



Solution for accessible travel?



wheel  the world.com

Breaking barriers, boosting tourism:
The untapped potential of Accessible
Travel

THE WORLD'S LEADING SOLUTION
FOR ACCESSIBLE TRAVEL

CNN

**TRAVEL+
LEISURE**

lonely planet

UNWTO





OUR STORY WENT VIRAL

Where Do We Go From Here?







**EXPLORE THE
MOAIS**





We were building a brand
**WE NEEDED TO TELL
THE WORLD**

ACCESSIBLE TRAVEL IS POSSIBLE





MACHU PICCHU



A brand inspiring globally and organically

“

Machu Picchu wheelchair accessible thanks to Wheel the World”

San Francisco Chronicle



“

Machu Picchu wheelchair accessible thanks to Wheel the World”

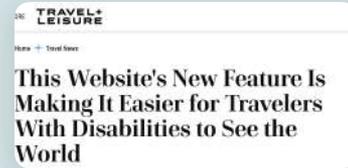
CNN Travel



“

Understanding the places people with disabilities can go in the world”

Travel + Leisure



“

A challenge that is kickstarting the conversation on inclusive tourism”

Lonely Planet





THINK ABOUT YOUR NEXT TRIP





STICKY FLOOR

BED IS 6.5 FT
HIGH

BATHROOM
DOOR IS LOCKED



52%

Have encountered
beds that were too high
for them.



81%

Have dealt
with inaccessible
showers or tubs.



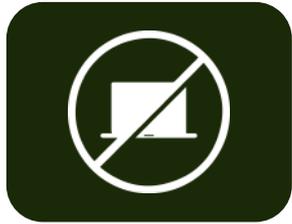
54%

Of our users had
problems when booking
a room at check-in.

**Travel is often
frustrating, even
intimidating...**



People with disabilities face several challenges when planning & booking their trips



Accessibility information is not reliable & is **not online**



Accessibility needs differ for each person



Hospitality businesses **don't know their (in)accessibility**

The big opportunity of accessible travel



16% of the **world's population** lives with a disability.



An additional **10%** is over **65 years old**, and about half of them face accessibility challenges



15% also have accessibility needs **as companions**

Raise your hand if....

You know someone who has a disability

You have a family member above 65 with accessibility needs

You have a disability



An emerging market larger than China

\$13T

Disposable income

\$120B

Travel expenditure

6%

Of the total travel industry

\$300B

**Potential accessible
travel market**

IN THE U.S.

1 in 4 adults

in US have a degree of disability.





Every day
12,000 Americans

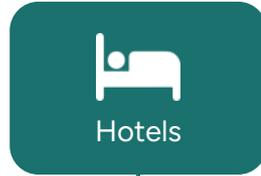
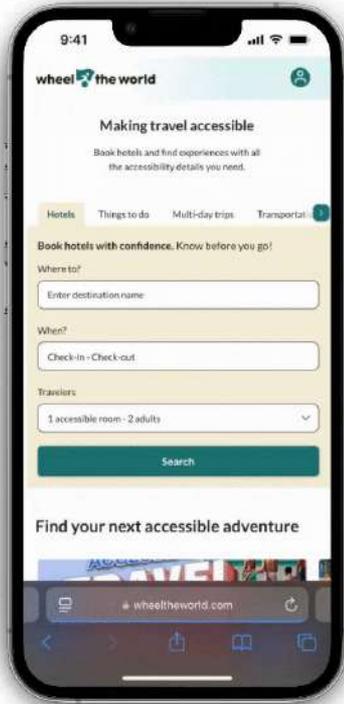
Turn 65 years old
 $\frac{1}{3}$ of them can't walk long distances



Our purpose is to
**make the world
accessible**

wheel  the world

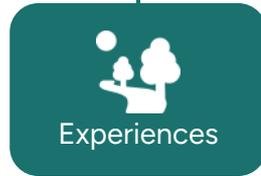
25,000 Travelers



Hotels



Transportation



Experiences



Detailed and structured accessibility information.



Personalized recommendations for each user's needs.



180,00 Community Members

HOW TO
ACCELERATE THE
TRANSITION TO
MORE
ACCESSIBLE
DESTINATIONS?



**Start asking
this questions**

Do I know the supply of accessible accommodation at my destination?

How many accessible rooms?

Are my partners aware of how big this segment of the population is?

How accessible are they?

The chicken-egg problem



Do we know the local options for accessible transportation?



**Is my staff trained to deliver a great
experience to those visitors with
accessibility needs?**

**How do I display online the
accessibility of my destination?**



**Empathy
is key**



When your tour isn't accessible...
You leave me behind.



When your beach is beautiful,
but not accessible...
You shut me out.



When I can't use public
transportation in your city...
You limit where I can go.



When I can't book a hotel
that meets my needs...
You tell me: this place isn't for you.





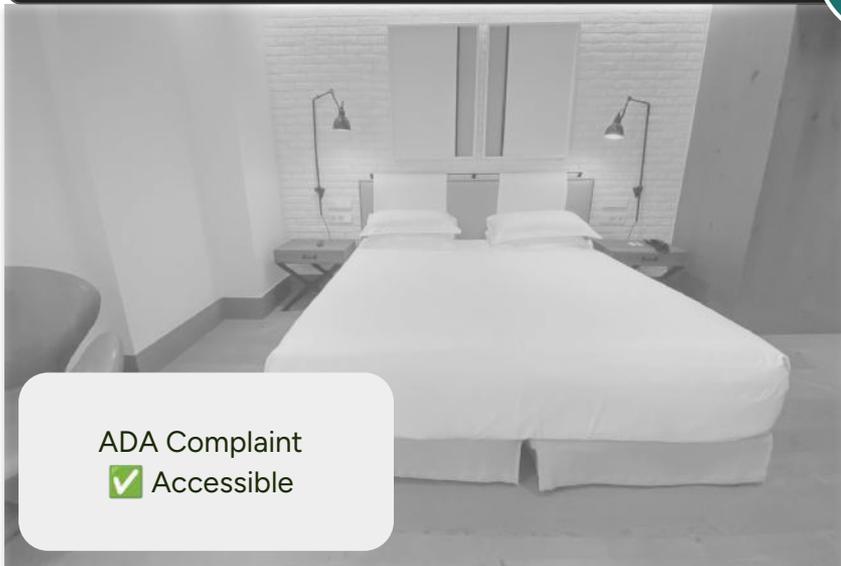
Unlocking the Accessible Travel Market

Turning accessibility data into trust, visibility, and demand.

Two ways of seeing accessibility

Checking the box *VS.* Opening possibilities

Basic. Vague. Legally required.



ADA says you can enter.

VS

200+ data points travelers actually need



We show you how you'll thrive

This isn't a booking problem. It's a trust problem.

- Can I reach the bed without help?
- Will I even fit through the bathroom door?
- Will the shower chair actually be safe?

Helping **Destinations & Hospitality** to become accessibility ready.



Organized accessibility
information



Simple booking
solution



Trainings
in accessible travel



Access to an
emerging market



Project and data
monitoring

Across all type of disabilities



150+ DMOs in just 2.5 years





breathing life through high quality content

Verified Accessibility Information Is missing

The travel industry can't serve travelers with disabilities without verified, consistent accessibility data.



Our Solution: Accessibility Verified

The bridge between destinations and travelers.

WTW's Framework: Verify → Improve → Market

The WTW Flywheel: Turning Verified Data Into Traveler Demand

By verifying data once, destinations build trust, stay visible, and attract travelers — consistently, year after year.



Accessibility Verified

All-in-one solution to verify, improve, and market accessibility — with seal of approval, partner enablement, and accessibility web.

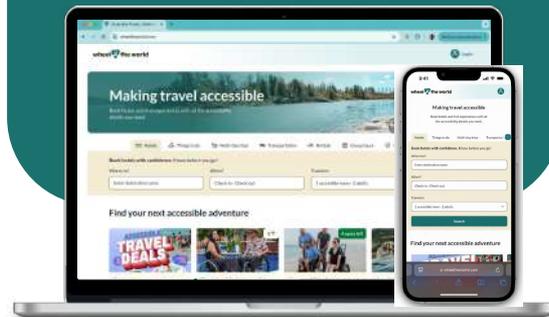


TRUST
Accessible Travel
Community



wheel  the world.com

Travelers discover and book with confidence — with guaranteed accessible rooms, verified information, and hotel support.



After years of listening and learning, we discovered four truths:

1. Collaboration transforms accessibility from a moral and legal duty into a **business opportunity**.
2. Audiovisual content is key to **inspire** and **data** drives **trust**.
3. **Discoverability** = Strong Digital Presence
4. For our dream to succeed we needed to **build the strongest community** in accessible travel, involving travelers, hospitality businesses and leaders



Travel is Life
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Verification Seal

AI Accessibility Advisor

Experience Grand Rapids Chatbot

Welcome to Experience Grand Rapids Accessibility AI Chatbot (Stella), I know everything about how accessible is Grand Rapids for any disability needs. So you can ask me anything about accessible accommodations, activities, restaurants, and transportation.

Video | Hotels | About | Activities | Transportation

Hotels | Activities

ask me anything

DMO & Partners Portals

Mapped Partners

Type	#	%	%
Hotels	35	1.2%	6.22%
Experiences	34	3.54%	6.77%
Restaurants	46	3.47%	8.16%
Attractions	60	3.17%	7.6%
Parks	39	3.88%	8.15%

5100 = 100%

Accessibility Landing + API

Come visit Fort Lauderdale with guaranteed accessibility!

Hotels and activities enjoy your city with accessible accommodations with all your needs. Prices great, accessibility is the best!

Hotels | Activities | Restaurants

The city you never want to leave

Fort Lauderdale, what a thrill to be the "Haven of America's" to a destination that is accessible to all. The city is a beautiful, vibrant, and always smiling, it's a welcoming and diverse. Our destination is accessible to all. Our destination is accessible to all.

Hotels | Activities | Restaurants

Online Academy + Accreditation

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WTW Academy

WORLD TRAVEL TRAINING CENTER

ACCREDITATION

WORLD TRAVEL TRAINING CENTER

WORLD TRAVEL TRAINING CENTER

WORLD TRAVEL TRAINING CENTER

Partners Cares System

wheel the world

You are now part of WTW Partners Connect!

Dear Wheel the World **multi-day partners**,

As we look back on our remarkable journey, it's impossible to overlook our multi-day trip partners' invaluable role in making Wheel the World the best solution for travelers with disabilities to travel around the world.

We are thrilled to share that since our beginning, an impressive number of 4,000 people with disabilities and their companies have traveled with us. 25% of them have embarked on an unforgettable **multi-day trip**. The outstanding achievement couldn't have been possible without your passion and commitment to making travel accessible to all.



Only **2.2%**
of media content
includes characters with
disabilities

Marketing Solutions



Destination benefits

- ✔ Showcase accessibility & enhance reputation
- ✔ Engage with new audiences
- ✔ Differentiate from other destinations

Why Wheel the World?

- ✔ **100% Focused on Accessible Travel Marketing**
- ✔ Empowering inclusive communication
- ✔ Vast network and influential partnerships

Professional Video



Explore with Wheel the World & Visit MESA

Professional Photography



Email to our community



Social Media Clips + Posts



Digital Marketing Campaign

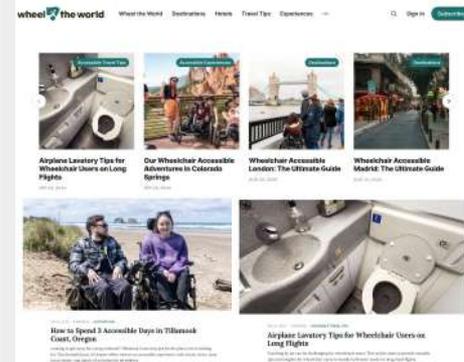


++Reach (1MM, 2MM and more)

Facebook Group



SEO Optimized Blogs



Advocates & Influencers



Website Promotion



Video Podcast



Giveaways in your destination

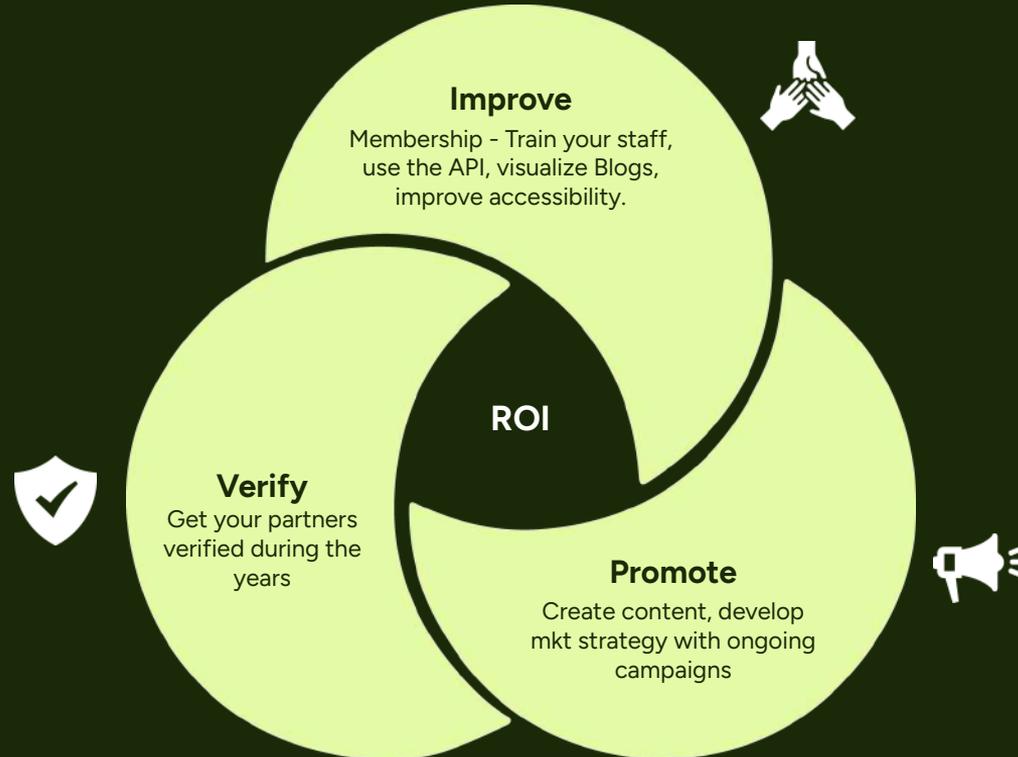


Group Tours & FAM Trips



The Success Path: From Verified to Visible

Becoming an Accessible Destination is a Journey—One That Builds Trust, Increases Visibility & Drives Visitors



Accessible Travel In the Heart of Spain



Travel Oregon Full Solution

First U.S. state fully verified by
Wheel the World.

Produced an 8-part miniseries



- Paid + organic, plus national TV coverage on Fox News.
- **Results: +30M est. reach from \$80K investment. Reaching 100+ national media coverage outlets.**

Comunidad de Madrid Full Solution

Main video featuring a couple
traveling inclusively.



- Expansion: Launched group tours to capitalize campaign momentum.
- **Results: 400K reached, 29K engaged, invested \$37K. With a 4x ROI = 50 travelers booked GTs**

To help travelers plan and book with confidence, Destinations and Wheel the World must stay visible, verified, and connected.



Data:

Be Discoverable

Verified accessibility data fuels visibility — in search, AI, and traveler decisions.



Content:

Be Chosen

Educate and inspire through authentic storytelling that drives measurable action and reach.



Community:

Be Trusted

Engage travelers and creators who validate and amplify destination credibility.

Partners | DMO's | Content Creators | Travelers



Key Takeaways

1

Working towards accessibility is a collective effort that requires **all of us**

Key Takeaways

2

Accessibility isn't just a checklist — **it's also a smart business move**

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Key Takeaways

3

A cultural change takes time - **Accessibility is not a summit, it's a journey**

Key Takeaways

4

Representation in marketing is essential to **drive inclusivity and awareness** for people with disabilities

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Key Takeaways

5

Work with trusted partners for assessments and accreditations to ensure accessibility and inclusivity.

An accessible future is inevitable.
The question is: will you lead it?

Join the community

**Hospitality Without Limits -
DMO Accessibility Network**



**Travel Without Limits -
Global Accessibility Community**



Thank you



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