



SECTION 1: Program Overview:

Program Overview:

The Accessible Travel Program, a program in partnership with Wheel The World, aims to amplify accessible spaces in destinations across Colorado. This innovative program aligns with the CTO Destination Stewardship Strategic Plan, demonstrating Colorado's commitment to providing welcoming, inclusive, and accessible experiences for everyone.

[Wheel The World](#) is an accessible travel booking platform that provides detailed, verified accessibility information and a user-friendly experience focused on accessibility. Through its [Destination Verified](#) program, Wheel the World helps destinations assess, improve, and promote their accessibility to reach the market of travelers with disabilities and their companions.

Program outcomes include:

- Wheel The World site mapping and reports for selected sites
- Online course to train hospitality professionals about accessible travel
- Booking solution at wheeltheworld.com for all verified sites
- Promotion of destination and sites on colorado.com and wheeltheworld.com
- Accessible travel core team
- Recommendations on continued work once the program is complete

Up to four destination marketing organizations (DMOs) will be selected to participate. Selected destinations will be paired with a tourism consultant who will serve as their lead point of contact throughout the program. Program elements include:

- Stakeholder engagement
- Wheel The World mapping for Verified Accessibility status
- Marketing and training
- Final program summary report and recommended next step

Program Timeline:

- August 26, 2025 Applications open
- October 9, 2025 Applications close
- October 16, 2025 Award notifications
- November 2025 Program kick-off
- June 2026 Program ends

Eligible Applicants:

This program is open to DMOs. The CTO defines a DMO as a not-for-profit organization or governmental unit that typically is the recipient of jurisdictional lodging tax revenue and serves



as the lead for year-round tourism promotion and development efforts in a destination.

Example DMOs may include:

- Destination marketing organizations (e.g. Convention & Visitors Bureau)
- Lodging tax boards, committees, or panels
- Chambers of commerce or chamber resort associations
- Government entities in Colorado (federally recognized tribes and local governments)

Other considerations:

- Only one application can be submitted for an individual destination.
- Multiple organizations within a single destination should collaborate on a single program application.
- Participation in previous Colorado Tourism Office programming does not impact eligibility or competitiveness.
- Participants in previous Destination Development programs are encouraged to apply to advance the action plans that were created and/or update the existing action plan.

Selection Process:

A panel of industry partners and Colorado Tourism office staff reviews applications and recommends awards based on understanding destination priorities and capacity to participate. A representative from the Colorado Tourism Office will respond to your application within one month of the application deadline.

Questions?

For program questions, contact Hilary Lewkowitz, Director of Destination Development & Sustainability, at hilary.lewkowitz@state.co.us

SECTION 2: Applicant Information

Section Description

Applicant information.

Questions

Applicant Full Name:

Phone number:

Address (including city/town, state, zip code):

Email:

Destination location:



Organization name:

As the local tourism champion, do you have the time to support the coordination and execution of programming (~50 hours between October 2025 and June 2026)?

SECTION 3: Organization Capacity

Section Description

The CTO requires that each applying destination identifies one or more local tourism champions to serve as the lead applicant for the application. **As a condition of selection to participate in a program, these local tourism champions are responsible for approximately 50 hours of work from October 2025 to June 2026.** Roles and responsibilities of the lead applicant include:

- participation in program preparation and planning, including providing current information and insights on accessible travel barriers and opportunities
- local champion will develop a core team of stakeholders that will provide input and support to ensure program success
- outreach and coordination of tourism stakeholders within their destination
- ongoing leadership within their destination to continue to advance accessibility initiatives and to market the results of this program

Questions

Please list the name, organization, and email for the local tourism champion(s) that will serve as the lead point of contact with the CTO, if different than above.

To demonstrate broad community support for this program, please list 4-6 local tourism stakeholders that will serve on the core team. These stakeholders should 1) comprise of different tourism sectors 2) have the capacity to provide ~10 hours of work throughout the program duration 3) share a commitment to advancing accessibility in the destination and/or 4) possess expertise in programmatic outreach and marketing.

Please include each core team member's name, organization, and email.

Section 4: Demonstrated Need

Section Description

The CTO seeks to support destinations from all areas of our four-corner state, whether they are urban or rural, to advance destination stewardship and foster more resilient tourism economies.

Please use this section to inform the CTO about your destination's primary goals and what you are planning to achieve through participation in the program.



Questions

Please provide information about how you have worked to advance accessibility prior to this program, such as specific initiatives, strategies, partnerships, or improvements made to enhance accessibility in your destination.

Please identify and elaborate on the primary objectives for participation in the program, such as identifying accessibility infrastructure improvements, staff training, increasing accessibility awareness, or enhancing the visitor experience.

What are the ideal outcomes from your participation in the program?

What barriers (budget, capacity, community support, etc.) exist within your destination that may hinder successful implementation of this program and describe any plans to mitigate those barriers?

How will your organization continue to advance the activities that are started as a result of this program? Please identify potential partners, funding sources, community involvement, strategies, and/or collaborations.

Section 5: Supporting Documentation

Section Description

A Certificate of Good Standing from the Colorado Secretary of State is required and must be in PDF format. [Required Secretary of State form available here](#). If you are exempt from a Certificate of Good Standing, then please provide a letter explaining why.

Label file in this format: Applicant Organization_Certificate

Optional Letters of Support: Please combine all letters of support into one PDF document. Letters of support are not required but applications demonstrating broad community support

are more competitive.

Label file in this format: Applicant Organization Name_Letters

For application questions, contact Hilary Lewkowitz, Director of Destination Development & Sustainability, at hilary.lewkowitz@state.co.us

Questions

Please upload your Certificate of Good Standing. A Certificate of Good Standing from the Colorado Secretary of State is required and must be in PDF format. Required Secretary of



State form available [here](#). If you are exempt from a Certificate of Good Standing, then please provide a letter explaining why. Label file in this format: Applicant Organization_Certificate

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