



Subject to Change

MONDAY, NOVEMBER 9

Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
9:00 AM	Welcome Wagon 9:00–9:20 AM	No programming
9:05	Don Welsh (Destinations International, President and CEO), Santiago C. Corrada (Visit Tampa Bay, President & CEO)	
9:10	Opening session to welcome attendees and set the tone for the summit.	
9:15		
9:20	The State Of Accessible Travel Today 9:20–9:40 AM	
9:25	Jake Steinman (TravelAbility, Founder & CEO), Camilo Navarro (Wheel the World, Co-Founder)	
9:30		
9:35		
9:40	Why Access Matters: The Disabled Traveler Experience	
9:45	9:40–10:20 AM	
9:50	Lily Yu (Deaf Journey, 120K followers), Houston Vandergriff (Downs & Towns, 421K followers), Katie Vandergriff (Downs & Towns), Tom Babinszki (Even Grounds, Founder and Director, 4K followers), John Morris (wheelchairtravel.org, 25K followers)	
9:55	Disabled travel creators share how they became creators and the experiences that shaped their work along the way. From memorable trips and destinations that got it right to accessibility barriers, unexpected challenges, and moments when travel went wrong, creators will share the stories behind their content and the experiences they bring to their audiences. Through these firsthand stories, the panel explores why accessibility matters and what destinations can learn from the realities of traveling with a disability.	
10:00 AM		
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10:20	Monday Morning Break 10:20–10:40 AM	
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Time	Bayshore 5-7	General Session	Bayshore 2-3	Breakout Room
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10:35				
10:40	Aviation’s Hidden Assets: The Future of Accessible Flight		No programming	
10:45	10:40–11:20 AM			
10:50	Megan Kimble (United Airlines, Manager, Customer Strategy and Innovations), Shannon Boos (Tampa International Airport, Senior Manager, Guest Experience), Craig Kennedy (Open Doors Organization, Program Coordinator)			
10:55	Air travel accessibility requires complete alignment between ground operations and cabin experiences. Leaders from United Airlines, Tampa International Airport, and Open Doors Organization share how expanded staff training, emerging technologies, and innovative service design are eliminating friction across the passenger journey, turning complex airports and flights into more seamless, supportive experiences.			
11:00 AM				
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11:20	The Sensory Hour: TripAdvisor Neurodivergent Study			
11:25	11:20–11:40 AM			
11:30	Ryan Gillis (TripAdvisor, Associate Director of Research), Patrick Harrison (Visit Tampa Bay, CMO)			
11:35	A look at research on the neurodiverse traveler and what the findings reveal about how neurodivergent travelers experience and approach travel.			
11:40	The Sensory Hour: Neurodivergent Traveler Panel 11:40 AM–12:05 PM			
11:45	Houston Vandergriff (Downs & Towns, 421K followers), Katie Vandergriff (Downs & Towns), Patrick Valentine (Valentine Brothers, 11M followers)			
11:50	A conversation focused on the experiences, needs, and priorities of neurodivergent travelers, giving destinations and travel businesses a clearer understanding of the barriers that can affect planning, navigating, and enjoying a trip.			
11:55				
12:00 PM				
12:05	Pitch Stop: Even Grounds 12:05–12:15 PM			
12:10	Tom Babinszki (Even Grounds, Founder and Director)			
12:15	Pitch Stop: Hero Door Opener 12:15–12:25 PM			
12:20	Pierre Paul (We Hear You, CEO)			
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12:40	Monday Lunch 12:30–1:45 PM			
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Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
12:55	Lunch Session: Different Politics, Common Ground:	
1:00 PM	Advancing Accessible Tourism 12:50–1:30 PM	
1:05	Billy Nungesser (Lieutenant Governor of Louisiana), Dianne Primavera (Lieutenant Governor of Colorado)	
1:10	In this fireside chat, two state leaders from different sides of the political	
1:15	spectrum will discuss how accessibility is shaping the future of tourism in their	
1:20	states. From welcoming more visitors to helping destinations reach new	
1:25	audiences, accessible tourism offers common ground across party lines. Their	
	conversation will explore why making travel more accessible is not just the	
	right thing to do, but an opportunity for states to strengthen their tourism	
	economies and serve more travelers.	
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1:45	Beyond the Berth: What Cruise Lines Reveal About the	Meet the Grant Whisperer 1:45–2:05 PM
1:50	Future of Accessible & Extended-Stay Travel 1:45–2:15 PM	Bevon Joseph (Grantlogic AI, Founder and CEO)
1:55	Robert Harris (Royal Caribbean Group, Senior Manager, Global Accessibility), Karl Strauch	Drawing on 12 years of experience as a grant funder, founder, and applicant, Bevon shares how AI-driven
2:00 PM	(Port Tampa Bay, VP of Marketing), Lily Yu (Deaf Journey, 120K followers)	platforms can streamline the grant process by matching
2:05	As floating cities, cruise ships have had to innovate for accessibility out of necessity, offering a blueprint for hotels and destinations as they prepare for travelers with mobility needs. This session explores how cruise lines are	DMOs with the right funding, writers, and consultants.
2:10	addressing accessibility and how destination leaders can partner with cruise lines to unlock high-value pre- and post-cruise experiences and extend guest stays.	Grant Writing Fundamentals 2:05–2:25 PM
2:15	The Discoverability Engine: DMOs & AI 2:15–2:45 PM	Cheryl Dettrick (National Grant Consultant/Writer)
2:20	Kate Lieto (Experience Grand Rapids, VP Marketing), Wheel The World	Learn proven grant-writing strategies and best practices from a national expert who has successfully secured
2:25	How destinations are leveraging AI to make accessibility features easier to find through search engines, voice assistants, and emerging discovery	funding for UCF Rosen College of Hospitality Management and tourism initiatives.
2:30	platforms. This session explores how DMOs can structure, surface, and optimize accessibility content so it reaches travelers at the moment of	
2:35	planning and decision-making.	
2:40		
2:45	Is Your Destination Website Accessible to Everyone?	The Funding Frontier: The Future of Accessibility Grants 2:25–2:55 PM
2:50	2:45–3:00 PM	Tami Reist (Alabama Mountain Lakes Tourist Association, President and CEO), Josh Heinz
		Exploring funding opportunities from government, philanthropy, and micro-grants that drive accessibility improvements.

Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
2:55	August Erickson (Miles Partnership, Director of Development Services) Digital accessibility is more than a compliance requirement; it's an essential part of creating inclusive digital experiences for all travelers. But with evolving standards, complex technical requirements and growing expectations, knowing where to start can be challenging. This session will explore why digital accessibility matters for destination organizations, highlight common challenges and share practical steps toward creating more accessible websites and digital experiences.	No programming
3:00 PM	Pitch Stop: Perfect Lift 3:00–3:10 PM Dana Edwards (Perfect Lift)	
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3:15	Monday Afternoon Break 3:15–3:35 PM	
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3:35	The \$30K Accessibility Marketing Challenge Smackdown 3:35–4:15 PM Two-Six Digital, Paradise Advertising Destinations have completed accessibility audits and assessments. Now they need a marketing strategy to reach prospective visitors and residents with disabilities. In this challenge, marketing vendors will be asked to develop a clear, practical roadmap for putting a \$30,000 accessibility marketing budget to work. They will outline how they would target audiences, select the right mix of paid, owned, earned, and creator media, and measure results. The challenge gives destinations practical approaches they can use to turn accessibility into a competitive advantage.	Creator Meet & Greet 3:35–5:00 PM
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4:15	The Accessible Main Stage: Outdoor Festivals, Concerts & Events 4:15–4:30 PM Austin Whitney (Accessibility Live, CEO/President) How large-scale outdoor festivals, concerts, and live events are designing for accessibility in complex, fast-moving environments. This session explores how organizers are integrating accessibility into planning, operations, and audience experience to ensure music, arts, and live entertainment are more inclusive for all attendees.	
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4:30	Pitch Stop: Hearlo 4:30–4:40 PM	
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4:40	Sharing is Caring: Your Accessibility Playbook 4:40–5:20 PM	
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Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
4:50	Todd Brooks (Unchained AI, CEO), TravelAbility Team Meet the new AI assistant for the Accessibility Playbook and learn how it can be used for everything from site assessments to marketing strategy.	
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6:00 PM	Monday Evening Reception 6:00–8:00 PM	
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Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
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TUESDAY, NOVEMBER 10

Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
9:00 AM	Opening Remarks 9:00–9:15 AM	No breakout room programming
9:05	Robert O'Leary (National Travel and Tourism Office, Deputy Assistant Secretary for Travel and Tourism)	
9:10		
9:15	Hot Off the Press: The 2025 Traveler Data from Longwoods International 9:15–9:35 AM	
9:20	Amir Eylon (Longwoods International, President & CEO)	
9:25	A milestone study of more than 30,000 trips by Longwoods International, TravelAbility, and the Destination A11Y Club provides a detailed look at how accessibility drives travel behavior. Attendees will gain data-driven insights to inform strategy, marketing, and accessibility investment decisions.	
9:30		
9:35	The Great ROI Accessibility Smackdown 9:35–10:15 AM	
9:40	Julie Pingston (Choose Lansing, President & CEO), Kevin Wright (Travel Oregon, VP of Brand Stewardship), Jake Steinman (TravelAbility, Founder & CEO)	
9:45		
9:50	Accessibility is an increasingly important opportunity for destinations, but knowing where to invest and how to demonstrate the return can be challenging. This session brings together DMOs to share how they are making the business case for accessibility, reaching travelers with access needs, and measuring the impact of their efforts. Expect practical examples, real-world results, and a candid conversation about what works, what doesn't, and where destinations should focus next.	
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10:00 AM		
10:05		Tuesday Morning Break 10:20–10:40 AM
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10:30		No breakout room programming
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10:40	KultureCity Develops New Accessibility Park in Birmingham 10:40–11:05 AM	
10:45	Julian Maha (KultureCity, Founder)	
10:50	A conversation with KultureCity founder Julian Maha about the development of a new accessibility park in Birmingham and the work involved in creating more inclusive community spaces.	
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11:00 AM		
11:05	The Aging Traveler: Removing Friction, Expanding Possibilities: Research on Accessible Travel Among Adults 50-Plus 11:05–11:25 AM	No breakout room programming
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Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
11:20	Lona Choi-Allum (AARP, Senior Research Advisor), Laura Skufca (AARP, Director of Advocacy, Community, and Engagement Research) As the population ages, more travelers are navigating mobility limitations, chronic health conditions, sensory impairments, and other accessibility needs. Yet these travelers remain highly engaged in leisure travel and increasingly seek meaningful experiences, including destination-based events and adventure travel. AARP's 2026 Travel Trends study and new research from Humantel on event and adventure-based travel explores how they plan trips, navigate barriers, and seek meaningful experiences. Attendees will gain insights into opportunities for creating more accessible, inclusive, and traveler-centered experiences among the 50-plus.	
11:25	The Aging Traveler: What Senior Travelers Need 11:25–11:45 AM	
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11:35	Senior travelers are an increasingly important part of the travel market, but their needs and expectations can vary widely. This panel brings together senior travelers and industry voices to discuss what makes travel easier, more comfortable, and more enjoyable, from transportation and accommodations to attractions, information, and the overall travel experience.	
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11:45	The Aging Traveler: Cane-Friendly Tourism 11:45 AM–12:00 PM	Meet the Mappers 11:45 AM–12:15 PM
11:50	Kyle Edmiston (Visit Lake Charles, President)	Wheel the World
11:55	From stumbling to cane to walker to wheelchair and all the way back, VLC CEO Kyle Edmiston shares his journey against cancer and lessons learned from accessibility issues in his destination.	
12:00 PM	The Aging Traveler: Aging Untold: How A New Hit Talk Show Unlocks the Boomer Travel Market for Travel Marketers 12:00–12:10 PM	
12:05	Jennifer Casey (Gray Media, Sr. Director of Strategic Partnerships) A case study from Gray Media's Aging Untold, a talk show focused on the experiences and interests of the baby boomer market. The session explores how this media platform can help marketers better understand and reach older travelers and shape campaigns that resonate with them.	
12:10	Accessible Convention Centers 12:10–12:25 PM	
12:15	Jay Burress	How Luxury Travel is Redefining Accessibility in 2026 12:15–12:30 PM
12:20		Karen Morales (FORA Travel, Accessibility Program Lead)
12:25		A look at how high-end hospitality is leading innovation in accessible design and guest experience.
12:30	Tuesday Lunch 12:30–1:40 PM	
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Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
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1:40	Growing Adaptive Sports Tourism Fans and Athletes <i>1:40–2:15 PM</i> Jessa Campbell (Visit Fort Wayne, Director of Destination Development and Communications), Kim Fox (Visit Hendricks County, Director of Strategy & Insights), Dawna Callahan (All In Sport Consulting, Founder and CEO) As destinations compete to attract sporting events, disability sport represents an important opportunity, from Paralympians to youth and amateur sports. This session explores what it takes to successfully host adapted sports and build destinations that welcome athletes, fans, and their families.	Accessibility 101: VisitAble Training <i>1:45–2:35 PM</i> Joe Jamison (VisitAble, CEO & Founder) A foundational training session focused on practical approaches to creating more accessible experiences and understanding the needs of people with disabilities.
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2:35	Peak Accessibility: Expanding Mountain Experiences from Winter Snow to Summer Sun <i>2:15–2:55 PM</i> Kim Jackson (Vermont Adaptive, Director of Communications & Marketing), Jeff Alexander (Vermont Adaptive, Director of Strategic Partnerships), Brian Wright (Mammoth Lakes Tourism, President & CEO), Lt. Col. (Ret.) Steve Mount (Access Mammoth) Mountain destinations are finding opportunities to make outdoor recreation more accessible in every season. While adaptive ski programs have helped open the slopes to more travelers, destinations are also expanding accessible	KultureCity Session <i>2:35–2:55 PM</i>
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Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
2:50	experiences beyond winter through adaptive mountain biking, kayaking, accessible trail networks, and other outdoor activities. This session will look at how partnerships between destinations and adaptive sports organizations can strengthen both winter and year-round tourism. Mammoth Lakes Tourism and Access Mammoth will share how they are working together to expand accessible experiences, while Vermont Adaptive Ski and Sports will highlight the economic impact of adaptive skiing, including more than \$10.3 million in annual economic activity generated through its programs and initiatives.	
2:55	Breaking Barriers on the Trail: Testing Wayfinding and Assistive Tech on the Tour du Mont Blanc 2:55–3:15 PM Luce Martin (Which Way What LLC, Co-Founder), Christy Vanek (Which Way What LLC, Co-Founder)	I Do for All: Launching the Accessible Weddings Program 2:55–3:10 PM Kristy Durso (Incredible Memories Travel, Owner; TravelAbility Ambassador)
3:00 PM	Blind and Deaf hiking duo Christy Vanek and Luce Martin will present findings from their accessibility research project conducted on their 103-mile hike of the Tour du Mont Blanc across Italy, Switzerland, and France. The project tested assistive technologies and wayfinding tools for blind / low vision and Deaf travelers in real-world trail conditions, including physical and digital navigation systems. The session will share insights from the expedition and practical guidance for destinations on inclusive navigation & outdoor space design across a range of disabilities.	Kristy Durso shares insights from planning and participating in a fully accessible wedding, offering a practical look at the realities of making a major life event inclusive. This firsthand experience is now informing a new model for inclusive weddings designed to ensure accessibility for every guest and participant.
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3:15	Tuesday Afternoon Break 3:15–3:35 PM	
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3:35	Parks for All: Tennessee’s Road to 2030 3:35–3:50 PM Ryan Jolley (Tennessee Department of Environment and Conservation, Accessibility Coordinator)	The Business of Accessibility: Invite Only Session 3:35–5:30 PM Karen Morales (FORA Travel, Accessibility Program Lead)
3:40	Tennessee has set an ambitious goal: to become the most accessible state parks network in the nation by 2030. As the state’s first Accessibility Coordinator, Ryan Jolley is helping advance that vision by working across teams to improve access to outdoor recreation. This session will offer a look at Tennessee’s approach and the ongoing work to make state parks more accessible to visitors of all abilities.	
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3:50	Successful Partnerships Between Creators and Destinations 3:50–4:50 PM Amy Tarpein (Elijah’s Baby Bucket List, Founder and CEO), Phoenix Powell (Phoenix Travels, 2K followers), Chelsea Bear (@realchelseabear, 879K followers), Patrick Valentine (Valentine Brothers, 11M followers)	
3:55	Successful Partnerships Between Creators and Destinations: This session breaks down the strategies and partnership models that allow creators and DMOs to work together successfully, with a focus on accessibility, measurable	
4:00 PM		
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Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
4:20	outcomes, and long-term collaboration. It looks at how creators and destinations can align goals, establish clear expectations, integrate accessibility, and build partnerships that extend beyond one-off campaigns.	
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4:30	What Do Disabled Travelers Want: A live, conversational panel where disabled travelers share directly what they need, expect, and prioritize across the travel experience. This session creates space for candid Q&A on real-world barriers, decision-making factors, and what meaningfully improves confidence and comfort when traveling.	
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4:50	Show and Tell Accessibility: DAC Style 4:50–5:30 PM	
4:55	Toni Bastian (Visit Richmond, Director of Accessibility & Tourism Sales), Ed Harris (Visit Williamsburg, CEO), Attiyya Atkins (Visit Lauderdale, VP Marketing), Sophia Valdivia (Visit Huntington Beach, Director of Tourism Development)	
5:00 PM		
5:05	A fast-paced showcase highlighting practical solutions and creativity in travel accessibility. Selected members of the Destination A11Y Club share their top innovative initiatives, demonstrating real-world applications and strategies that elevate accessibility across different destinations.	
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WEDNESDAY, NOVEMBER 11

Time	Bayshore 5-7 General Session
9:00 AM	Building Accessible Tourism Through Community Collaboration 9:00–9:20 AM
9:05	Tami Reist (Alabama Mountain Lakes Tourist Association, President and CEO)
9:10	In this fireside chat, Tami Reist will share how North Alabama is bringing tourism partners together to make the region more accessible.
9:15	From accessibility measurements and sensory-friendly resources to inclusive itineraries and community partnerships, her work shows what destinations can accomplish when they approach accessibility as a shared effort. The conversation will explore how to build local support, engage tourism partners, and turn a commitment to accessibility into meaningful progress across a region.
9:20	Evolving Your Landing Pages: Giving Travelers the Information They Need 9:20–10:00 AM
9:25	A destination's landing page is often one of the first places travelers go when researching a trip. For disabled travelers, having clear, specific accessibility information can make the difference between considering a destination and moving on. This creator and destination leader panel will look at what disabled travelers are actually looking for online and how destinations are evolving their landing pages to provide more useful, actionable accessibility information.
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10:00 AM	No Budget, Small Team: Crafting an Accessibility Plan That Works 10:00–10:15 AM
10:05	Jennifer Christie (Visit Loudoun, Director of Marketing & Industry Relations)
10:10	Progress in accessibility doesn't hinge on financial resources or endless hours. This session explores creative, zero-cost strategies designed for teams working with limited time and resources, showing how resourcefulness can help move accessibility work forward.
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10:30	Wednesday Morning Break 10:20–10:40 AM
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10:40	Access Disney 10:40–10:55 AM
10:45	Mark Jones (Walt Disney World, Manager of Accessibility and Services for Guests with Disabilities)
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10:55	See Tomorrow: The Future of Hotel Accessibility 10:55–11:20 AM
11:00 AM	From sensory-friendly rooms to adaptive furniture and more flexible service models, this session explores how the next generation of lodging is evolving. Featuring a panel of hotel leaders, the discussion will highlight real-world approaches to improving guest experience, operational considerations, and where the industry is heading as expectations around accessibility continue to grow.
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11:20	Build Your Own Google Accessibility Map 11:20 AM–12:10 PM

Time	Bayshore 5-7 General Session
11:25	Sasha Blair-Goldensohn (Google Maps, Chief Accessibility Officer) A hands-on workshop with Sasha Blair-Goldensohn, Chief Accessibility Officer at Google Maps and member of the TravelAbility Advisory Board. This exclusive session teaches destinations how to use Gemini Code Assist and Google tools to create custom, destination-specific accessibility maps. Participants will learn how to embed these maps directly into their accessibility landing pages to improve trip planning and navigation for travelers. Attendees will leave with clear, actionable steps to launch and maintain their own accessibility map.
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12:00 PM	
12:05	The Accessibility Academy 12:10–12:30 PM Alan Fyal, Rosen College
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12:40	SUPERSTARS OF ACCESSIBILITY AWARDS + LUNCH 12:30–1:45 PM
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