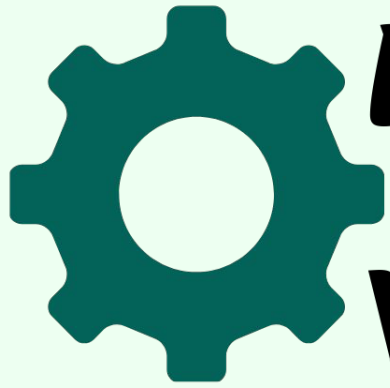


Welcome to the

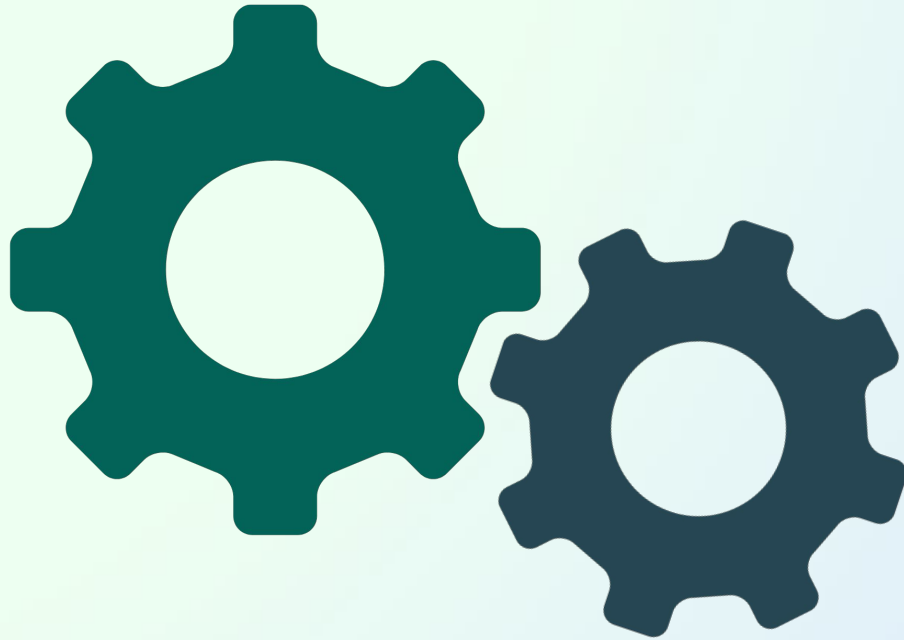


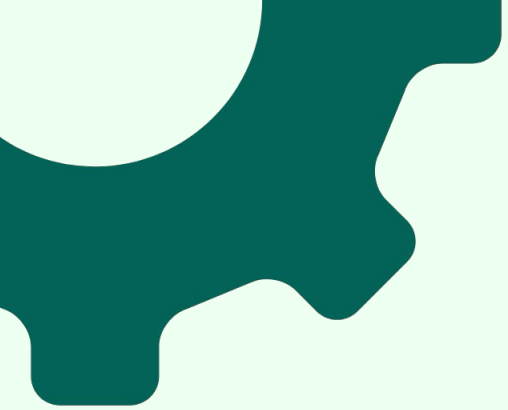
Monmouth Accessibility Workshop

Scan to fill out the Accessibility Questionnaire



Accessibility Matters!





Meet Our Keynote Speaker

Karen Olsen



A Little About Karen:

Karen is sixth-generation Willamette Valley resident and a passionate advocate for equity, inclusion, and accessibility in Oregon's tourism industry. She serves as Destination Development Manager for the Willamette Valley Visitors Association, and previously was Communications Director for the Oregon Coast Visitors Association. Outside work, Karen invests in art and community through serving on the board of Gallery Theater in McMinnville, Oregon.

Ask Karen About:

- Tourism industry resources for increasing accessibility
- How inclusion strengthens community & benefits residents and visitors alike
- Public restrooms, public art, and public transit

Why Accessibility?

Disability affects many of us.

- 1.3 billion people worldwide experience significant disability.
- Nearly **29%** of U.S. adults have some type of disability.
- **More than a quarter** of U.S. households have at least one family member with a disability.

We can become disabled at any time in our lives.

- Anyone can become disabled or acquire an additional disability.
- Disabilities can be **temporary** (short-term, reversible) or **permanent** (long-lasting, lifelong).
- **46%** of Americans ages 75 and older have a disability.

There are many kinds of disability.

- **Cognition disability** (serious difficulty concentrating, remembering, or making decisions).
- **Mobility disability** (serious difficulty walking or climbing stairs).
- **Independent living disability** (difficulty doing errands alone).

There are many kinds of disability (*continued*).

- **Hearing disability** (deafness or serious difficulty hearing).
- **Vision disability** (blindness or serious difficulty seeing even when wearing glasses).
- **Self-care disability** (difficulty dressing or bathing).

Not all disabilities are visible / apparent.

- Don't assume whether a person is or is not disabled.
- Don't assume what kind of supports a person wants or needs.
- Approach every interaction with kindness and respect.
- When in doubt, ask and then honor the answer.

“Disability results from the interaction between persons with impairments and attitudinal and environmental barriers that hinder their full and effective participation in society on an equal basis with others.”

– *United Nations Convention on the Rights of Persons with Disabilities, 2006*

People with disabilities:

- have inherent dignity and worth.
- deserve full participation as equal members of society.
- need individual autonomy, independence, and the freedom to make their own choices.
- should be included in decision-making processes.
- need accessibility in the physical, social, economic and cultural environment to fully enjoy all human rights and freedoms.

Businesses benefit from accessibility.

- A diverse workforce is strong and innovative.
- People with disabilities represent a vast consumer market.
- Inclusive design improves the experience for everyone.
- Companies that prioritize inclusion gain trust and loyalty.

Disabled people want to visit your business.

- The disabled community represents \$8 trillion a year in disposable income.
- Their spending power is \$13 trillion when including friends and family.

Disabled people travel.

- **63%** of adults with disabilities have taken at least one trip in the past two years.
- **25.6 million** travelers with disabilities have taken a total of **76.9 million** trips and spent almost **\$50.0 billion**.
- **68%** of travelers with disabilities are generally accompanied by someone else.

When planning trips, disabled travelers intend to:

- eat out at restaurants **(75%)**
- visit with family or attend family events **(51%)**
- shop at local stores or malls **(48%)**
- visit tourist attractions **(45%)**
- visit state/national parks **(39%)**
- visit a museums or galleries **(35%)**

Disabled travelers book overnight stays.

- In the past two years, **50%** of adults with disabilities have taken a trip that includes a stay in an overnight accommodation.
- This amounts to **20 million** travelers and **40.5 million** overnight trips.
- Each traveler with disabilities typically spends **\$125 per night** when they stay in a hotel.

Oregon welcomes disabled travelers.

- **15%** of Marion/Polk County visitors have accessibility needs.
- **34%** of visitors say accessibility to people with disabilities was important to their decision to travel to/within Oregon.

Disabled visitors have unique needs.

- **45%** of disabled travelers use an assistive device at home or when traveling (i.e. mobility, communication, durable medical equipment).
- **11%** of disabled travelers have a service animal to assist them at home or when traveling.

Disabled visitors experience barriers.

74% of travelers with disabilities have encountered obstacles when staying at a hotel/motel or short-term rental:

- doors that are heavy or hard to open **(33%)**
- lack of needed rooms (i.e. first floor or near the elevator) **(27%)**
- lack of built-in or portable shower bench **(25%)**.

Disabled visitors need accurate information.

- **72%** of disabled travelers emphasize the importance of finding transit and accommodations that are accessible.
- **67%** think finding accessible travel information should be easier.
- **83%** of travelers with disabilities believe user reviews from people like them is an important booking feature.

Information sources for planning accessible trips:

- Friends and family **(57%)**
- Previous experience **(56%)**
- Website/apps for third-party booking companies **(38%)**
- Online reviews **(38%)**
- Travel companies **(29%)**
- Social media **(26%)**
- Online travel guides **(19%)**
- Travel agents **(15%)**
- Attractions/tour companies **(15%)**
- Community organizations **(13%)**
- State or city tourism offices **(13%)**

Representation and advocacy matter.

- **59%** of disabled travelers are more likely to plan a trip when they see themselves reflected in travel ads and promotions.
- **68%** are more likely to book repeatedly with brands that publicly promote diversity and inclusion.

What can you do?

- Provide accurate information.
- Invest in accessibility and universal design.
- Engage the community.
- Promote inclusive hiring.
- Market authentically.
- Offer genuine welcome.

How can your tourism partners help?

- List your business
- Wheel the World
- Accessible Tourism Ambassador training
- Travel Oregon “Ask an Expert” program
- Support from your local, regional, and state DMOs

Let's stay in touch.

Karen Olson

Destination Development Manager

Willamette Valley Visitors Association

karen@willamettevalley.org

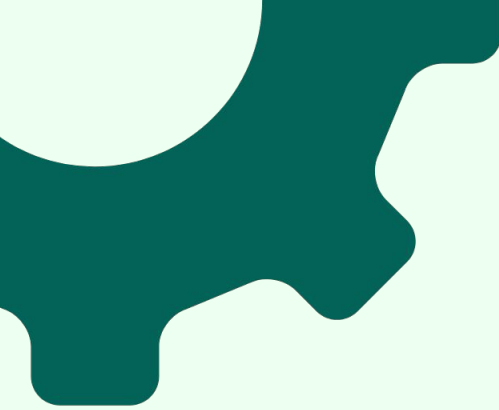
willamettevalley.org

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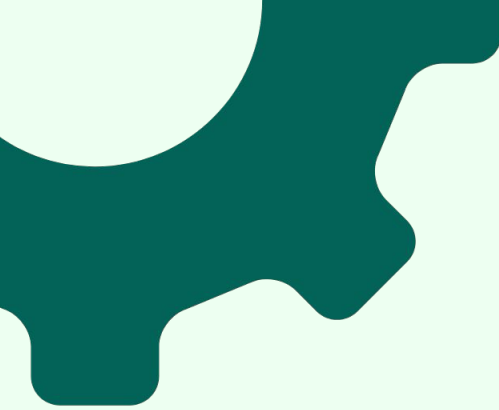
Thank you.



Short Break

Scan to fill out the Accessibility Questionnaire





Meet the Panelists

Karen Olsen



A Little About Karen:

Karen is sixth-generation Willamette Valley resident and a passionate advocate for equity, inclusion, and accessibility in Oregon's tourism industry. She serves as Destination Development Manager for the Willamette Valley Visitors Association, and previously was Communications Director for the Oregon Coast Visitors Association. Outside work, Karen invests in art and community through serving on the board of Gallery Theater in McMinnville, Oregon.

Ask Karen About:

- Tourism industry resources for increasing accessibility
- How inclusion strengthens community & benefits residents and visitors alike
- Public restrooms, public art, and public transit

Ashley



A Little About Ashley:

Ashley, founder of Empowering Access, leverages 24 years of personal disability experience and specialized education (Architecture degrees, Women's Studies certificate) to champion thoughtful, inclusive design. Her mission, through Empowering Access, is to evaluate spaces and guide holistic improvements that go beyond compliance, creating genuinely welcoming and empowering environments. This dedication fosters vital collaboration between businesses and the disability community, transforming accessibility practices into lasting, equitable inclusion.

Ask Ashley About:

- Creating Welcoming Spaces & Inclusive Design
- Accessibility Assessments
- Lived experience in a manual wheelchair

Rian Gayle



A Little About Rian:

Rian has been a key part of Western Oregon University since 2014, currently serving as the director of Disability Access Services. In this role, he is directly involved in ensuring students receive the necessary support to succeed in their coursework and participate fully in the activities and events offered by the university. Rian is also a Certified ADA Coordinator and actively serves the broader community, including as a member of the board of directors for Bridges Oregon.

Ask Rian About:

- Adapting spaces for students with disabilities
- Creating inclusive events
- The Deaf Community

Jake Hampson



About Jake:

Jake Hampson is a graduate from Western Oregon University, and one of the owners of Spectrum Artworx. Spectrum Artworx's goal is to provide a space for artists and makers, of all abilities, to create art. Since beginning in 2024, Spectrum Artworx has made intentional decisions in their layout and business practices to support people of all abilities.

Ask Jake About:

- Creating an Inclusive Space
- Adaptations he's made to Spectrum Artworx
- Sensory accommodations and modifications

Barbara Cronin

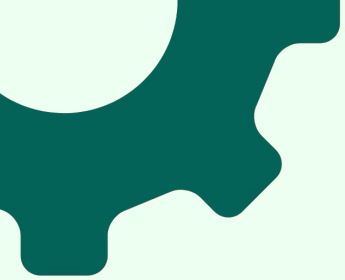


A Little About Barbara:

During her time as the Director of the Monmouth Senior Community Center, Barbara has spearheaded Monmouth's efforts to being an age-friendly community as well as creating opportunities for older adults to thrive in the community. She has a background in long-term care and has worked extensively with people living with dementia, which has been beneficial in educating and providing resources to community members.

Ask Barbara About:

- Accessibility & understanding for the aging population
- AARP Age-Friendly City Designation
- The Curb Cut Effect
- The Importance of Third Places



Thanks to

Travel Oregon for funding this project,
The City of Monmouth for administering this grant,
Our Presenters for sharing your expertise,
and YOU for coming today!

