



**MAKE THE WORLD ACCESSIBLE**

[www.wheeltheworld.com](http://www.wheeltheworld.com)





# wheel the world.com

Accessible travel booking platform with  
**detailed and verified accessibility  
information** and a “**accessibility first**” user  
experience

THE WORLD'S LEADING SOLUTION  
FOR ACCESSIBLE TRAVEL







# It all started when...



wheel  
the  
world

First wheelchair user to complete  
W - Trek in Patagonia

# Leadership team



**Álvaro  
Silberstein**

CEO

CS Engineer • UC Berkeley  
MBA • Experience in  
Consultancy and Startups •  
Disability Activist

BerkeleyHaas

Matrix  
Consulting



**Camilo  
Navarro**

COO

BBA & Economics • UC  
Berkeley MBT • Former  
Marketplace & Hospitality  
Executive • Lecturer UC  
Berkeley

Berkeley  
UNIVERSITY OF CALIFORNIA

FALABELLA



**Federico  
Carossino**

CTO

CS Engineer • Software  
Craftsman • Engineer  
Manager at Mercado Libre  
and OLX

UNIVERSIDAD  
TECNOLÓGICA  
NACIONAL

OLX

mercado  
libre

# People with disabilities face several challenges when travelling



Accessibility information is not reliable & is **not online**

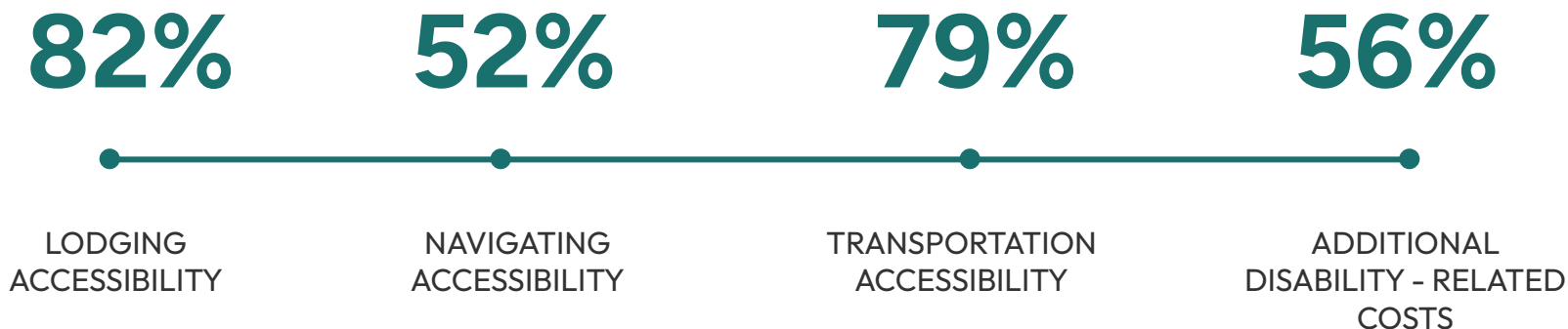


**Accessibility needs differ** for each person



Businesses **don't know** their **(in)accessibility**

# Their biggest problems in numbers...







We are **15%** of the  
**world's population**



And other **15%** has also accessibility  
needs **as our companions**

# An emerging market larger than China



**\$13T**

Disposable income

**\$120B**

Travel expenditure

**6%**

Of the total travel industry

**\$300B**

**Potential accessible  
travel market**

**OUR PURPOSE**

**MAKE THE  
WORLD  
ACCESSIBLE**



# Online travel marketplace to find and book



Hotels



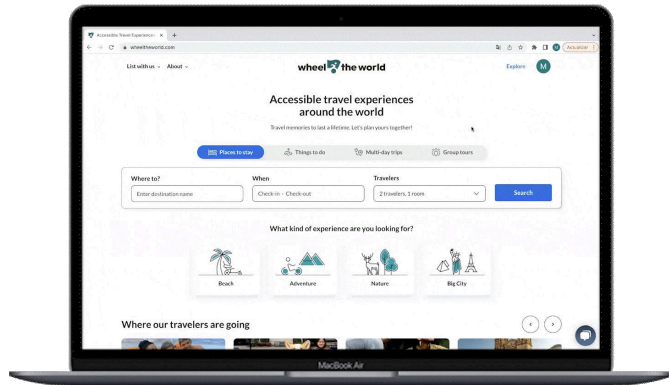
Things to Do



Multi-day  
Trips



Group tours



Detailed and verified  
accessibility information.



Smart recommendations for  
each user's needs.

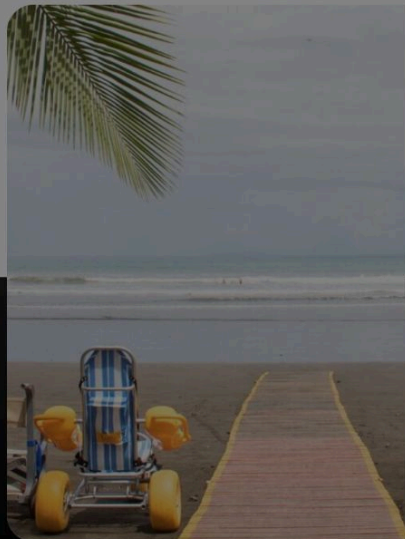


Guaranteed Accessibility  
Experience.

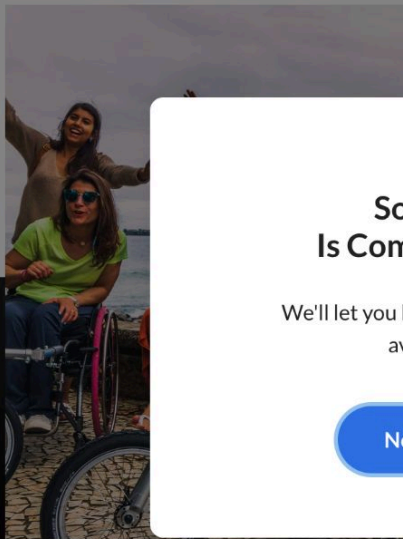




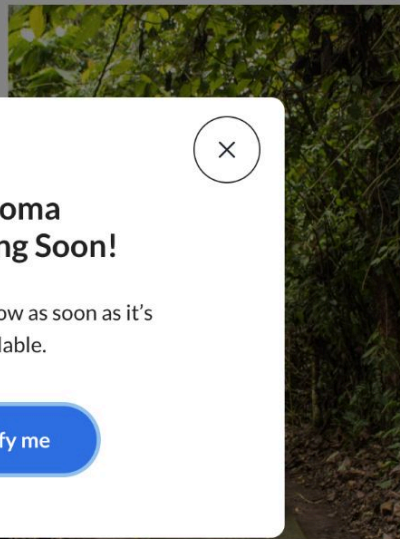
## Explore our best selling categories



Beach



Adventure



Nature



Big City

### Sonoma Is Coming Soon!

We'll let you know as soon as it's  
available.

Notify me

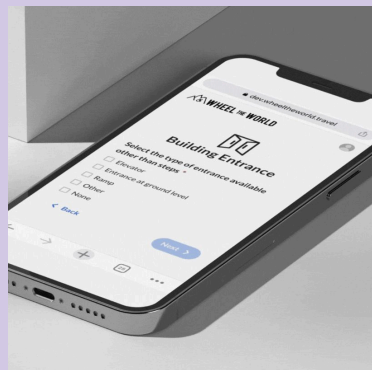
# Bringing detailed accessibility data to the cloud



AMS (Accessibility Mapping System)

## Managed crowdsource

Carefully trained “Mappers” gather accessibility data\* around the world



\*Examples of accessibility data: door widths, bed height, type of shower, assistance at a tour, distance, type of terrain, etc.

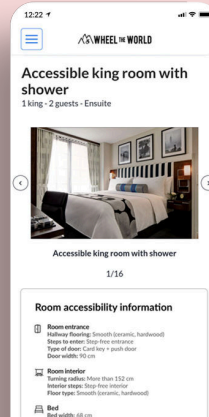
A screenshot of the 'Wheel the World' Accessibility Report interface. The header shows the 'Wheel the World' logo and the date of inspection: 'July 12th, 2022'. Below the header, it identifies the location as 'The Cosmopolitan of Las Vegas' and provides the address: '2798 Las Vegas Blvd., Las Vegas, NV 89169, United States'. The main section is titled 'Room' and contains a table with four rows. The first row asks 'Are there any steps to enter the room?' with a 'No' response. The second row asks 'How does the door operate?' with a 'Card Key + Push Door' response. The third row asks 'Well done!' and the fourth row asks 'How to improve?'. The 'Well done!' row contains a green box with text explaining that the room is accessible for people with mobility issues. The 'How to improve?' row contains an orange box with text suggesting improvements for the door and entrance.

## Online assessment, and promotional material

System generates automatic certification and recommendations

## List at wheeltheworld.com ready for bookings

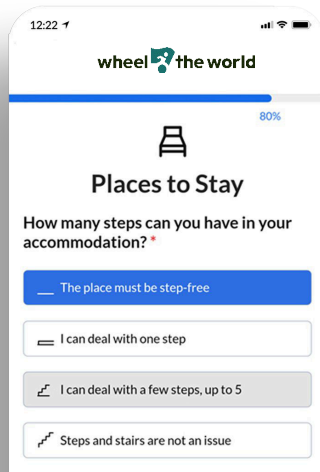
Specific accessibility information is then displayed on each listing.



# Recommending what best fits Users accessibility needs

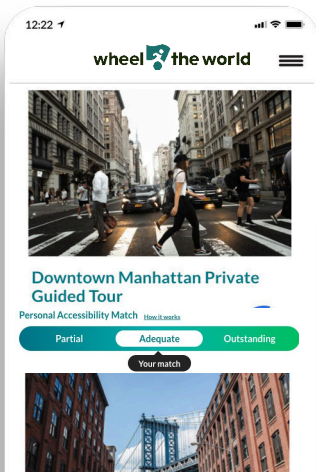


[www.wheeltheworld.com](http://www.wheeltheworld.com)



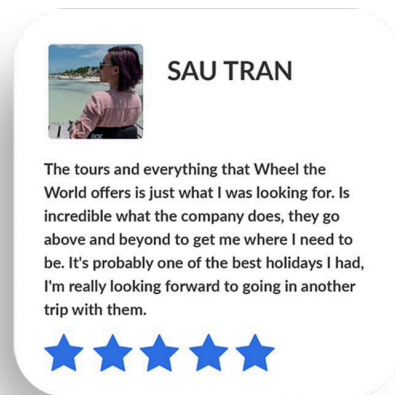
## Accessibility profile

Built by each user when signing up, to specify their accessibility needs.



## Recommendation engine

Every listing has a specific rating for each user, highlighting those with a better fit.



## Accessibility guaranteed + customer support

Integration with partners allow us to secure booking of specific accessibility offers.

# US americans with disabilities

# \$23 B

Every  
year in  
travel  
(Hotels &  
Tours)



**15 MILLION**

US Americans with severe physical disabilities travel at least once every year



They travel with  
**one** companion



They are taking **40M** trips per year.



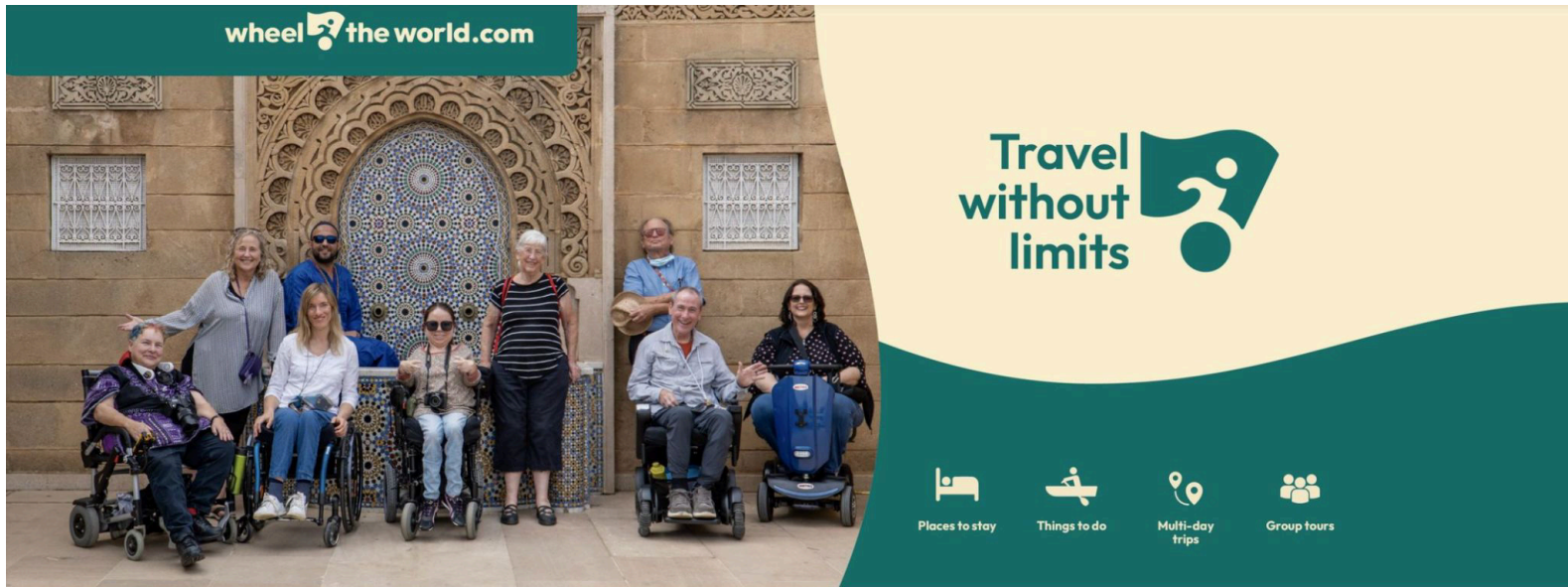
\* Only considering accommodations and tour activities. Source: Open Doors Study 2020.



# A Supportive Community of Travelers with Disabilities

**+40K**

People on our  
community



## Wheel the World - Accessible Travel Community



+ Invite



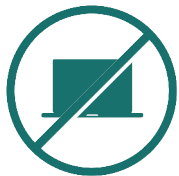
wheel  
the  
world





**How we are working  
with destinations?**

# DMO's biggest accessibility **related problems:**



**1. Lack of Accessibility  
information**



**2. Lack of Booking Solution**



**3. Lack of Training**



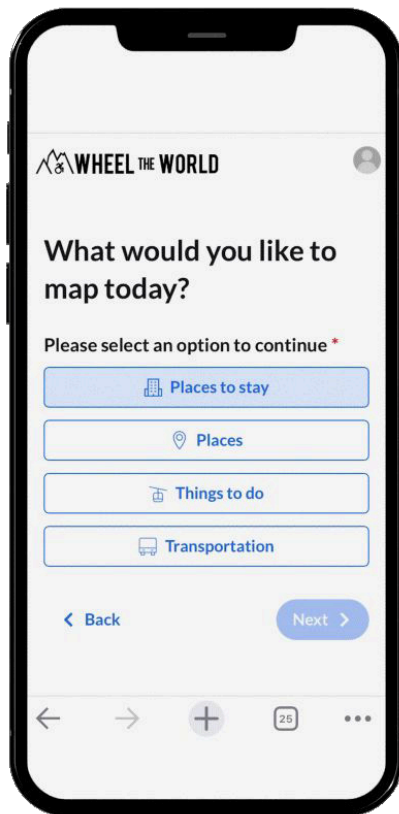
**4. Lack of Awareness &  
Communication**





***Our integrated solution will help your destination improve its accessibility and reach a new market.***

# Raising accessibility information and provide Insights of your services



## Accessibility insights

December 2022

### Sheraton Mesa Hotel at Wrigleyville West

860 N Riverview, Mesa, AZ 85201, United States



#### Thanks for trusting WTW to check your accessibility!

By mapping your facilities, we can provide details to travelers with disabilities to enhance their experience. That's why we made this summary about your property's accessibility. We mark in orange and red what can be improved, and we have included ideas to make those items more accessible. Once you've made any changes, we can update this summary.

See your property listed on our website at the following link: <https://wheeltheworld.com/>

#### Building entrance

Are there any steps to enter the building?

No

##### Well done!

A step or stairs are barriers for people with reduced mobility and wheelchair users. More steps make access more difficult, and sometimes, impossible. If an entrance has steps, there should always be an alternative accessible entrance available. Stairs should always provide accessible features like handrails so that people with reduced mobility, and everyone, can safely use them.

Select the type of entrance available other than steps

Entrance at ground level

##### Well done!

An entrance at ground level is universally accessible and highly recommended. Accessibility can sometimes be segregating, for example, the main entrance may have steps, forcing people to use an isolated accessible entrance. A step-free entrance at ground level avoids segregating based on accessibility.

The entrance should be step-free, or equipped with a ramp, lift, elevator or a similar device.

What type of guidance is available at the reception for persons with hearing disabilities?

None


##### How to improve?

We highly recommend offering different alternatives for the different types of hearing disabilities. An excellent choice is to have both visual notifications for the profound deaf and a Hearing Loop available for those that are hard of hearing. We need to consider that hearing disabilities are a spectrum, so every type of hearing loss should be taken into consideration, from hard of hearing to profound deaf.

## Website + Booking Solution

### Accessible rooms

#### Single King



1 Bed - 2 guests - Ensuite bathroom

**Guaranteed accessibility features**

- ✓ Roll-in shower
- ✗ Free turning space
- ✓ Smooth flooring
- ✓ Toilet grab bars

[See all features](#)

**Set up your cancellation policy**  
More details on all policy options

Some policies may have breakfast or extras available.

☐ Non-refundable + \$0

☐ Fully refundable before Feb 11 + \$16

☒ Fully refundable before Feb 15 + \$19

**Extras**


☒ No extras + \$0

☐ Breakfast + \$16

\$120 USD / Night  
**Total \$480 USD / 4 Nights**  
+ \$45 USD taxes

[Book this room](#)

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☐ Breakfast + \$16

\$120 USD / Night  
**Total \$480 USD / 4 Nights**  
+ \$45 USD taxes

[Book this room](#)

### Double Queen - Accessibility information

Vas a encontrar recomendaciones para manual wheelchair. Pronto vamos a tener mas opciones :)

#### Bathroom accessibility information

Bathroom entrance		Shower	
Access	Step free	Shower type	Roll-in shower with no threshold
Door width	35 in	Shower grab bars	Yes
Bathroom door direction	Lateral door (opens sideways)	Handheld showerhead	Yes
Door operation	Manual (push/pull)	Lowest showerhead height	68 in
Bathroom interior	Smooth (tile, ceramic, hardwood, etc)	Shower seat	No
		Emergency cord	No
Tipo de suelo		Sink	
Turning space	56 in	Total sink height	35 in
Toilet		Space under sink	Yes
Yes			
Type of toilet grab bars			
Toilet height			

#### Filter by

##### Bathroom

[Roll-in shower](#) [Turning space + 60 in](#)

[Toilet grab bars](#) [Shower seat](#)

[Door width + 32 in](#)

##### Room

[Bed height + 25 in](#) [Bed height - 25 in](#)

[Door width + 32 in](#) [Smooth flooring](#)

##### Hotel

[Pool lift](#) [Step free entrance](#)

[Apply filters](#)

## Come visit Mesa with guaranteed accessibility!

Accommodations and activities to enjoy your trip with accessible information verified by our team. Photos and measurements included!



Verified Destination  
wheel the world

Accessibility certified so you can travel with peace of mind

010

Accommodations

012

Activities

011

Restaurants

### Accessible experiences for a lifetime

Wheel the World and Visit Mesa's mutual effort encourages people with disabilities to travel and enjoy unforgettable experiences with their loved ones.

There is a world out there and our mission is to help everyone explore it without limits!

Take a look at our notes to know more about Mesa!

- [Fun and accessible things to do](#)
- [A guide to the best accessible restaurants](#)
- [Top 5 accessible hotels for a comfortable stay](#)



#### Accommodations

Get all the accessibility details of every certified hotel.

[Find out accommodations](#)



#### Activities

Check out these unbeatable experiences with certified accessibility.

[Find out activities](#)



#### Restaurants

Enjoy accessible restaurants during your next visit.

[Find out restaurants](#)

Mesa is mapped by our team with the collaboration of the city tourism offices

Accessibility features we map:

- ☒ Room: entrance, spaces, bed and closet.
- ☒ Bathroom: access, interior, toilet, shower and sink.
- ☒ Building access, lobby, breakfast area and common spaces.



Your hotel, restaurant, transportation or accessible experience can be shown here!



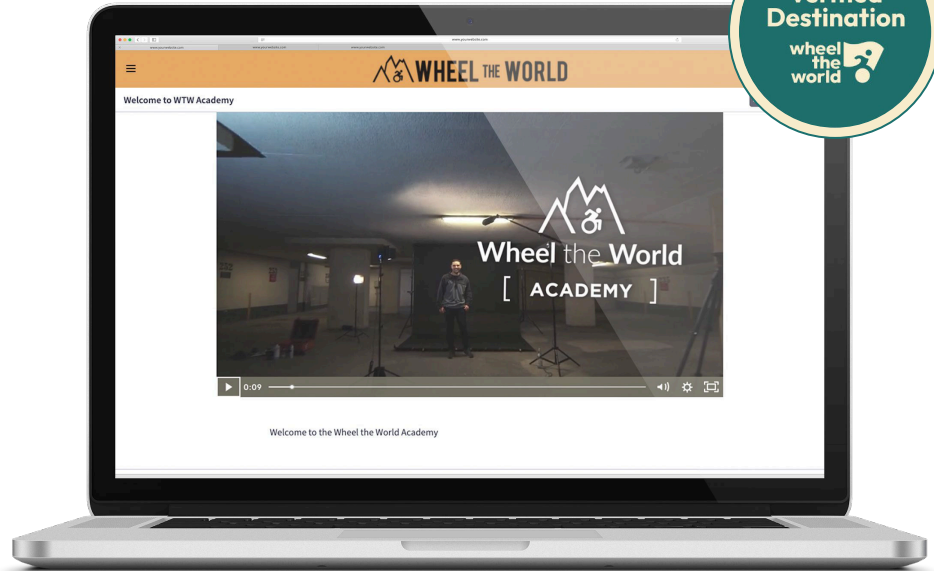
Wheel the World can join efforts in your city! Contact our team so we can map the accessibility and offer travel options together. [Contact us](#)



Interested in learning more about accessibility? Join our online training for free! Use the code [VISITMESA] and access to Wheel the World Academy. [Start learning](#)



## E-Trainings



### EMPOWER

Your partners by learning about accessibility & disabilities

### ELIMINATE

Barriers for travelers with disabilities at your destination.

### IMPROVE

Your traveler's experience / Less complaints from travelers

**\*Every partner will get their own certification seal after finishing the online training.**

wheel  the world.com

## Creative Content & Promotion



All media developed with accessibility focus and high performance keyword results.



# Verified Partners



wheel  
the  
world









# Thank you!



Make the world accessible

[camilo@wheeltheworld.com](mailto:camilo@wheeltheworld.com)

