

Subject to Change

MONDAY, NOVEMBER 9

Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
9:00 AM	**Welcome Wagon** *Monday, November 9 | 9:00–9:20 AM* Don Welsh (Destinations International, President and CEO), Santiago C. Corrada (Visit Tampa Bay, President & CEO) Opening session to welcome attendees and set the tone for the summit.	*No programming*
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9:20	**The State Of Accessible Travel Today** *Monday, November 9 | 9:20–9:40 AM* Jake Steinman (TravelAbility, Founder & CEO), Camilo Navarro (Wheel the World, COO & Co-Founder) Accessible travel is evolving, with new research, technology, partnerships, and traveler expectations shaping the industry. TravelAbility Founder & CEO Jake Steinman and Wheel the World COO and Co-Founder Camilo Navarro will discuss the current state of accessible travel, where the industry is making progress, where gaps remain, and what destinations and travel businesses should be paying attention to next.	
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9:40	**Why Access Matters: The Disabled Traveler Experience** *Monday, November 9 | 9:40–10:20 AM* 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), Angie Reagan (Access Tahoe) Disabled travel creators share how they became creators and the experiences that shaped their work along the way. From memorable trips and	
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Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
10:15	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.	
10:20 10:25 10:30 10:35	**Monday Morning Break** *Monday, November 9 | 10:20–10:40 AM*	
10:40 10:45 10:50 10:55 **11:00 AM** 11:05 11:10 11:15	**Aviation's Hidden Assets: The Future of Accessible Flight** *Monday, November 9 | 10:40–11:20 AM* Megan Kimble (United Airlines, Manager, Customer Strategy and Innovations), Shannon Boos (Tampa International Airport, Senior Manager, Guest Experience), Craig Kennedy (Open Doors Organization, Program & Training Manager) 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.	*No programming*
11:20 11:25 11:30 11:35	**The Sensory Hour: TripAdvisor Neurodivergent Study** *Monday, November 9 | 11:20–11:40 AM* Kate Quellmalz (Senior Manager of Research and Insights, Tripadvisor), Patrick Harrison (Visit Tampa Bay, CMO) A look at research on the neurodiverse traveler and what the findings reveal about how neurodivergent travelers experience and approach travel.	
11:40 11:45 11:50 11:55 **12:00 PM**	**The Sensory Hour: Neurodivergent Traveler Panel** *Monday, November 9 | 11:40 AM–12:05 PM* Houston Vandergriff (Downs & Towns, 421K followers), Katie Vandergriff (Downs & Towns), Patrick Valentine (Valentine Brothers, 11M followers) 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.	
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Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
12:10	**Pitch Stop: Even Grounds** *Monday, November 9 | 12:05–12:15 PM* Tom Babinszki (Even Grounds, Founder and Director) Even Grounds helps destinations and venues welcome travelers with disabilities, with accessibility audits, information reviews, staff training, and tactile maps visitors can read by touch. Led by blind traveler Tom Babinszki, with 25 years in accessibility, it brings lived experience across disabilities, and covers the guest most programs still miss, the blind traveler.	
12:15	**Pitch Stop: Hero Door Opener** *Monday, November 9 | 12:15–12:25 PM* Pierre Paul (We Hear You, CEO) The Hero Door Opener makes almost any existing door automatic without expensive renovations or complicated installation. Its patented technology combines Wi-Fi connectivity, smart features, and a durable design to help businesses and destinations improve accessibility while giving people greater independence.	
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12:30	**Monday Lunch** *Monday, November 9 | 12:30–1:45 PM*	
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12:50	**Lunch Session: Different Politics, Common Ground: Advancing Accessible Tourism** *Monday, November 9 | 12:50–1:30 PM* Billy Nungesser (Lieutenant Governor of Louisiana), Dianne Primavera (Lieutenant Governor of Colorado) In this fireside chat, two state leaders from different sides of the political spectrum will discuss how accessibility is shaping the future of tourism in their states. From welcoming more visitors to helping destinations reach new 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		**Grant Lab: Introduction** *Monday, November 9 | 1:45–1:50 PM* Q Arroyo (MTA, Chief Accessibility Officer)

Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
1:50	**Beyond the Berth: What Cruise Lines Reveal About the Future of Accessible & Extended-Stay Travel** *Monday, November 9 | 1:45–2:15 PM* Robert Harris (Royal Caribbean Group, Senior Manager, Global Accessibility), Karl Strauch (Port Tampa Bay, VP of Marketing), Lily Yu (Deaf Journey, 120K followers) 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 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 Lab: Economic Development** *Monday, November 9 | 1:50–2:00 PM* Lev Kushner (Department of Here, Partner)
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2:00 PM		**Grant Lab: Meet the Grant Whisperer** *Monday, November 9 | 2:00–2:10 PM* Pre-recorded video featuring Bevon Joseph (Grantlogic AI, Founder and CEO) Drawing on 12 years of experience as a grant funder, founder, and applicant, Bevon shares how AI-driven platforms can streamline the grant process by matching DMOs with the right funding, writers, and consultants.
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2:10		**Grant Lab: Grant Writing Fundamentals** *Monday, November 9 | 2:10–2:30 PM* Cheryl Dettrick (National Grant Consultant/Writer) Learn proven grant-writing strategies and best practices from a national expert who has successfully secured funding for UCF Rosen College of Hospitality Management and tourism initiatives.
2:15	**The Discoverability Engine: DMOs & AI** *Monday, November 9 | 2:15–2:45 PM* Kate Lieto (Experience Grand Rapids, VP Marketing), Amanda Powers (Wheel The World, VP of Sales & Business Development) How destinations are leveraging AI to make accessibility features easier to find through search engines, voice assistants, and emerging discovery platforms. This session explores how DMOs can structure, surface, and optimize accessibility content so it reaches travelers at the moment of planning and decision-making.	
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2:30		**Grant Lab: The Funding Frontier: The Future of Accessibility Grants** *Monday, November 9 | 2:30–2:55 PM* Tami Reist (Alabama Mountain Lakes Tourist Association, President and CEO), Josh Heinz (Visit Greater Palm Springs, Community Engagement Manager) Exploring funding opportunities from government, philanthropy, and micro-grants that drive accessibility improvements.
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2:45	**Is Your Destination Website Accessible to Everyone?** *Monday, November 9 | 2:45–3:00 PM* 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.	
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2:55		**Grant Lab: Funding Accessibility: Successful Projects and the Grants Behind Them** *Monday, November 9 | 2:55–3:15 PM* Dianne Primavera (Lieutenant Governor of Colorado), Alison Butler (State of Colorado, Colorado Disability Opportunity Office, Senior Disability Policy Advisor) Hear from Colorado Lieutenant Governor Dianne Primavera and Alison Butler about successful projects and grants they have funded, what made these initiatives successful, and the role grant funding can play in advancing accessibility.
3:00 PM	**Pitch Stop: Perfect Lift** *Monday, November 9 | 3:00–3:10 PM* Dana Edwards (Perfect Lift) Perfect Lift is a family-founded company created by Dana Edwards to make safe, comfortable transfers easier for people with disabilities and mobility limitations. Inspired by her son Tanner's experience with Duchenne muscular dystrophy, Perfect Lift developed a versatile transfer system that helps caregivers safely move individuals between beds, toilets, showers, pools, boats, and other settings. Designed to make everyday activities, travel, and social experiences more accessible, Perfect Lift helps individuals and families enjoy greater flexibility, comfort, and independence.	
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Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
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3:15 3:20 3:25 3:30	**Monday Afternoon Break** *Monday, November 9 | 3:15–3:35 PM*	
3:35 3:40 3:45 3:50 3:55	**The $30K Accessibility Marketing Challenge Smackdown** *Monday, November 9 | 3:35–4:15 PM* Dave Serino (TwoSix Digital, Founder & Chief Strategist), Barbara Karasek (Paradise Advertising, CMO & Co-owner) 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** *Monday, November 9 | 3:35–5:00 PM* Meet and connect with disabled travel content creators during this dedicated networking session. Destinations, tourism organizations, travel brands, and businesses will have the opportunity to introduce themselves to creators, learn about their work, and explore potential partnerships and collaborations. Each creator will have a designated table or display area for one-on-one conversations. Attendees are welcome to stop by, join the conversation, and connect with creators at any time throughout the block.
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4:15 4:20 4:25	**The Accessible Main Stage: Outdoor Festivals, Concerts & Events** *Monday, November 9 | 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.	
4:30 4:35	**Pitch Stop: Hearlo** *Monday, November 9 | 4:30–4:40 PM* Mateo Salvatto (Asteroid Technologies (Hearlo), CEO & Co-Founder) Hearlo is a free and innovative accessibility technology platform that helps people with speech and communication disabilities communicate more easily and independently. Designed for airlines, airports, cruise lines, hotels, and destinations, Hearlo empowers travel and hospitality organizations to remove communication barriers, improve guest experiences, and deliver more inclusive, accessible service.	
4:40 4:45 4:50 4:55	**Sharing is Caring: Your Accessibility Playbook** *Monday, November 9 | 4:40–5:30 PM* Todd Brooks (Unchained AI, CEO), Danah Heye (TravelAbility, Destination A11y Development Director), Kitty Sharman (TravelAbility, Accessibility Programs Coordinator)	
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5:05	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** *Monday, November 9 | 6:00–7:30 PM* Franklin Terrace Ballroom	
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6:15	Join fellow TravelAbility Summit attendees, speakers, sponsors, and partners for an evening of networking and conversation. Connect with destination leaders, travel brands, accessibility professionals, disabled travelers, and content creators while continuing the conversations started throughout the day. Enjoy refreshments, make new connections, and explore opportunities to work together to advance accessible travel.	
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TUESDAY, NOVEMBER 10

Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
8:45	**Opening Remarks** *Tuesday, November 10 | 8:45–9:00 AM* Robert O'Leary (National Travel and Tourism Office, Deputy Assistant Secretary for Travel and Tourism)	*No breakout room programming*
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9:00 AM	**Hot Off the Press: The 2025 Traveler Data from Longwoods International** *Tuesday, November 10 | 9:00–9:35 AM* Amir Eylon (Longwoods International, President & CEO) 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.	
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9:35	**The Great ROI Accessibility Smackdown** *Tuesday, November 10 | 9:35–10:15 AM* Julie Pingston (Choose Lansing, President & CEO), Kevin Wright (Travel Oregon, VP of Brand Stewardship), Jake Steinman (TravelAbility, Founder & CEO) 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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10:20	**Tuesday Morning Break** *Tuesday, November 10 | 10:20–10:40 AM*	
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10:40	**A Fireside Chat With Julian Maha, KultureCity Founder** *Tuesday, November 10 | 10:40–11:10 AM* Julian Maha (KultureCity, Founder) 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.	*No breakout room programming*
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Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
11:10 11:15 11:20 11:25	**The Aging Traveler: Removing Friction, Expanding Possibilities: Research on Accessible Travel Among Adults 50-Plus** *Tuesday, November 10 | 11:10–11:30 AM* 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.	
11:30 11:35 11:40	**The Aging Traveler: Cane-Friendly Tourism** *Tuesday, November 10 | 11:30–11:45 AM* Kyle Edmiston (Visit Lake Charles, President) 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.	
11:45 11:50	**The Aging Traveler: Aging Untold: How A New Hit Talk Show Unlocks the Boomer Travel Market for Travel Marketers** *Tuesday, November 10 | 11:45–11:55 AM* 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.	**Build Your Own Google Accessibility Map** *Tuesday, November 10 | 11:45 AM–12:30 PM* 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.
11:55 **12:00 PM** 12:05 12:10	**Accessible Convention Centers** *Tuesday, November 10 | 11:55 AM–12:15 PM* Jay Burress	
12:15 12:20	**Paradise Advertising** *Tuesday, November 10 | 12:15–12:25 PM* Barbara Karasek (Paradise Advertising, CMO & Co-owner)	
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12:30 12:35 12:40	**Tuesday Lunch** *Tuesday, November 10 | 12:30–1:40 PM*	

Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
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1:40	**Growing Adaptive Sports Tourism Fans and Athletes** *Tuesday, November 10 | 1:40–2:15 PM* Jessa Campbell (Visit Fort Wayne, Director of Destination Development and Communications), Jaime Bohler Smith, CDME (Visit Hendricks County, Executive Director/CEO), 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** *Tuesday, November 10 | 1:40–2:35 PM* 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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2:15	**Peak Accessibility: Expanding Mountain Experiences from Winter Snow to Summer Sun** *Tuesday, November 10 | 2:15–2:55 PM* 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 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.	**Accessibility 101: Sensory Accessibility with KultureCity** *Tuesday, November 10 | 2:35–2:55 PM* Learn how sensory needs can affect the way people experience travel, attractions, and public spaces. This introductory session will explore practical ways to better understand, welcome, and support individuals with sensory needs, helping businesses and destinations create more inclusive experiences.
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Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
2:55	**Breaking Barriers on the Trail: Testing Wayfinding and Assistive Tech on the Tour du Mont Blanc** *Tuesday, November 10 | 2:55–3:15 PM* Luce Martin (Which Way What LLC, Chief Technology Officer), Christy Vanek (Which Way What LLC, Chief Executive Officer) 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.	**I Do for All: Launching the Accessible Weddings Program** *Tuesday, November 10 | 2:55–3:10 PM* Kristy Durso (Incredible Memories Travel, Owner; TravelAbility Ambassador) 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** *Tuesday, November 10 | 3:15–3:35 PM*	
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3:35	**Parks for All: Tennessee's Road to 2030** *Tuesday, November 10 | 3:35–3:50 PM* Ryan Jolley (Tennessee Department of Environment and Conservation, Accessibility Coordinator) 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.	**The Business of Accessibility** *Tuesday, November 10 | 3:35–5:30 PM* Karen Morales (FORA Travel, Accessibility Program Lead) Travelers with access needs are already booking. Most brands just can't see them. 55% of families planning a multigenerational trip have someone who needs an accommodation, and 78% will pay more to get it right. The demand is here. The marketing isn't. In this hands-on working session, Fora and TravelAbility bring together destinations, hotels and travel brands to find where we lose the accessible traveler—from the first dream to the last review—and fix one thing. You'll book a room as a consumer, test your own site against real traveler needs, and leave with one change, an owner and a number to watch. We report back in 90 days. You'll leave with • The market case for accessible and multigenerational travel • A map of where travelers with access needs drop off, from Dream to Share • One committed change, an owner and a metric, with a 90-day report-back
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3:50	**Successful Partnerships Between Creators and Destinations** *Tuesday, November 10 | 3:50–4:50 PM* Amy Tarpein (Elijah's Baby Bucket List, Founder and CEO), Kim Fox (Visit Hendricks County, Director of Strategy & Insights), Kathy Brown (Visit Orlando, Vice President of Marketing), Phoenyx Powell (Phoenyx Travels, 2K followers), Chelsea Bear (@realchelseabear, 879K followers), Patrick Valentine (Valentine Brothers, 11M followers) 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 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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Time	Bayshore 5-7 General Session	Bayshore 2-3 Breakout Room
4:40	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** *Tuesday, November 10 | 4:50–5:30 PM* 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) 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** *Wednesday, November 11 | 9:00–9:20 AM* Tami Reist (Alabama Mountain Lakes Tourist Association, President and CEO) In this fireside chat, Tami Reist will share how North Alabama is bringing tourism partners together to make the region more accessible. 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.
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9:20	**Evolving Your Landing Pages: Giving Travelers the Information They Need** *Wednesday, November 11 | 9:20–9:50 AM* 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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9:50	**No Budget, Small Team: Crafting an Accessibility Plan That Works** *Wednesday, November 11 | 9:50–10:15 AM* Jennifer Christie (Visit Loudoun, Director of Marketing & Industry Relations) 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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10:20	**Wednesday Morning Break** *Wednesday, November 11 | 10:20–10:40 AM*
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10:40	**Accessibility, Disney Style** *Wednesday, November 11 | 10:40–10:55 AM* Mark Jones (Walt Disney World Resort, Senior Manager, Accessibility & Services for Guests with Disabilities) In conversation with Mark Jones, Senior Manager, Accessibility & Services for Guests with Disabilities, Walt Disney World Resort
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10:55	**Accessible Hotels, Better Business: Turning Accessibility into Opportunity** *Wednesday, November 11 | 10:55–11:10 AM* Danica Gonzalves, Esq. (Paralyzed Veterans of America, Senior Advocacy Attorney) Danica Gonzalves, Esq., Senior Advocacy Attorney with Paralyzed Veterans of America, will share insights on how hotels can go beyond ADA requirements, improve accessibility, and recognize the business opportunities that come with creating more accessible guest experiences.
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11:10	**Can Accessibility Protect Hotels from Litigation?** *Wednesday, November 11 | 11:10–11:25 AM*

Time	Bayshore 5-7 General Session
11:15	Jake Steinman (TravelAbility, Founder & CEO)
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11:25	**Meet the Mappers** *Wednesday, November 11 | 11:25–11:55 AM*
11:30	Malachy Sundstrom (Wheel the World, Key Account Manager)
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11:55	**How Luxury Travel is Redefining Accessibility in 2026** *Wednesday, November 11 | 11:55 AM–12:10 PM*
12:00 PM	Karen Morales (FORA Travel, Accessibility Program Lead)
12:05	A look at how high-end hospitality is leading innovation in accessible design and guest experience.
12:10	**The Accessibility Academy** *Wednesday, November 11 | 12:10–12:30 PM*
12:15	Alan Fyal (Rosen College)
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12:30	**SUPERSTARS OF ACCESSIBILITY AWARDS + LUNCH** *Wednesday, November 11 | 12:30–1:45 PM*
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