- For mainstream outlets frame as an economic or standard setting story, rather than a cause.



Ideas for Content Orchestration

Leverage From Local & Earned Coverage

- Seek out local coverage – “curb effect” value



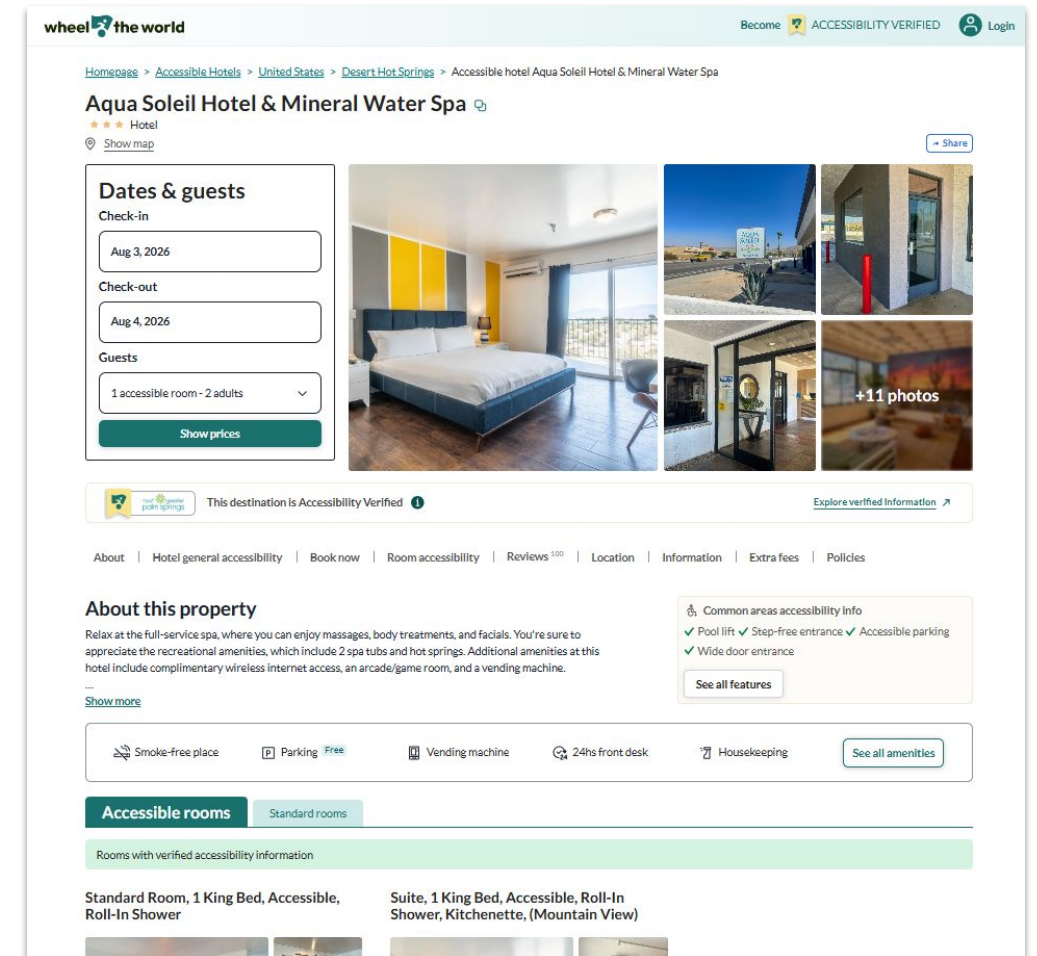
Ideas for Content Orchestration

Activate Your Business Community

78% of tourism businesses that offer accessibility features have **no dedicated accessibility page** on their website

TravelAbility, 2025

- Create learning opportunities on accessible travel & the value of this market to their business
- Promote & link to their Wheel the World listing and verified information



Ideas for Content Orchestration

Activate Your Business Community

- Update attributes/amenities on key platforms (limited, but do it anyway)

Accessibility

Adaptations to the hotel to accommodate guests with varying levels of physical ability.

[Edit all](#)

Accessibility

- ✓ Mobility accessible
- ✓ Accessible parking
- ✓ Accessible pool
- ✓ Accessible elevator

Amenities and More

Health Score Met Inspection Standards Powered by Health Department Intelligence	Takes reservations
Wheelchair accessible	Accessible parking near entrance
ADA-compliant main entrance	ADA-compliant restroom
✓ Accepts Apple Pay	✓ Accepts cash
✓ Accepts credit cards	Waiter service
Free Wi-Fi	DJ, Live music

Property amenities Accessibility Languages Room features Room types

General
Facilities for disabled guests, Service Animals Allowed

Hearing
What hearing accessibility amenities does your business have?

☐ Assistive Listening Devices ALD	☒ Visual door bell	☒ Visual emergency systems in lobby
☐ Member of staff knows sign language	☒ Visual emergency systems in bedroom	☒ Visual telephone

Intolerances
None

Mobility
What mobility accommodations does your business provide?

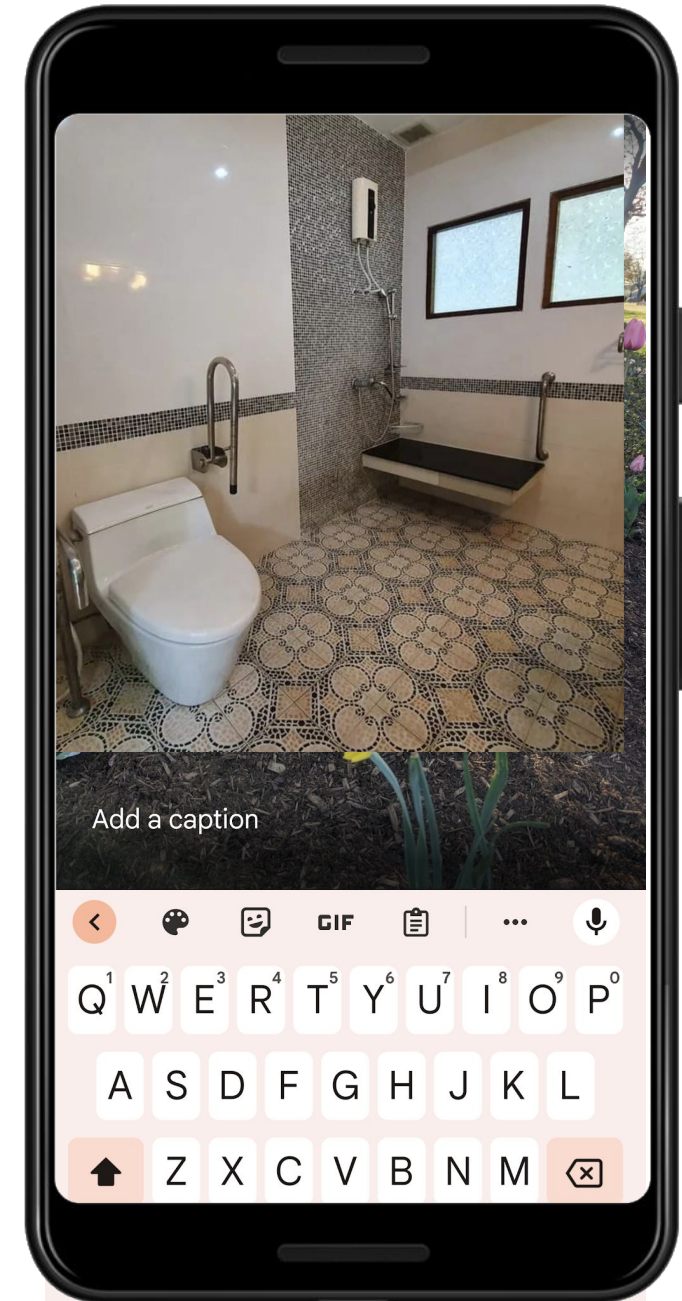
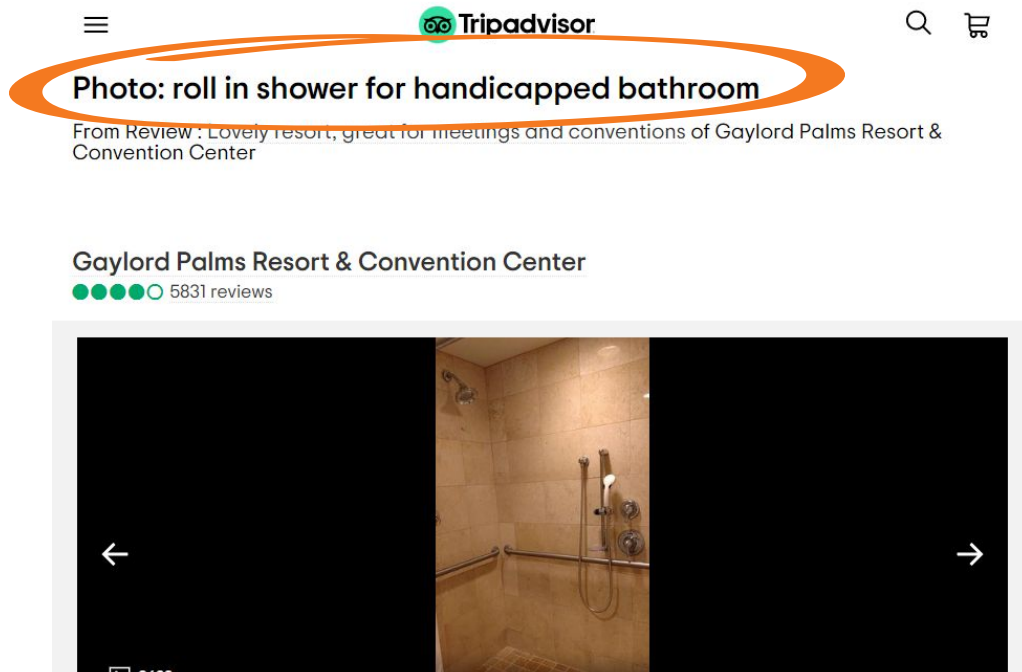
☐ Accessible beach	☐ Accessible-height check-in	☒ Seat in bath
☒ Accessible door to bedroom	☐ Accessible-height security door latch	☒ Seat in shower
☐ Accessible eating counters	☐ Accessible-height sink	☐ Shower seat in common area
☐ Accessible hot tub	☒ Adaptive recreational equipment available	☒ Step-free access into bathroom
☐ Accessible outlets in bathroom	☐ Bidet - Hotel Accessibility	☒ Step-free access into bedroom
☐ Accessible outlets in bedroom	☒ Elevator	☒ Step-free access into building
☐ Accessible parking space	☐ Elevator with wide doorway	☒ Van accessible parking



Ideas for Content Orchestration

Activate Your Business Community

- Share photography & video
 - Website, listings & social media
 - Captions & descriptions are indexed!



Ideas for Content Orchestration

Activate Your Business Community

- Stay alert for accessibility-related reviews, respond & learn



Connie Cummings

Local Guide · 33 reviews · 26 photos



★★★★★ a year ago

My 3 kiddos greatly enjoyed the Dino exhibit. My husband is **wheelchair** bound, very Happy with how everything was easily accessible. My kids loved the rides and play area. We will definitely return.



Reviewed August 13, 2015

Wheelchair Users Eat Outside Only

The smell of great big juicy burgers tempt me every time I wheel by this place. Too bad I can only eat here in the summer due to it being inaccessible to wheelchair users. There's a huge step up to get in. I did get lifted in once and the inside is cute but space was very cramped and hard to move around.





The 3-step pipeline

VERIFY

Wheel the World

What you own at the end: verified data, live on wheeltheworld.com and cited by AI from day one

VALIDATE

Wheel the World

What you own at the end: real content and real reviews

DISTRIBUTE & OPTIMIZE

Miles Partnership

What you own at the end: visibility that compounds



Your next steps

1

Get your free AI Accessibility Snapshot

We check what ChatGPT, Google and Tripadvisor currently say about your destination's accessibility and send you a one-page report. Scan the QR to request it.

2

Score your flagship property

Walk one hotel through our 10-point checklist right now. See exactly where the gap is.

3

Book a working session with either team

Verification is turnkey: our team does the on-site work, and programs are scoped to start in whichever fiscal quarter works for you.



Walk one property. This is a gut check, not a verification.

The 10-point checklist

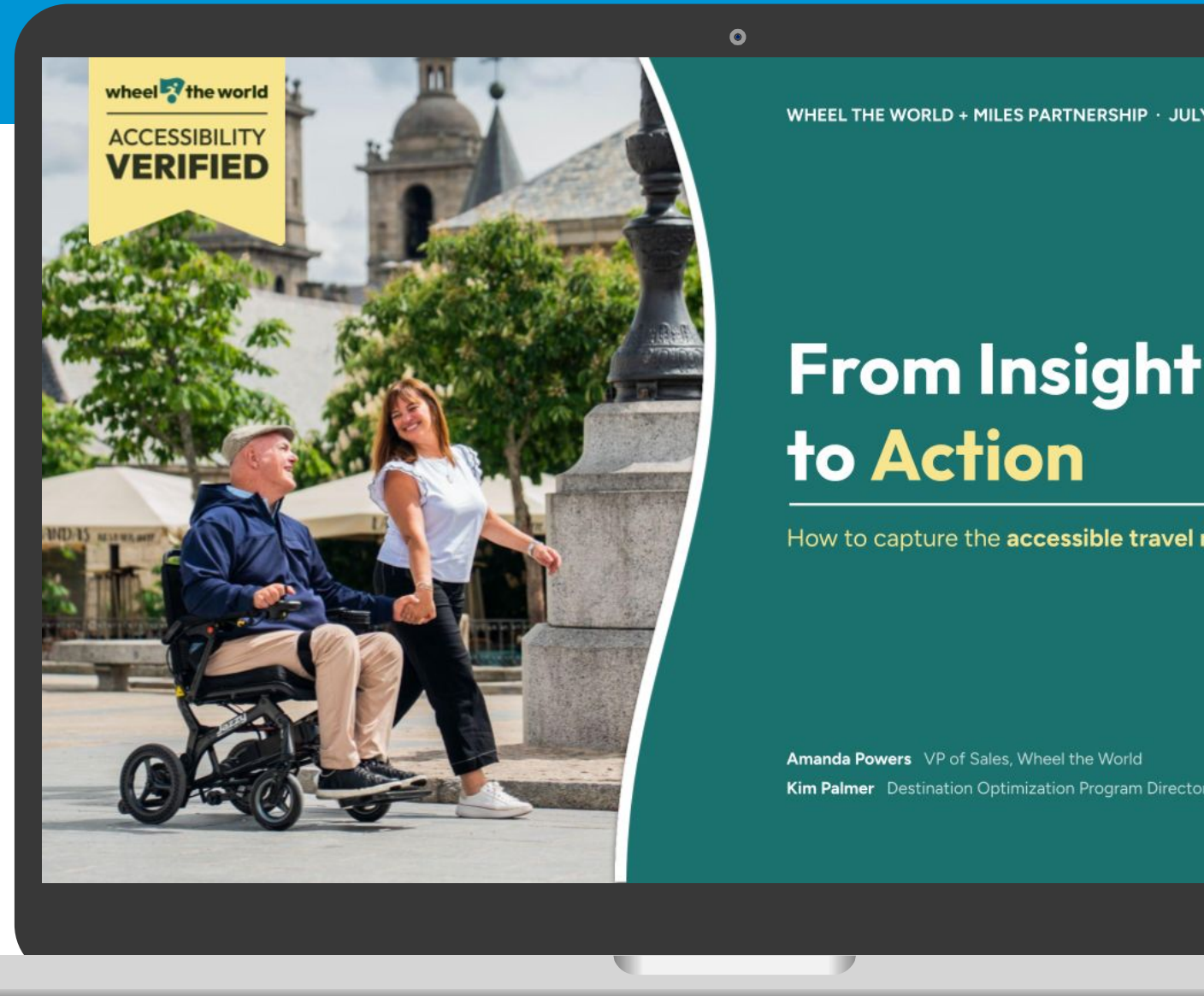
Category	Question	Yes/No
Rooms	Is there a clear path from the door to the bed and bathroom, no furniture in the way?	
Rooms	Does the bed look the same height as a wheelchair seat, not noticeably taller?	
Bathrooms	Is there a shower with no raised edge to step over?	
Bathrooms	Are there grab bars next to the toilet and in the shower?	
Common areas	Can you get from the parking lot to the front desk without a single step?	
Common areas	Is there an elevator that reaches every guest floor?	
Outdoor	Can you reach the property's top feature without crossing grass, gravel, or sand?	
Outdoor	Is accessible parking within about 50 feet of the entrance?	
Transportation	Does the website or front desk mention a wheelchair-accessible transport option?	
Services	Has front-desk staff had any accessibility training, yes or no?	

Webinar Resources

Slides and other resources will be available at:

<https://www.milespartnership.com/how-we-think/research/from-data-to-insight-how-to-capture-accessibility-market>

www.accessibility-verified.com/





Q&A

Amanda Powers amanda.powers@wheeltheworld.com

Kim Palmer kim.palmer@milespartnership.com

