

**TRAVEL**



**OREGON**

**WHEEL THE WORLD**

**MARCH 9, 2026**

# WHAT IS WHEEL THE WORLD (WTW)?

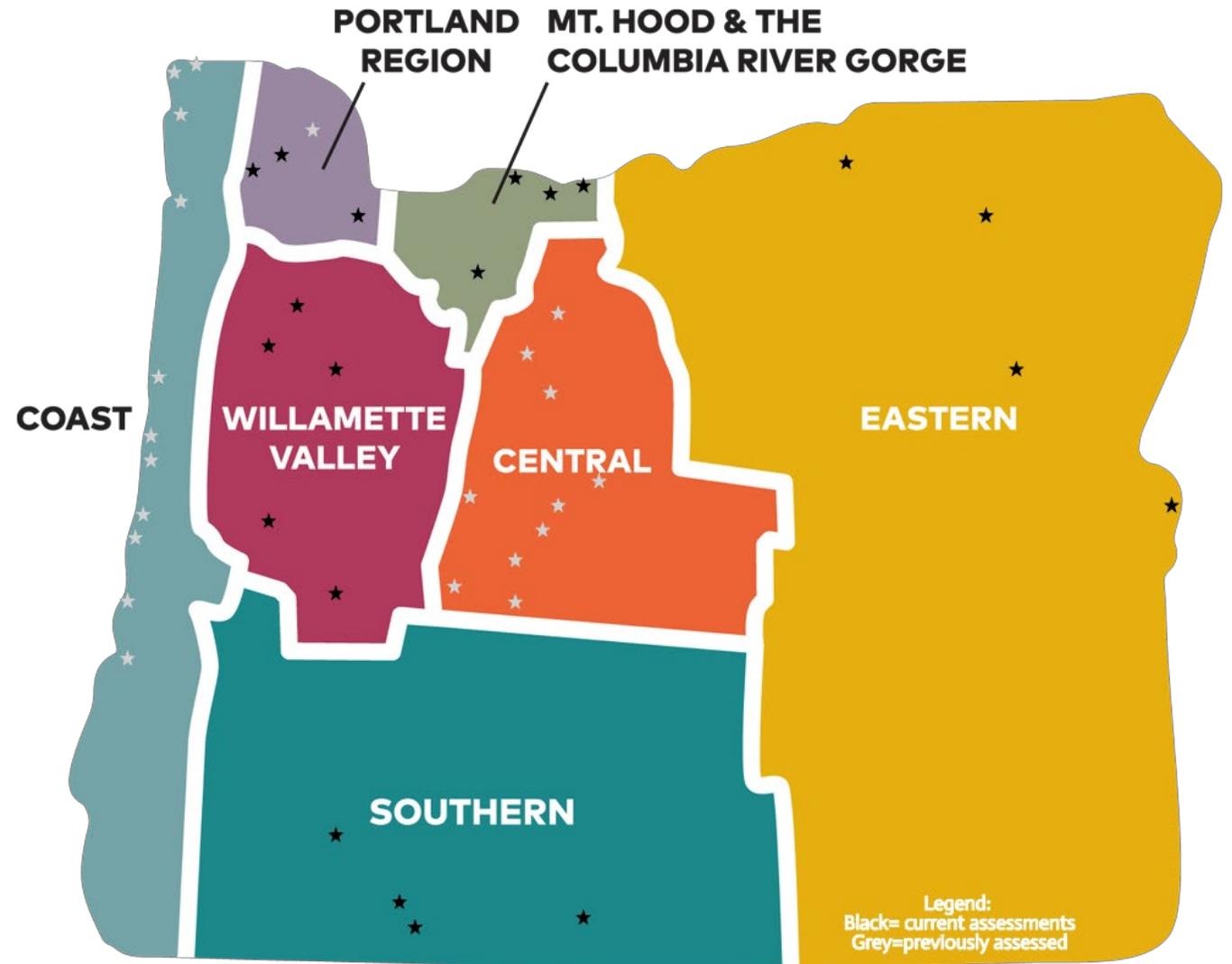
- Source of information and Online Travel Agency (OTA) booking platform
- Promote and improve accessibility in the travel and tourism industry
- Reduce barriers to support travelers with disabilities and accessibility needs
- Provide visibility for different accessibility needs, so travelers can make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



# 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



ACCESSIBILITY VERIFIED  
**MARKETING CAMPAIGN**







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# 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**

# RESULTS

18,000,000  
Impressions

795,538 sessions  
to [TravelOregon.com](https://TravelOregon.com)

1,900,000  
Video completes

410,126 Organic  
Video Views

8,500,000  
Video Views

28,000 sessions  
to [WheeltheWorld.com](https://WheeltheWorld.com)

# RESULTS

★ Pinned by @traveloregon

@jadearamona442 5 months ago (edited)

I am not wheel chair bound, but I am ambulatory and Oregon has made me feel comfortable admitting this to myself. Feeling safe not just staying home, I can only walk very short distances and with all the accessible stuff here, I am able to get out there and explore and have fun <3

👍 4 🗨️ 📝 Reply

 @bethanythatsme 5 months ago

Crying happy tears.  
Holy mackerel, this is a great series 🍷

👍 🗨️ 📝 Reply

**\$59,500**  
**Direct Bookings**

**\$159,000**  
**Economic Impact**

The overall engagement with destination content, including impressions from blogs, listings, and landing pages.

Destination impressions



Destination impressions

**264k**

# PUBLIC RELATIONS

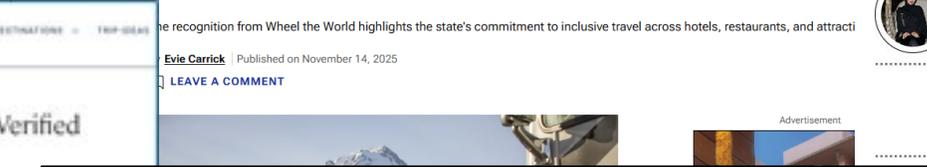


# COMMS STRATEGY

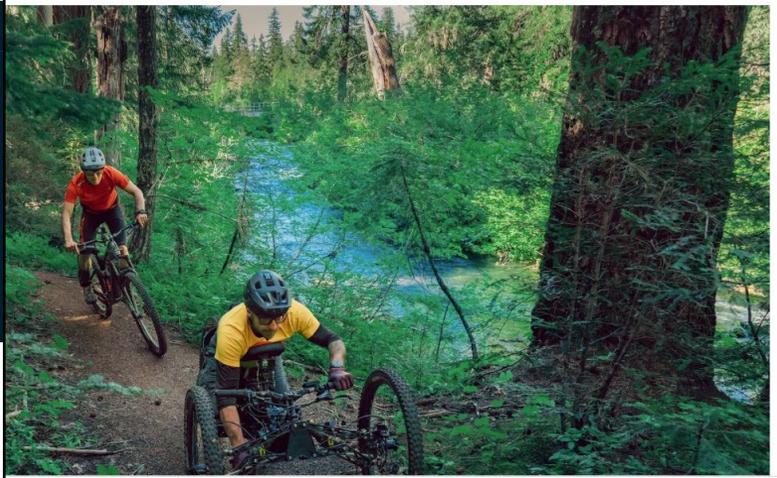
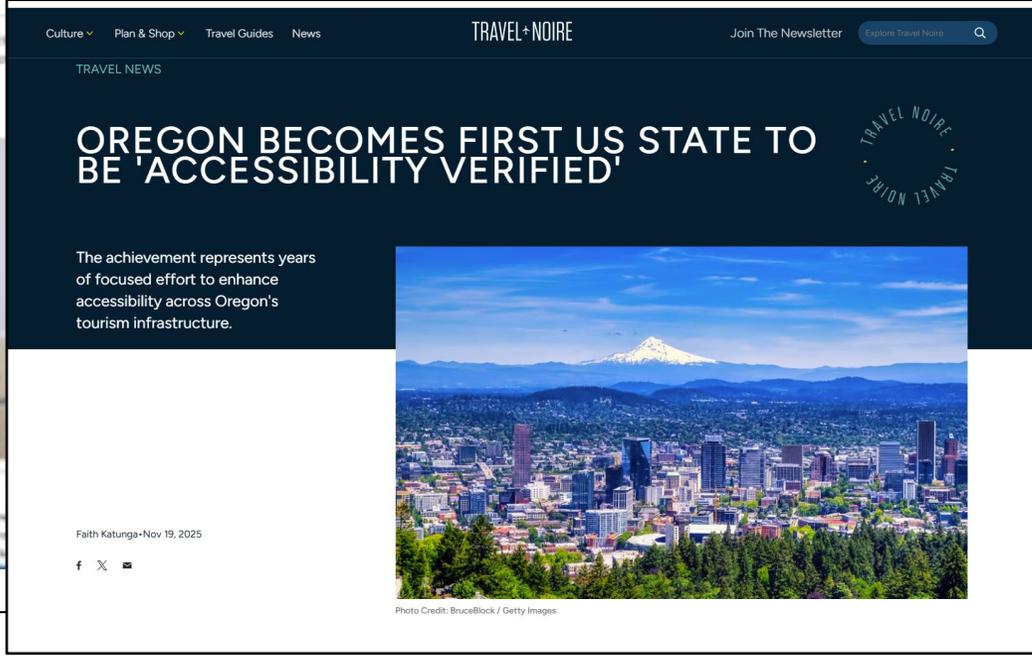
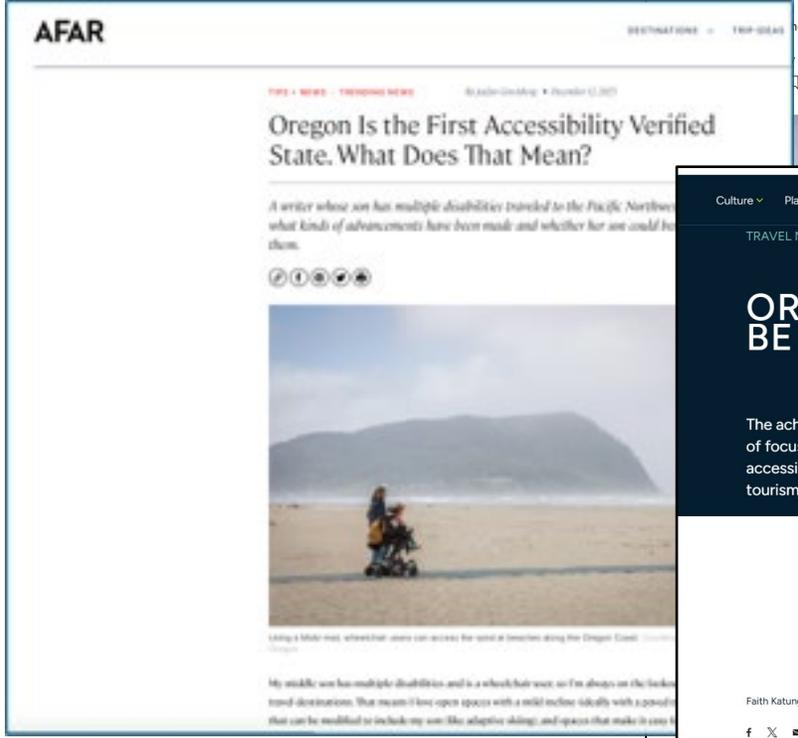
- Position Oregon as a leader in accessibility
- Keep our main accessibility audience in mind, answering "what does this mean for me?"
- Show tourism dollars at work in local communities
- Pitch mainstream media + accessibility publications
- Let the people closest to the work do the talking



# RESULTS



## News: Oregon Recognized as the First "Accessibility Verified" State



276 Stories  
*(and counting)*

3.2 Billion  
Circulation

\$29.7 Million  
Ad Value Equivalency

# What's Next

## Sustain Wheel the World Program

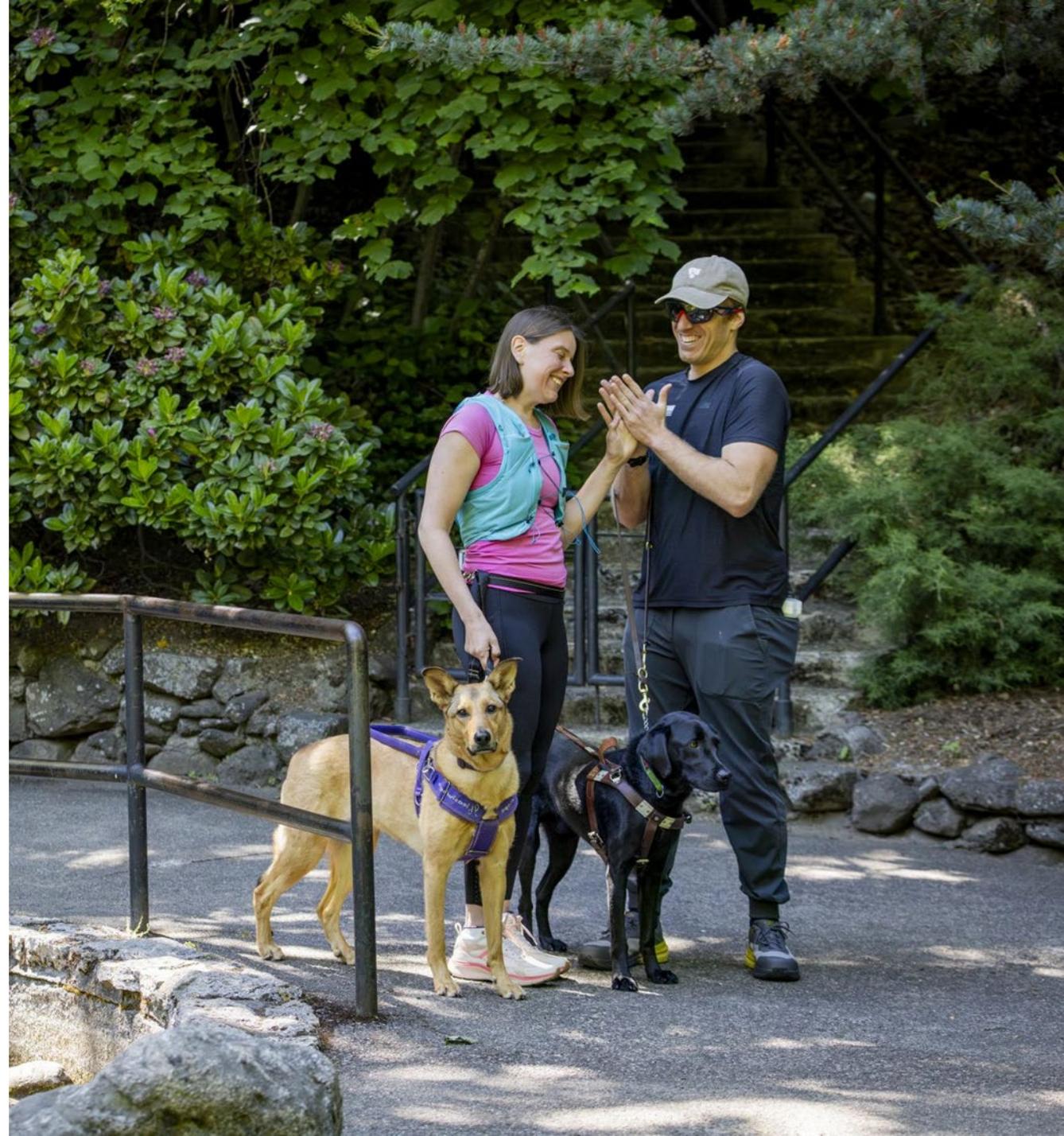
- Meeting monthly with WTW to provide feedback and ensure partners are engaged in the benefits of programming
- Exploring pricing models with WTW once our two-year contract ends (2027)
- Exploring ongoing marketing promotions and co-ops annually

## Gather Input and Feedback

- Engaging with businesses and DMOs who participated in the program through a WTW survey
- Partnering with the Accessibility Learning Community to understand on the ground impacts and refinements

## Establish baseline accessibility measures with SRA

- Looking at visitor experience, volume, and economic impact
- Reviewing new Blue Room research showing accessibility interest from industry



# What's Next

## Training

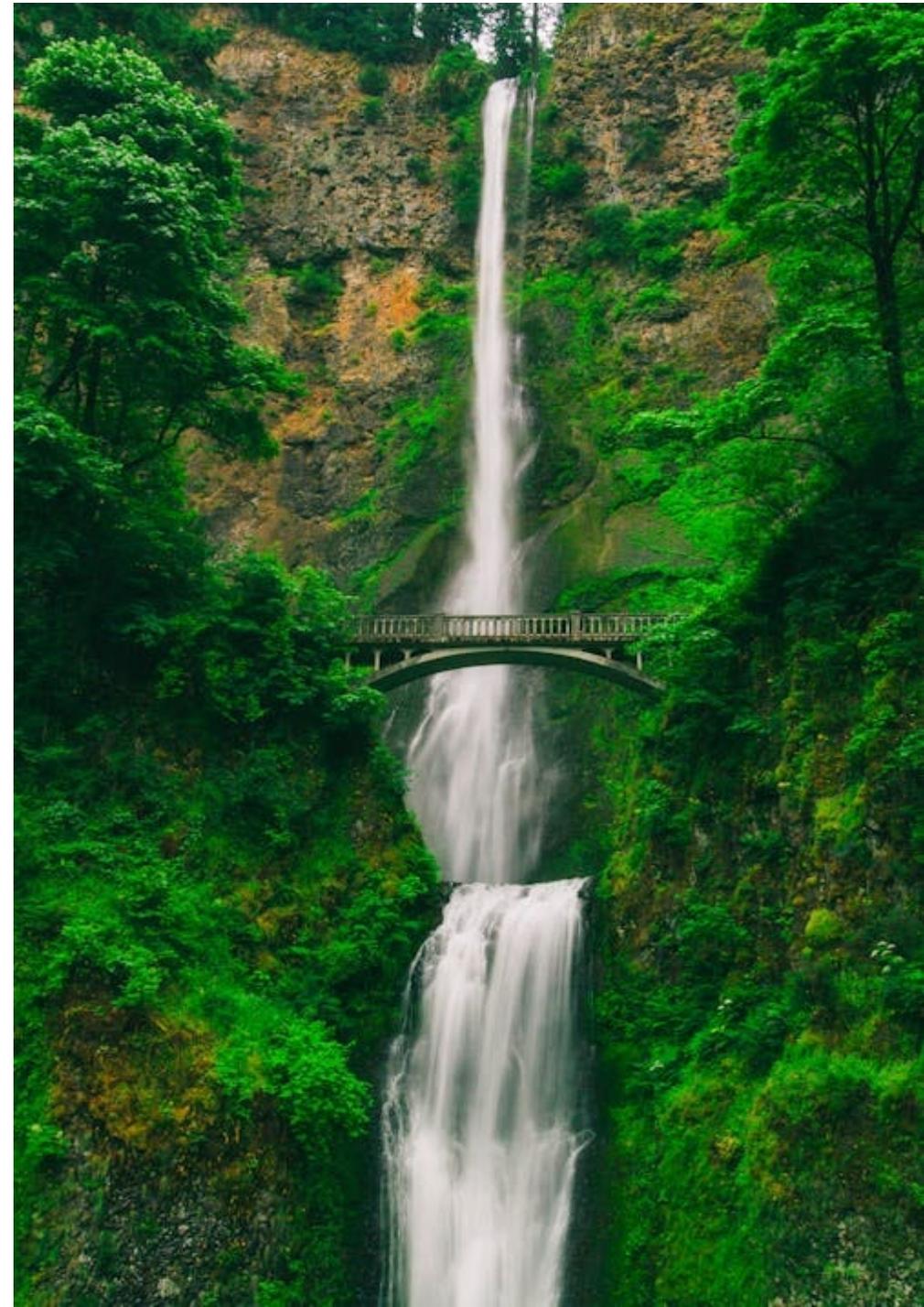
- Continuing to support existing trainings and evaluate if there is need for more opportunities
- Offering technical assistance through Ask an Expert programs

## Travel Oregon Programs

- Mapping Travel Oregon programs and how they incorporate accessibility best practices

## Comms Opportunities

- More stories are on the way
- Accessibility is here to stay



A photograph of a couple standing in a field of tall grass and shrubs, looking at a large, rugged rock formation under a warm, golden light. The couple is in the lower center of the frame, with their backs to the camera. The woman on the left has reddish-brown hair and is wearing a blue jacket. The man on the right has grey hair and is wearing a colorful, patterned sweater and blue pants. The rock formation is massive and composed of large, rounded boulders, some of which are illuminated by the warm light. The sky is a pale, clear blue. The overall mood is peaceful and contemplative.

Thank you