

—OREGON—
**GOVERNOR'S
CONFERENCE**
ON TOURISM

Making your Destination Welcoming for
Neurodivergent Travelers

**Becky Large, Walter Marchbanks, Sunny
Spicer, & Katy Clair**



AutismTravel.club[®]

PUTTING AUTISM ON THE MAP_{zd}

Enabling People Living With Autism to Explore and Travel the World

Becky Large

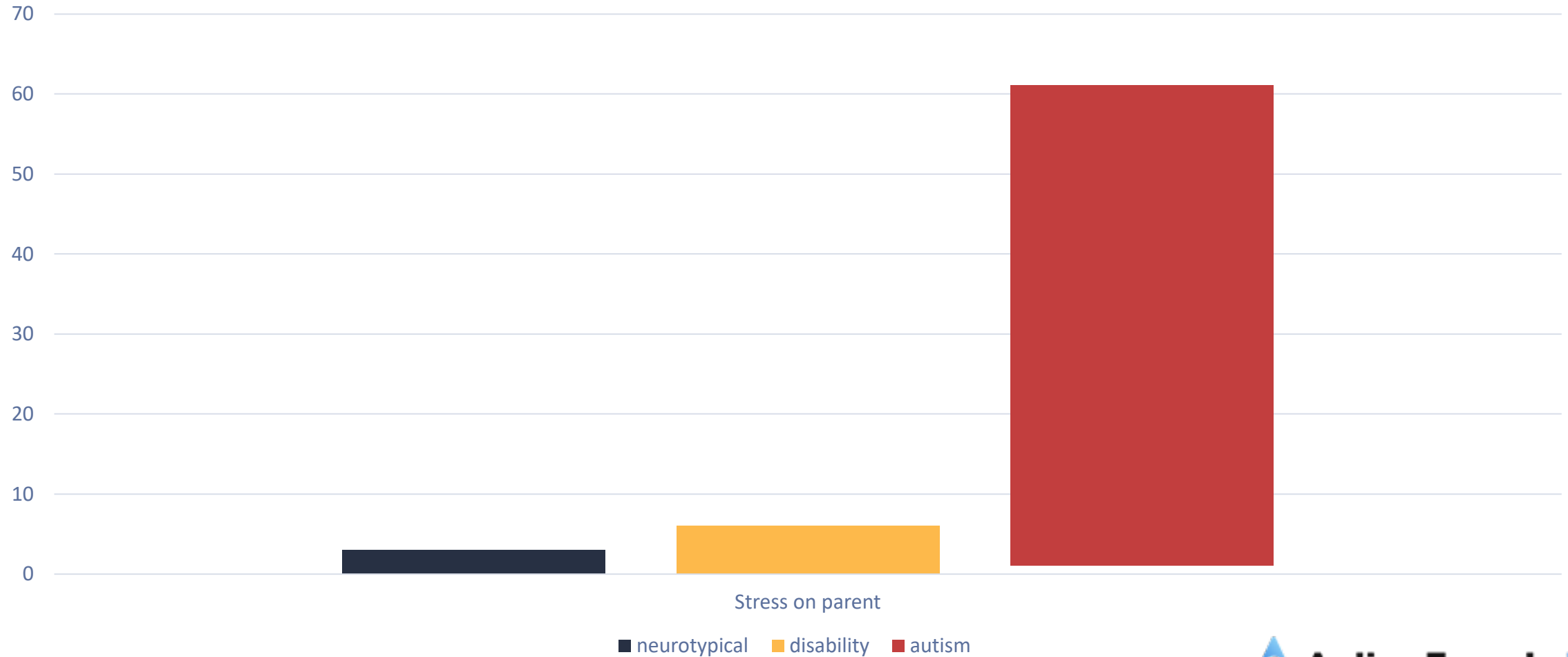
CEO

becky@autismtravel.club

**87% of families with
autism do not travel**

93% of families with autism said they would travel if supports were available.

Stress On Parents



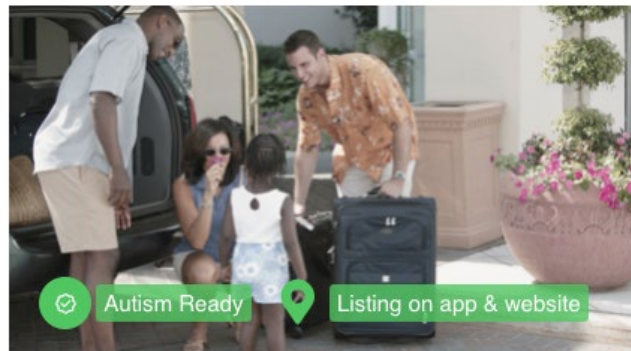


Paradise is more
than a pretty place

OUR WHY



Through our online platform, we train resorts, restaurants, hospitality businesses to become autism ready



Autism Ready Listing on app & website

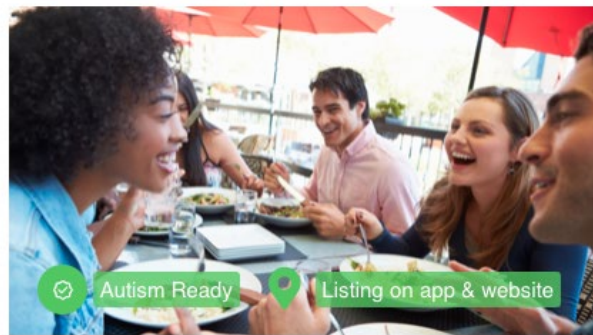
Hotels, Resorts \$597.00 / year

Autism Ready – ATC Resorts I

87% of families with autism do not take vacations – YOU can change that. Through this module you empower your staff to support and accommodate families with autism.

PREVIEW MODULE

PURCHASE MODULE



Autism Ready Listing on app & website

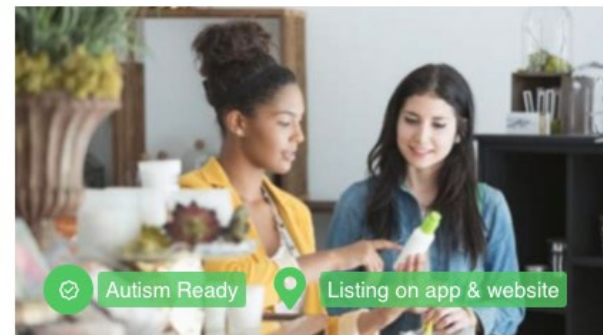
Restaurants \$297.00 / year

Autism Ready – Restaurants

Hustle and bustle, that's what restaurants are all about—not necessarily a great thing for people with autism. This module provides direction on how to serve and support people with autism while at your establishment.

PREVIEW MODULE

PURCHASE MODULE



Autism Ready Listing on app & website

Retail \$297.00 / year

Autism Ready – Retail

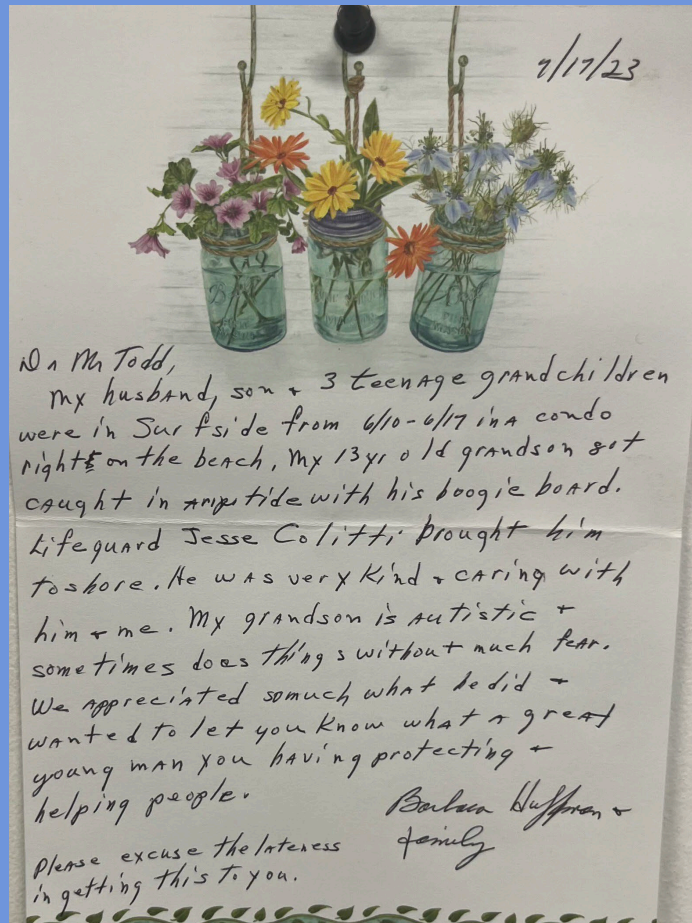
Think about it, your store is filled with all kinds of wonderful things—so much to see! Not necessarily a great thing for someone with autism. This module gives insight about autism and how your staff can be of assistance.

PREVIEW MODULE

PURCHASE MODULE

Awareness & Training in Action...

Our Man Jesse!

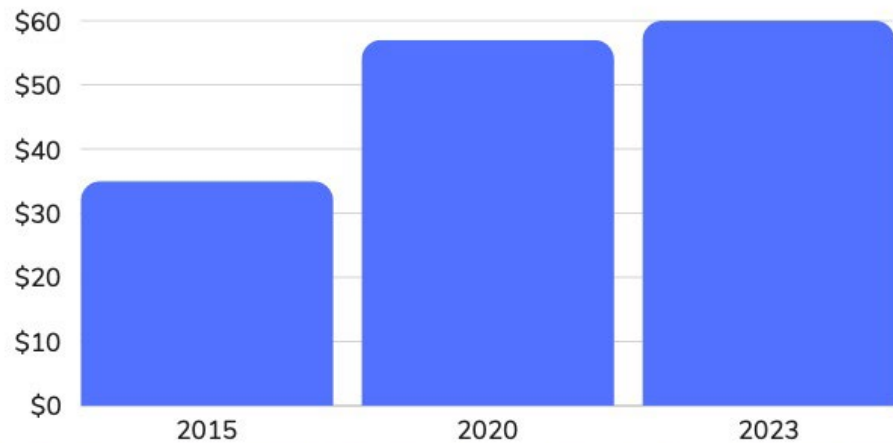


Echo saves the day (& then some)!

A mother and her young autistic son approached the desk and were preparing to checkout when the mother expressed sincere appreciation to Echo for “not only saving her vacation but saving her son’s life!!!”

YOUR WHY

DISABILITY TRAVEL MARKET



[HTTPS://WWW.BBC.COM/WORKLIFE/ARTICLE/20240116-THE-DISABLED-TRAVELLER-MARKET-REPRESENTS-BILLIONS-UNTAPPED-REVENUE](https://www.bbc.com/worklife/article/20240116-the-disabled-traveller-market-represents-billions-untapped-revenue)

AUTISM TRAVEL MARKET

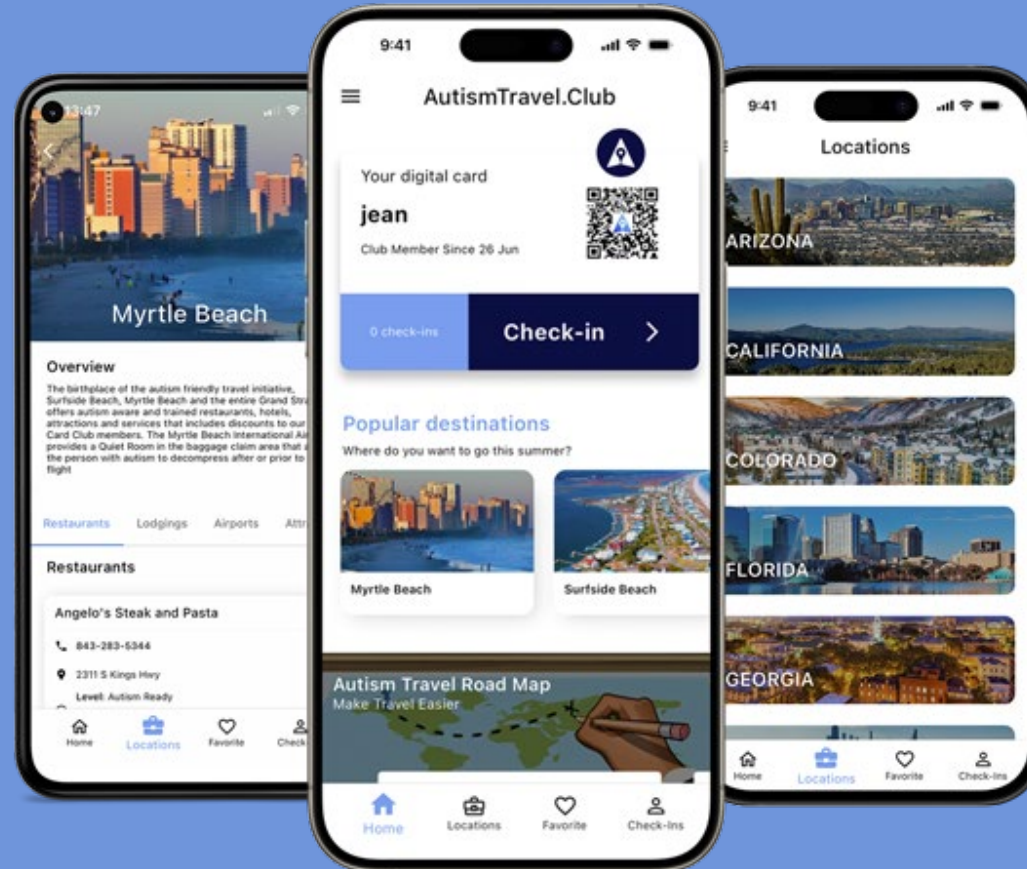
336+ million people in the United States

1 IN 36 CHILDREN has ASD or 2.7% OF THE POPULATION

Average family size is 3.1

Over 28 million potential travelers

We provide **families** access to trained & sensory-friendly destinations through our Autism Traveler mobile app




Our Market Data



30% of our Autism Ready locations are **restaurants**

We are targeting restaurants that are family friendly and are willing to accommodate the special needs of our autism families.

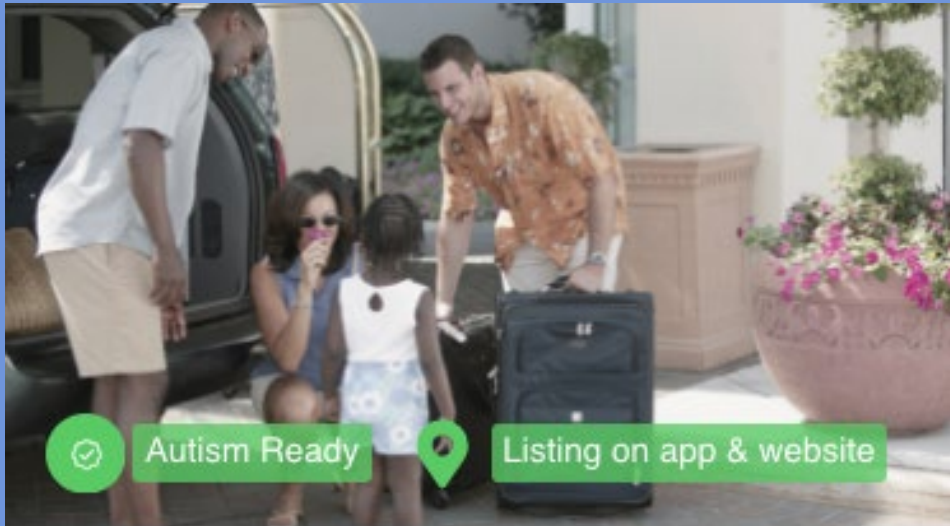


Autism Ready Listing on app & website

| | |
|-------------|-----------------|
| Restaurants | \$297.00 / year |
|-------------|-----------------|

Autism Ready – Restaurants

Hustle and bustle, that's what restaurants are all about— not necessarily a great thing for people with autism. This module provides direction on how to serve and support people with autism while at your establishment.



Autism Ready



Listing on app & website

Hotels, Resorts

\$597.00 / year

Autism Ready – ATC Resorts I

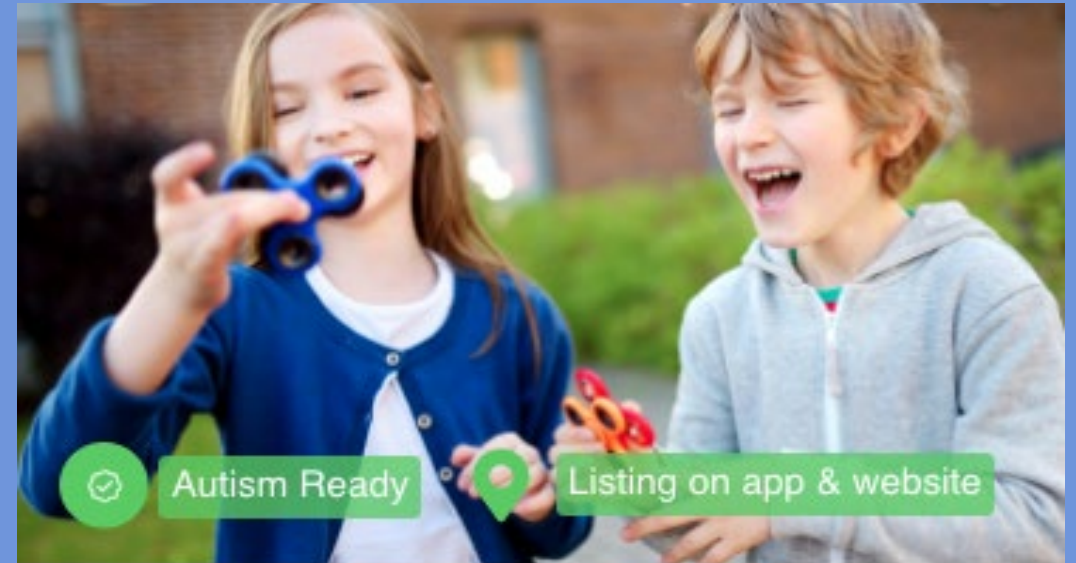
87% of families with autism do not take vacations – YOU can change that. Through this module you empower your staff to support and accommodate families with autism.

30% of our autism ready locations are **Hotels and Resorts**

We are targeting Hotels and Resorts that are family-oriented, committed to a great guest experience and willing to support and accommodate families with autism.

22% of our autism ready locations are **Service Businesses**

10% of our Autism Ready locations are **Attractions**



Autism Awareness

\$297.00 / year

Autism Ready – General

Designed for the lay-person and those in professional services this module provides information about autism through the lifespan and how to better identify and support people living with autism.

Our Market Data

30%

restaurants

30%

Hotels/Resorts

22%

Service
Businesses

10%

Attractions

Our Users



What activities and destinations do they desire:

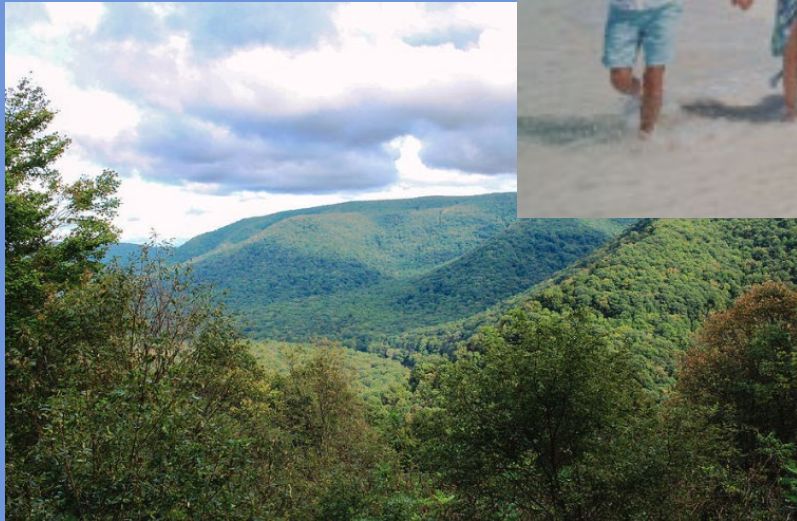


Photo credit David Beard

91% Beach

54% Mountains

70% Amusement Parks

36% City

35% Farm

40% Lake

27% Cultural-historical

Family Program Testimonials

“We want to give our kids the experience most other kids have, even if it is emotionally draining, and programs like this make us feel as if we are not alone.”

- Andy Reithel

“This is an amazing program and I’m SO happy to see it, our son is almost 16 (he will be 16 right after we leave Myrtle) and it’s so great to see so many places finally realizing these kids need a few accommodating things just to help them cope & it makes our lives as parents much easier (not to mention helps our other kids be able to enjoy a family outing with less outbursts!). So thank you for all that you’ve done to make this program happen!!”

- Jamie Culley

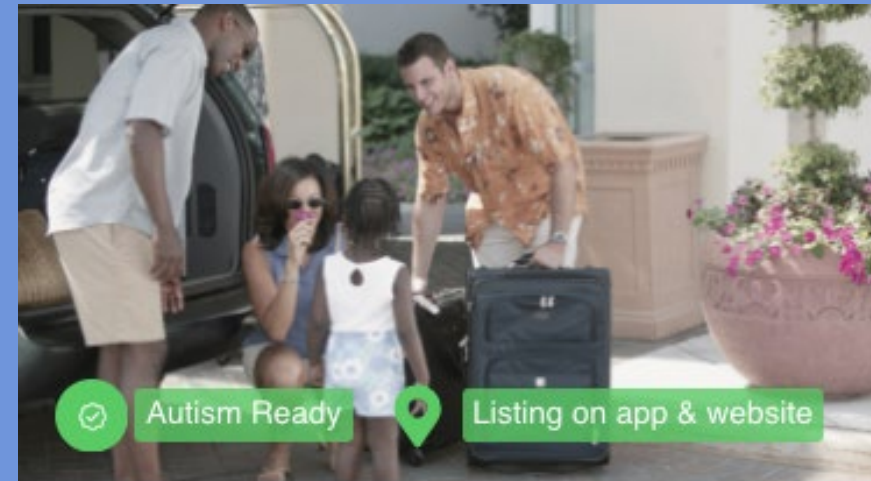
Types of Accommodations preferred

Lodging Preferences



Autism Ready Short-Term Rentals – Individual Property

The Autism Travel Club and Becoming rentABLE, the Accessible Short-term rental experts, have come together to help you make your property and listing Autism Ready. This module will provide insight into some accommodations you can or may have, providing families with autism an opportunity to have a vacation at a “home-away-from-home.”



Hotels, Resorts

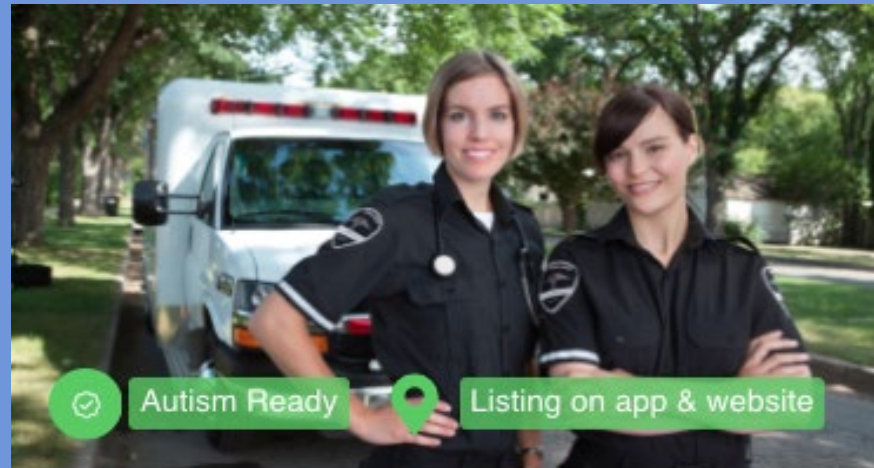
\$597.00 / year

Autism Ready – ATC Resorts I

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Expectations

Top Autism Concerns that impact the family's ability and willingness to travel



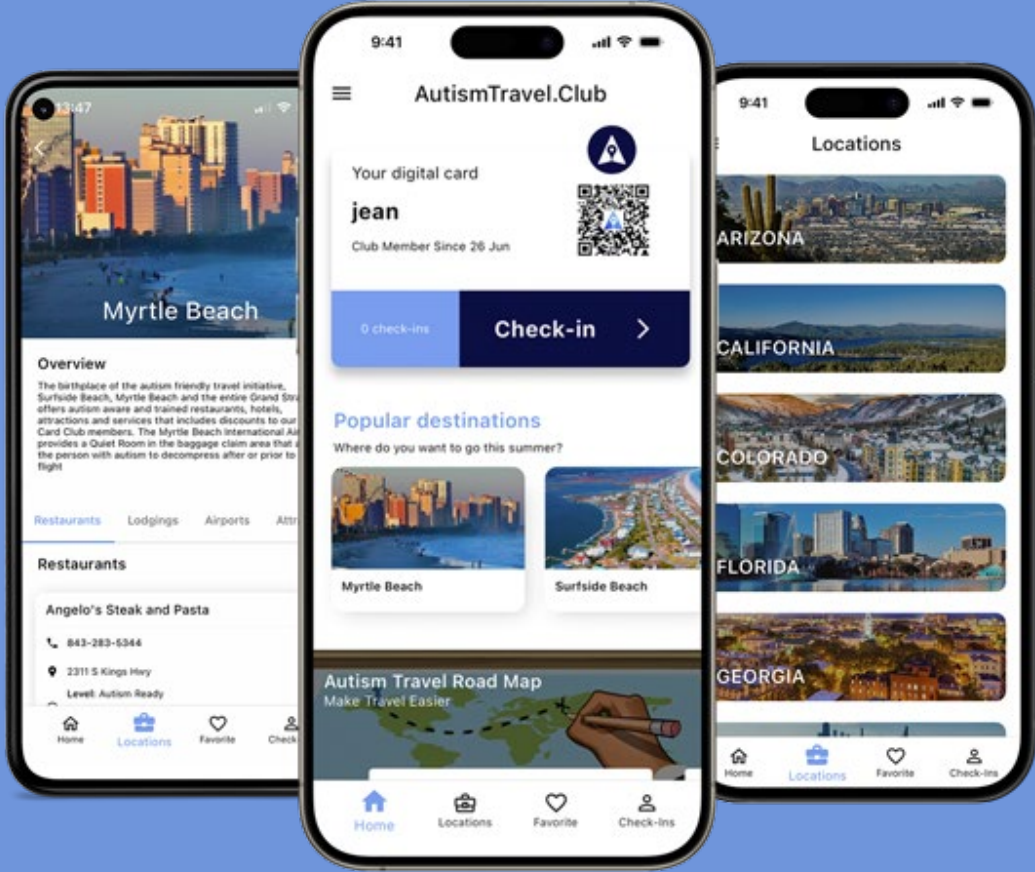
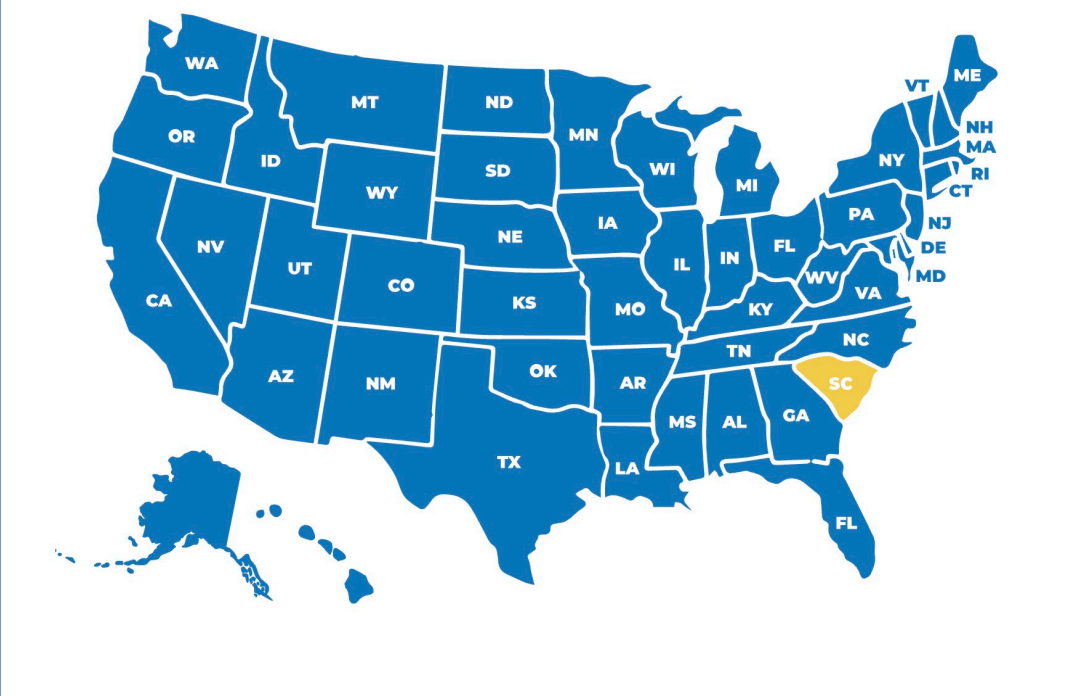
First Responders

\$597.00 / year

Autism Ready – First Responders

Sometimes initial interaction with someone on the autism spectrum is counter intuitive to first responder training. The goal of this module is to provide information on what might seem as someone who is being oppositional but may have autism.

What our users expect from our partner locations



Check out what our Autism Ready business members are saying

“Through this process one of the most surprising things our staff has learned is how much those within our company have been affected by autism within their own communities or families. We have learned how close to home autism hits and how important it is to be trained no matter the field you’re in because you never know who you may run into or work with every day.”

-The Team at Retail Sports Marketing

“What an amazing opportunity we had to go through the autism readiness training. I am a proud mom of a boy with Autism and I was very surprised about the new information I learned. I was also so excited to see how many other people were learning about ASD and ASD families. Thank you so much for what you do for Autism. Education and awareness are needed so badly and your program has given it to myself and to my second family that I work with everyday. As a General Manager I am beyond excited for the opportunities ahead for my staff and guests to have amazing interactions with each other. As an ASD mom I am blessed that you are fighting the fight we all need.”

- Sabrina D. Hilliard, General Manager Beach Cove Resort



AutismTravel.club®

Happy (& aware) Family





AutismTravel.club[®]

PUTTING AUTISM ON THE MAP



**Please Scan for contact
Information**

**Becky Large
CEO**

**Proprietary / Confidential information
DO NOT SHARE**

2024 Oregon Governor's Conference on Tourism

Welcoming Neurodivergent Travelers

Walter Marchbanks
PDX Customer Programs and Services Manager

walter.marchbanks@portofportland.com

Port Mission:

Build shared prosperity for the region through travel, trade, economic development.

Port Vision:

A prosperous region, where quality jobs, multi-generational wealth, and access to markets are equitable and shared.

Shared Prosperity Principles

- Maximize benefits to those historically left behind
- New opportunities for community engagement
- Financial sustainability for the Port



PDX Access: Team

- Oregon Commission for the Blind
- Oregon Deaf and Hard of Hearing Services
- Basic Rights Oregon
- **Disability Rights Oregon**
- **Autism Society of Oregon**
- **Kulture City**
- ARC of Oregon
- PSU Institute on Aging and Mobility
- AARP
- PDX Community Advisory Committee
- Transportation Security Administration (TSA)
- TriMet
- Open Doors Organization
- City of Portland, Office of Human Rights Disability Commission



PDX Access: How We Engaged

- Meetings – Internal and External
 - Small focus groups
 - Individual community member meetings
 - Combined workshops
- Questionnaires
- Facility Tours



PDX Access Program Mission:

Engage with community accessibility subject matter experts to inform customer programs, infrastructure and design related to current operations and future renovation at Portland International Airport (PDX).

Deliver an exceptional experience to everyone who travels and works at PDX

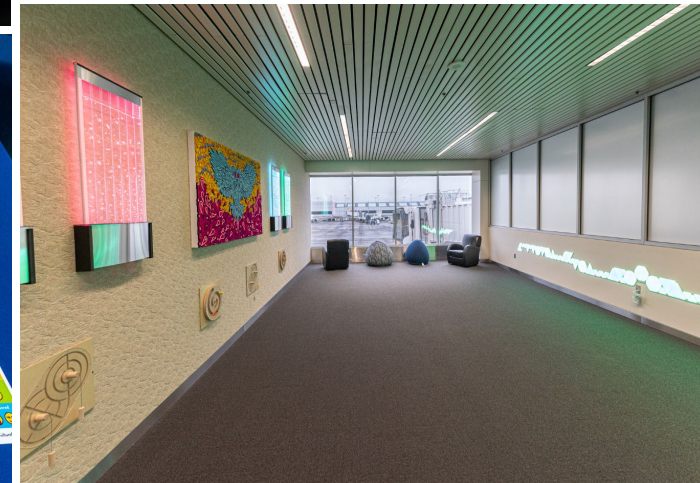
- Recover from the COVID-19 pandemic by improving customer service and rebuilding air service.
- Build an airport for the future that reflects our regional character and cultural diversity – welcoming, universally accessible, friendly to all.
- Improve resilience, efficiency, and environmental performance.

PDX Access Program Goals:

- Consult with experts in the community to gather input on accessibility at PDX.
- Understand barriers to accessibility and opportunities for improvement, to inform design work and customer service programs.
- Build and enhance relationships with stakeholders who can be consulted with.
- Develop recommendations/best practices to help inform future projects, services and initiatives.
- Improve our level of customer service.
- Become the first age-friendly airport in the USA.

PDX Access: Hidden Disabilities

- Animal Therapy
- Sunflower Lanyards
- Sensory Bags
- PDX Employee Training
- PDX Resource Guide
- Printable Maps
- Mock-Travel Exercises
- Sensory Room



PDX Accessibility Resources

<https://www.flypdx.com/Accessibility>

FLY PDX

FLIGHTS

GETTING TO & FROM

AT PDX

TRAVELER INFO

ACCESSIBILITY

Expand All

[Accompanying Minors and Special Requests to/from the Gate](#)



[Aira Visual Interpreting](#)



[American's with Disabilities Act \(ADA\) Discrimination Complaint Procedures](#)



[Directions and Information](#)



[Disabled Parking](#)



[GoodMaps](#)

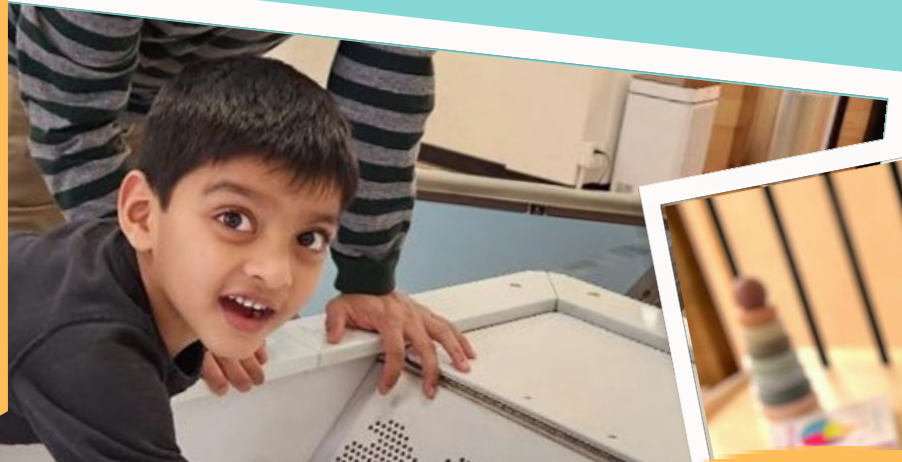




Oregon Center for Creative Learning

The Children's Museum
OF SOUTHERN OREGON

The Ivy School



OUR MISSION
Encouraging all children to learn and grow through creative play!

Play for All!

**Sunny Spicer,
Executive Director**



COMMUNITY PARTNERS





GRANTS AND FUNDING



- **Project-Specific Requests**
- **Use Terminology That is Easy to Read by Foundation Trustees/Volunteers**
- **Accessibility Tools, Signage, Free Events**

SENSORY SUPPORT IN THE MUSEUM



Sensory Bag

- Quiet Fidget Toys (Stretching and Squeezing)
- Child-sized headphones
- Mask
- Informational brochures from Bridging Communities and the Autism Society of Oregon

SENSORY SUPPORT IN THE MUSEUM



We provide a dedicated quiet room, offer sensory headphones, and utilize sensory zone signs to indicate potentially stimulating areas

SENSORY OPPORTUNITIES IN THE MUSEUM



The Makery provides a variety of hands-on sensory activities, including playdough, slime, water tables, sandboxes, and a sensory bin with a rotating selection of stimulating materials.



SENSORY OPPORTUNITIES IN THE MUSEUM



SENSORY OPPORTUNITIES IN THE MUSEUM



SOFT START SATURDAYS EVERY 2nd and 4th Saturday of the month

- Sensory-Friendly Environment: Loud exhibits & flashing lights turned off for sound & light sensitivity.
- Smaller Crowds: Typically 2-5 families, creating a quiet & intimate atmosphere.
- Inclusive Play: Welcomes partner organizations like Bridging Communities & Hands and Voices for group meetups, fostering inclusive play.



SENSORY OPPORTUNITIES IN THE MUSEUM

SENSORY FRIENDLY POLAR EXPRESS



This past year, the Polar Event introduced a Sensory-Friendly version. This accommodated families with children who might have preferred a quieter, less busy environment, allowing them to enjoy the magic of the Polar Express at their own pace.



The Children's Museum of Southern Oregon

A Social Story to help plan your visit.



Welcome to The Children's Museum of Southern Oregon

The Children's Museum is a big building surrounded by a tall black fence.

- At The Museum I am able to look at, touch, and explore all the kid-friendly exhibits.
- I might get to see all of the exhibits and I might not. That is okay.
- At the Children's Museum there are rules to keep everyone SAFE. Here are some of our Rules:



The Children's Museum has a few rules to keep everyone safe.

- Use walking feet
- Use an inside voice
- Stay with my grown-up
- Use gentle hands with friends and toys
- Clean up after myself
- Take turns and share
- Follow all posted signs and staff directions



Spaces Include:

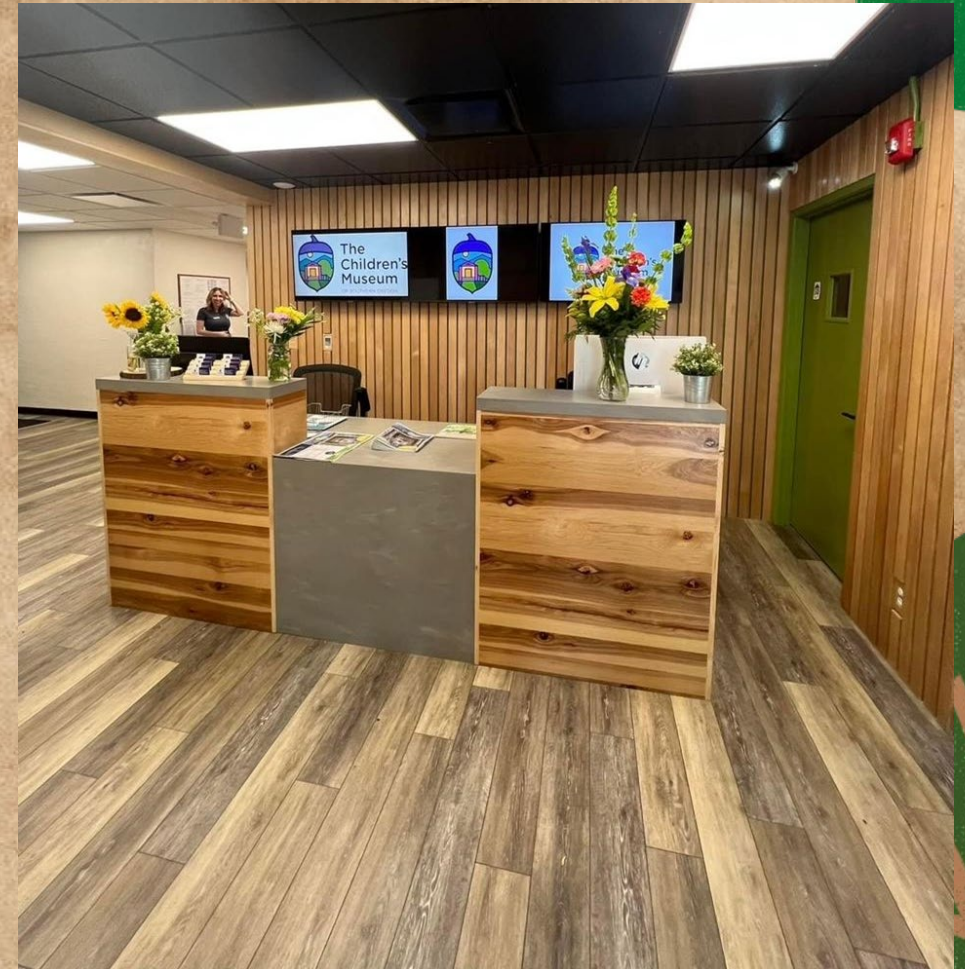
- Entrance
- Calm Room
- Outdoor Adventure
- Lyn's Little Learners
- The Makery
- The Gathering Grove
- The Water Lab
- The Wind Lab
- The Light Lab
- Farm to Table
- Safe and Sound Medical Center
- Adventure Mountain
- The Lookout
- The Lumber Yard
- Wildlife Rescue
- Clay Studio
- Culinary Studio



Entrance

This is where my grown up will check in and pay for my visit.

- I may need to wait. That is okay.
- I can play with the magnet wall or look at a book while I wait for my turn.
- When it is my turn I will walk with my grown-up up the stairs to the museum.



Quiet Room

- If I need a break I can go to the calm room with my grown up.
- I can pick a fidget, rock in the rocking chair, stomp on a tile, or wear headphones.
- When I feel ready I can keep exploring The Museum.



Outdoor Adventure

- Sometimes it can be hot or cold.
- Sometimes it is closed to keep me safe.
- I can run, ride a bike, climb and crawl.
- I can play musical instruments in the Sound Garden.
- I can play in the Tree House and go down the slide.
- I can play in the river or in the sand.
- I can build with blocks or sticks.



Lyn's Little Learners

Recommended for infants and children under 3 years old.

If my Grown up says I can in this space:

- I will take off my shoes.
- I can play gently with the blocks, puzzles and toys.
- I can touch and feel the sensory walls.
- I can pretend to cook in the kitchen.
- I can read a book.
- When I am done I will clean up.



The Makery

- Every time I visit, the tables activities might be different.
- I can ask The Makery Teacher “What can I create/play with today?”
- If I paint, I can leave my artwork to dry on a drying rack while I explore more of the museum.
- I can take artwork home with me.
- Sometimes art or toys have to stay in The Makery, and that’s ok.
- When I am done I can clean up.



The Gathering Grove

- I can wear a costume or use a prop.
- I can dance, sing, or act.
- I can read a book on the steps.
- I can sit, balance and spin in a Gyro Chair.
- I will clean up when I am done.



The Water Lab

- I might get wet.
- I can wear a smock to help keep me dry.
- There is a hand dryer that makes a loud noise.
- I can try and make the toys float.
- I can change the direction of the water.



The Wind Lab

- The wind lab can be loud.
- I can put balls in the Ball Wall and watch it go through the tubes.
- I can float a scarf on the Wind Tunnel.
- When I am done I can put the balls and sarfes away.



The Light Lab

- I can explore and manipulate light.
- I can make a design on the lightboard.
- I can look at myself in the light mirror.
- I can make light and sound by pressing the touch pads.



Farm to Table

- I can pretend to be a chef, farmer, waiter.
- I can pretend to make food.
- I can wear an apron or chefs hat.
- When I am done I will put the food away.



Safe and Sound Medical Center

- I can pretend to be a Doctor, Dentist, Paramedic or Patient.
- I can take care of a baby, a stuffed animal or a person.
- I can wear a Doctor coat or medical scrubs.
- And when I am done I will clean up.



Adventure Mountain

- I will take my shoes off to play.
- I can climb the walls.
- I can jump on the mats.
- I can play games with friends in this area.
- I will play in a way that keeps myself and those around me safe.



The Lookout

- I can pretend to be a Fire Watcher, a Park Ranger or a Fire Dispatcher.
- I can wear a vest, pretend to live in the watch tower or learn more about animals.
- When I am done I will clean up.



The Lumber Yard

- I can pretend to be a Mill Worker, a Builder, or a Forman.
- I can wear a vest, or a tool belt.
- I can build with the big blocks or small blacks.
- I can use the tools or look at a book.
- When I am done I will clean up.



Wildlife Rescue

- I can be a Forest Ranger, or a Wildlife Veterinarian.
- I can wear a vest.
- I can take pretend to feed or take care of the animals.
- I can help them rehab on the obstacle course.
- I can go down the slide
- When I am done I will clean up.



Culinary Studio

- This is where they have classes I can go to with my grown-up.
- There will be a Teacher that gives me instructions and tells me what to do
- I might get to touch or taste food.
- Sometime I will work with something that is hot or sharp.
- I need to be careful and listen to the grown-ups so everyone is safe.



Clay Studio

- Here I can make something new out of clay or paint something that is already been made.
- Sometimes when I play with clay I will not take what I make home.
- When I paint clay it has to stay in the clay studio to dry. I can come back and get it on a different day.
- I have to move carefully at the Clay Studio to keep the art and people safe.





LET'S PLAY!



Oregon Center for
Creative Learning

The
Children's
Museum
OF SOUTHERN OREGON

The
Ivy
School

📞 541. 772.9922 📍 413 W. Main Street Medford, OR 🌐 WWW.TCMSO.ORG

An aerial photograph of a winding river flowing through a vast, green, grassy landscape. The river is dark blue and meanders across the terrain, which is dotted with small, dark green shrubs and patches of lighter, dry grass. The text "Thank you" is overlaid in the center of the image in a white, serif font.

Thank you