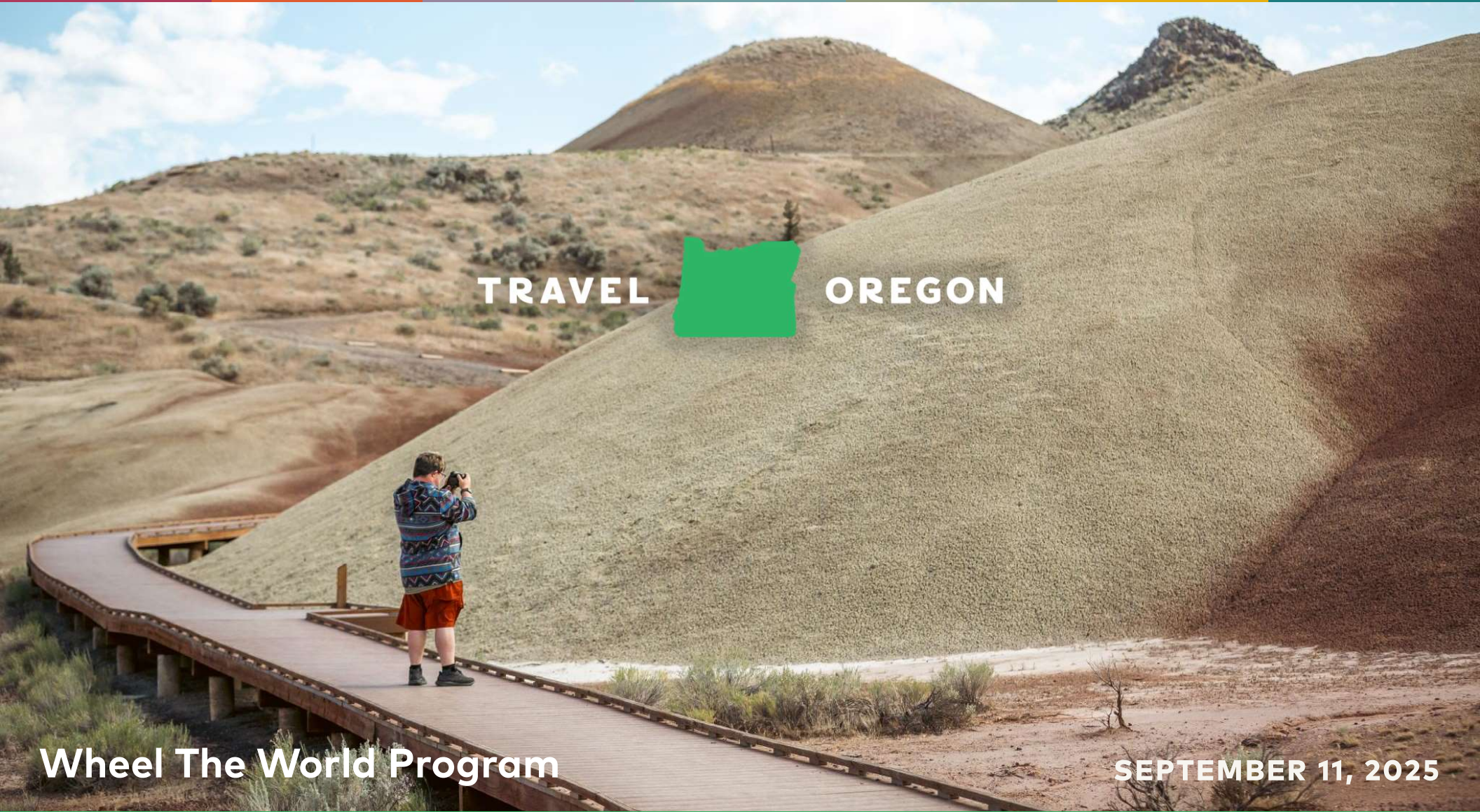




TRAVEL

OREGON

Wheel The World Program

SEPTEMBER 11, 2025

WHAT IS WHEEL THE WORLD (WTW)?

- Source of information and Online Travel Agency (OTA) booking platform
- Promote and improve accessibility in the travel and tourism industry
- Reduce barriers to support travelers with disabilities and accessibility needs
- Provide visibility for different accessibility needs, so travelers can make informed decisions for themselves



ACCESSIBILITY VERIFIED **ASSESSMENTS**



WTW X TRAVEL OREGON

PARTNERSHIP

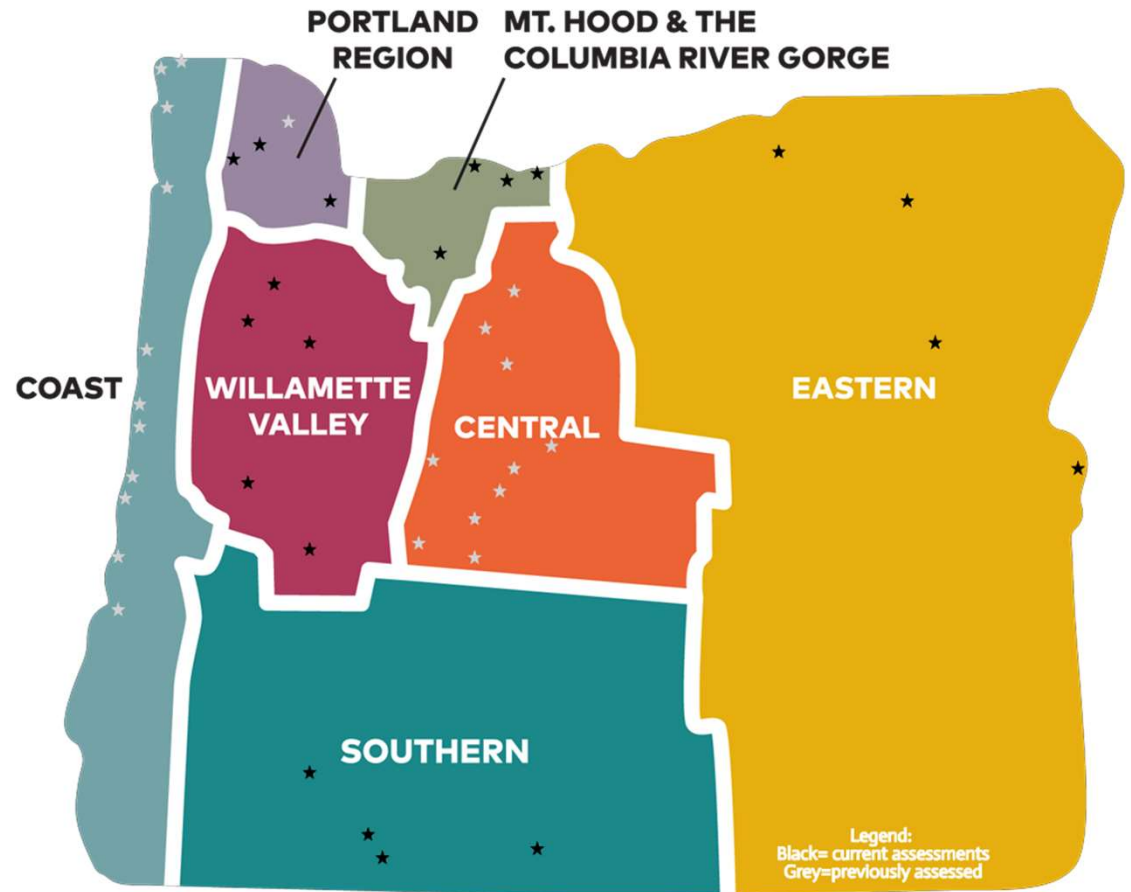
- WTW has worked across Oregon since 2022, starting along the Coast, Portland, and Central Oregon
- Travel Oregon contracted WTW November 2024 to assess 10--15 businesses in 21 communities across the state with the goal of becoming the first state to be Accessibility Verified
- Phase 1 – Assessments
- Phase 2 – Consumer facing marketing and communications campaign



WTW X TRAVEL OREGON

PARTNERSHIP

- The participating communities were selected by RDMOs in consultation with Travel Oregon and WTW
- Assessed communities receive a comprehensive report, business and destination landing pages, and access to training
- Travel Oregon is covering 2 years of partnership fees for all Oregon assessed communities



REGIONAL PARTICIPATION

TOTAL COMMUNITIES

- 43 Statewide (21 in the program)
- 328 listings published
- Over 750 total points of interest for the state of Oregon with more in development

Region	Communities
Portland Region	Oregon City
	Hillsboro
	Beaverton
Willamette Valley	Salem
	Eugene
	Newberg
	Corvallis, Albany
	McMinnville
Mt Hood and Columbia River Gorge	Upper Mt Hood (Government Camp)
	The Dalles
	Hood River
	West Columbia River Gorge (Troutdale, Cascade Locks)
	Lower Mt Hood (Sandy, Estacada, Boring)
Southern Oregon	Roseburg
	Medford
	Ashland
	Klamath Falls
Eastern Oregon	Ontario
	Pendleton
	Baker County
	Umatilla and Morrow County (Boardman, Echo, Hermiston)

WELCOME CENTERS

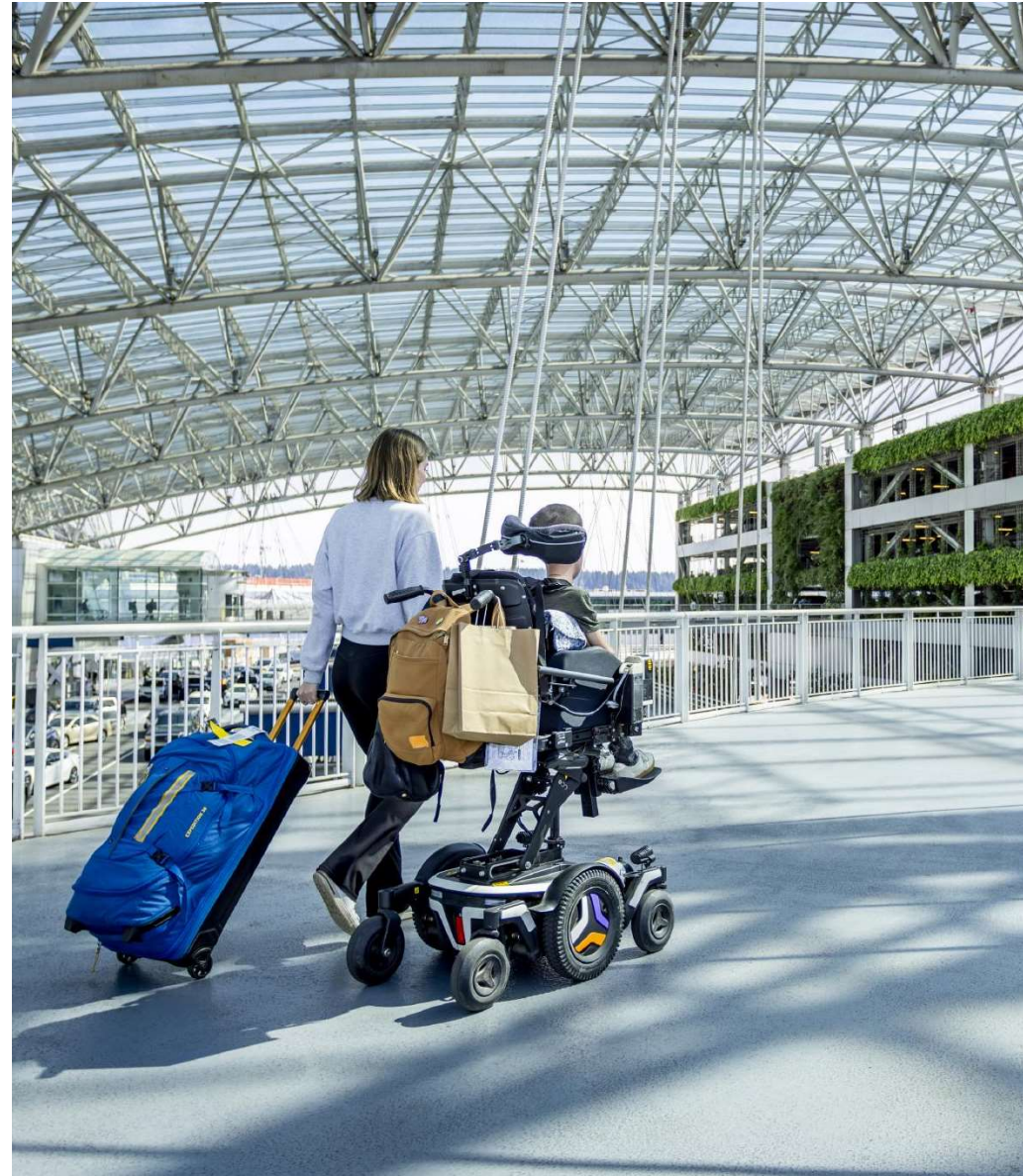
- Boardman Welcome Center, Eastern
- Ontario Welcome Center, Eastern
- Brookings Welcome Center, Coast
- Seaside Welcome Center, Coast
- Portland International Airport Welcome Center, Portland Region
- Oregon City Welcome Center, Portland Region
- Ashland Welcome Center, Southern
- Klamath Falls Welcome Center, Southern



WHEEL THE WORLD

Destination Benefits

- Verification elevates the destination among worldwide partners and travel audiences that engage with WTW
- Assessment report highlights areas of improvement and provides pathways to make changes
- Training increases awareness of disability inclusion best practices for destination representatives and visitor-facing businesses

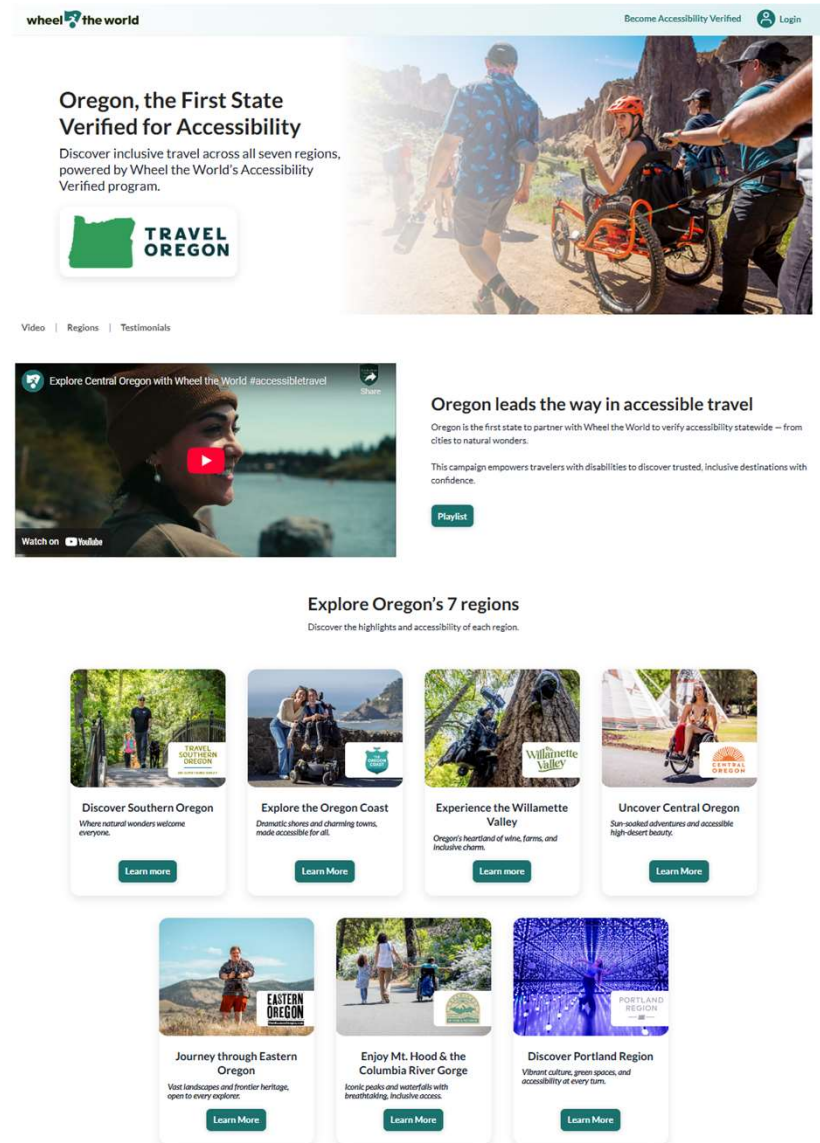


WTW.COM

OREGON STATE PAGE

- Umbrella / Anthem film
Hero film that captures all 7 regions
- Visit Oregon's 7 regions
Link out to Region specific sites
- What does Accessibility Verified mean?
Link out to Region specific sites
- Traveler's voices
Testimonials from the travelers

**Link out to Travel Oregon.com Accessibility site*



The screenshot shows the 'wheel the world' website's Oregon state page. At the top, the logo 'wheel the world' is on the left, and 'Become Accessibility Verified' with a 'Login' button is on the right. The main heading is 'Oregon, the First State Verified for Accessibility'. Below it, a sub-headline reads 'Discover inclusive travel across all seven regions, powered by Wheel the World's Accessibility Verified program.' A green map of Oregon with 'TRAVEL OREGON' text is to the left of a large photo of people on a trail. Below the main heading, there are links for 'Videos', 'Regions', and 'Testimonials'. A video player for 'Explore Central Oregon with Wheel the World #accessibletravel' is shown, with a 'Watch on YouTube' button. To the right of the video, text states 'Oregon leads the way in accessible travel' and 'Oregon is the first state to partner with Wheel the World to verify accessibility statewide -- from cities to natural wonders.' Below this is a 'Playlist' button. The section 'Explore Oregon's 7 regions' follows, with a sub-headline 'Discover the highlights and accessibility of each region.' Seven region cards are displayed in a grid. Each card has a photo, a title, a short description, and a 'Learn More' button. The regions are: Southern Oregon, Oregon Coast, Willamette Valley, Central Oregon, Eastern Oregon, Mt. Hood & Columbia River Gorge, and Portland Region.

wheel the world

Become Accessibility Verified Login

Oregon, the First State Verified for Accessibility

Discover inclusive travel across all seven regions, powered by Wheel the World's Accessibility Verified program.

TRAVEL OREGON

Videos | Regions | Testimonials

Explore Central Oregon with Wheel the World #accessibletravel

Watch on YouTube

Oregon leads the way in accessible travel

Oregon is the first state to partner with Wheel the World to verify accessibility statewide -- from cities to natural wonders.

This campaign empowers travelers with disabilities to discover trusted, inclusive destinations with confidence.

Playlist

Explore Oregon's 7 regions

Discover the highlights and accessibility of each region.

Discover Southern Oregon
Where natural wonders welcome everyone.

Learn more

Explore the Oregon Coast
Dramatic shores and charming towns, made accessible for all.

Learn more

Experience the Willamette Valley
Oregon's heartland of wine, farms, and inclusive charm.

Learn more

Uncover Central Oregon
Sun-soaked adventures and accessible high-desert beauty.

Learn more

Journey through Eastern Oregon
Vast landscapes and frontier heritage, open to every explorer.

Learn more

Enjoy Mt. Hood & the Columbia River Gorge
Iconic peaks and waterfalls with breathtaking, inclusive access.

Learn more

Discover Portland Region
Vibrant culture, green spaces, and accessibility of every turn.

Learn more

WTW.COM

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wheel the world Become Accessibility Verified Login

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Video | Regions | Testimonials

Explore Central Oregon with Wheel the World #accessibletravel

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[Playlist](#)

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[Learn more](#)



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Vibrant culture, green spaces, and accessibility at every turn.

[Learn more](#)

WTW.COM

REGIONAL STATE PAGE

Southern Oregon as an example

- Regional focus film
A documentary series made focusing on the region
- Top accessible destinations in this region
Link out to Region specific sites
- Quote from the hero talent
Link out to Region specific sites
- Welcome Center information
Links out to accessibility information of Welcome Centers in the region

wheel the world Become Accessibility Verified Login

Southern Oregon

Enjoy hotels and activities with photos and measurements for a worry-free stay.

TRAVEL SOUTHERN OREGON
DO SOMETHING GREAT

Video | Destinations | Testimonials



Southern Oregon: where natural wonders welcome everyone

From Crater Lake to the Rogue and Umpqua rivers, Southern Oregon offers rugged beauty, rich culture and unforgettable experiences year-round. With accessible trails, adaptive kayak launches and inclusive amenities across its landscapes, this region welcomes all visitors to find their own level of adventure and be inspired.

[See the film](#)

Top accessible destinations in this region



Discover Klamath Falls
[View More](#)



Visit Medford
[View More](#)



Travel Ashland
[View More](#)



Experience Roseburg
[View More](#)

[More adventures in Oregon](#)



“

Let our travelers tell you their story. Meet Kyle Koontri and Jessica Tuomela

TBD

Learn more about the Welcome Centers in Southern Oregon



Travel Oregon Welcome Center | Klamath Falls
Indoor space



Travel Oregon Welcome Center | Ashland
Indoor space

WTW.COM

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DO SOMETHING GREAT

Video | Destinations | Testimonials



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TED

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Travel Oregon Welcome Center | Klamath Falls
Indoor space

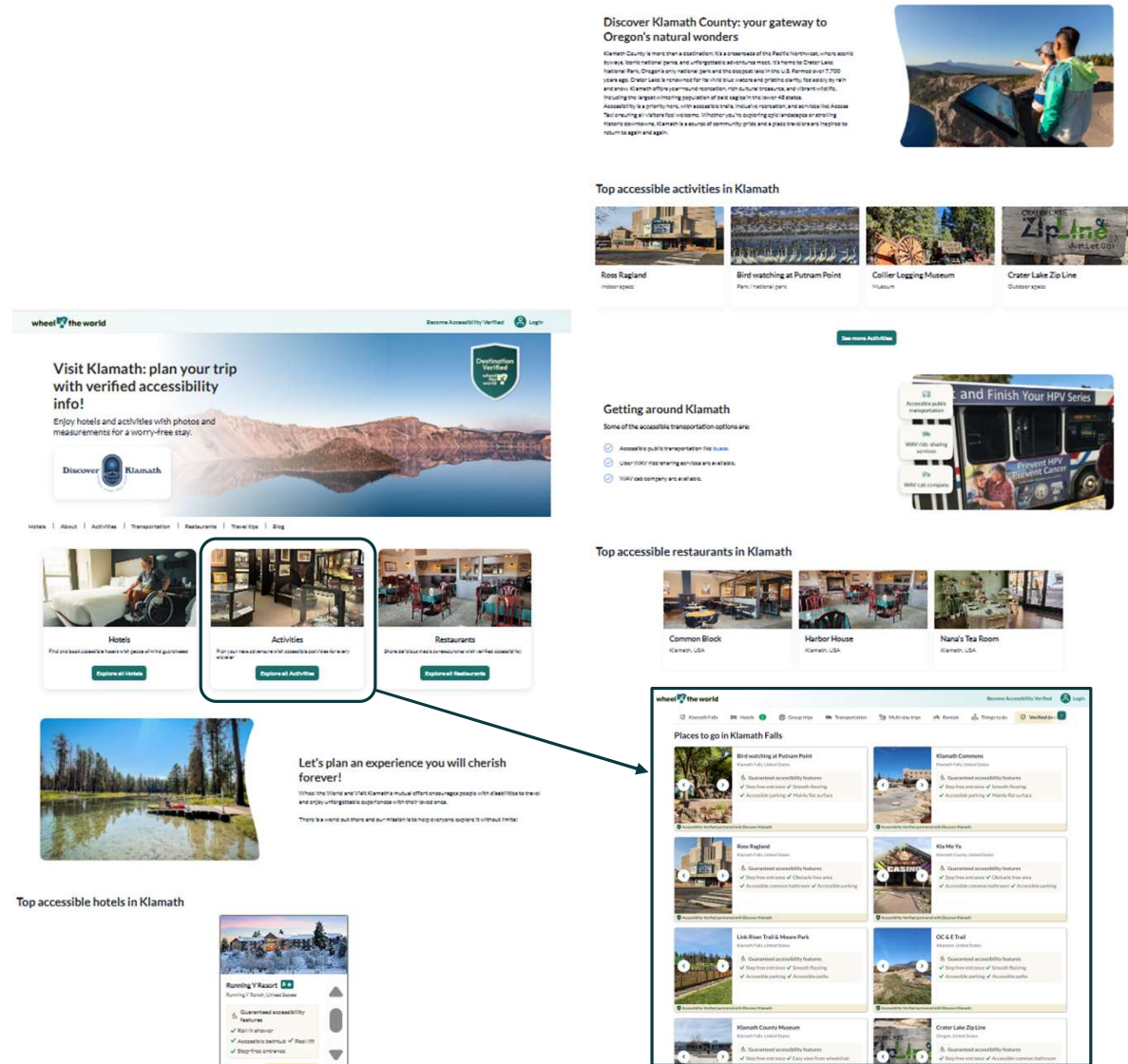


Travel Oregon Welcome Center | Ashland
Indoor space

WTW.COM COMMUNITY PAGE

Discover Klamath page as an example

- Hotel / Activities / Restaurants
Click on the category to browse specific destination options in a map view
- Deeper dives into top specific destinations broken down by hotel, activities, transportation and restaurants
- Community specific article written by Wheel the World



ACCESSIBILITY VERIFIED
MARKETING CAMPAIGN



MARKETING FUNNEL

Attract (Brand Awareness)

Inspire people to discover Oregon as an accessible destination, announce that Oregon is the first Accessibility Verified state

Travel Oregon

Engage

Provide trip inspiration for each region of the state

Wheel the World

Book

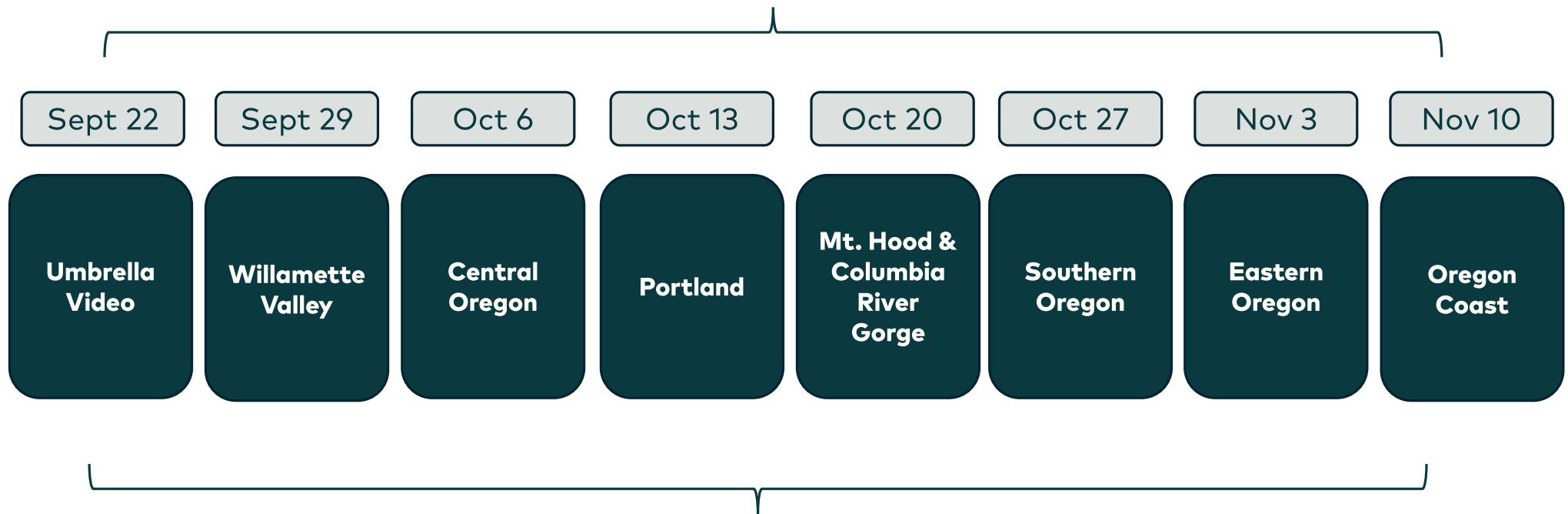
Motivate people to visit Oregon and experience inclusivity firsthand

Retain

Build loyalty through experience making Oregon a preferred destination for accessible travel

Assessed communities and vendors

Wheel the World and influencer launch of videos across Meta and E-News



All itineraries live across Travel Oregon channels

PUBLIC RELATIONS



TRAVELOREGON.COM



Places to GoThings to DoPlan Your Trip

Free Travel GuidesEmail Newsletters

Accessible Travel

Oregon is the first state destination verified by Wheel the World – leading the way in making accessible travel for all.

Watch the Video

a global platform for planning and booking accessible travel.

Travel is for Everyone.

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Find Accessible Travel

Visit Wheel the World

wheel the world

Traveling in Oregon

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Dolore cillum, culpa adipiscing



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Sunt pariatu nos consectetur

Accessible Trip Ideas

Filter By: LocationsOutdoor AdventuresInclusive Activities









Places to GoThings to DoPlan Your Trip

Free Travel GuidesEmail Newsletters

Things To Do » Attractions » Aquariums & Zoos » Oregon Zoo

4001 Southwest Canyon Road
Portland, Oregon 97221

(503) 226-1561

Website | f | t | i | s

Accessibility Information

Oregon Zoo

Portland, Portland Region



Oregon Zoo

Explore Oregon Zoo

About

Ratings & Reviews

Related Content

About Oregon Zoo

The Oregon Zoo is located along the MAX light rail line, five minutes from downtown Portland. Completed in 2015, the Oregon Zoo's Elephant Lands, was designed around the social structure of elephants. The bulls and the female group choose when to spend time on their own, with each other and near or away from people. The Oregon Zoo works in conjunction with other research groups to provide information that aid in the conservation of animals like the Borneo elephant, polar bears, and California condors.

Other animals include crocodiles, giraffes, hippos, monkeys, penguins, snakes, turtles, zebras and the list goes on.

Edit

Reviews & Ratings

RECOGNITION PROGRAMS

wheel the world

ACCESSIBILITY VERIFIED

CENTRAL OREGON



OREGON COAST



MT. HOOD & THE COLUMBIA RIVER GORGE



EASTERN OREGON



SOUTHERN OREGON



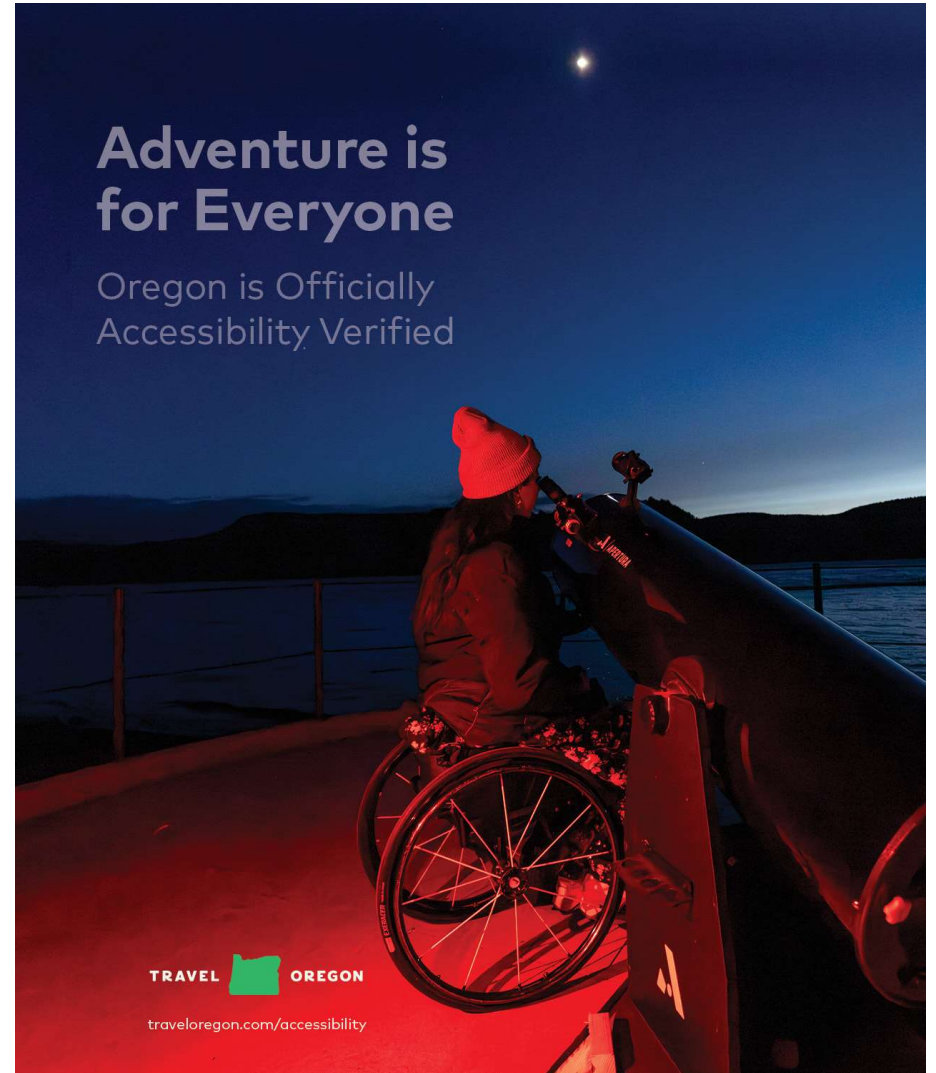
PORTLAND REGION



WILLAMETTE VALLEY







NEXT STEPS

- Accessibility and WTW industry site landing page
- Integration of verified business listings into the OTIS platform
- WTW Training Academy participation (all Welcome Centers)
- Survey to participating businesses
- Oregon rate for new and existing communities that want to work with WTW
- Marketing Campaign launch – Sept 22

