



FOR IMMEDIATE RELEASE

Aspen and Snowmass Join Colorado's Growing Movement for Accessible Travel with Accessibility Verified Recognition

ASPEN & SNOWMASS VILLAGE, Colo. (May 18, 2026) – In recognition of Global Accessibility Awareness Day on May 21, [Aspen](#) and [Snowmass Village](#) proudly join the growing list of Colorado destinations to receive Accessibility Verified status by Wheel the World following participation in the Colorado Tourism Office's (CTO) Accessible Travel program.

The strategic partnership between the CTO and Wheel the World increases accessible adventure throughout Colorado by partnering with destinations to gather essential information that gives travelers with a wide range of disabilities autonomy over their travel planning, ensuring local accommodations and activities match their accessibility needs. Over 300 sites across ten Colorado destinations are accessibility verified.

Destinations participating in the Accessible Travel Program become verified by successfully mapping at least 20 local businesses and attractions. Through photographs and measurements, Wheel the World gathers and verifies that each location meets its accessibility standards.

To assist with this process, the CTO provides participants with support to convene local tourism stakeholders, guide marketing and promotional strategies, and explore solutions to enhance accessibility offerings within each destination. In addition to mapping, Wheel the World provides each with access to its Training Academy.

"Welcoming anyone who wants to live, work, or play here is foundational to what makes Aspen a world-class destination," shared Eliza Voss, ACRA Senior Vice President Destination Marketing. "Achieving Accessibility Verified status with Wheel the World reinforces our commitment to destination stewardship, where accessibility and inclusivity are essential to the long-term health of our community and visitor experience."

"Through the Accessible Travel Program, we want visitors of all abilities to confidently experience everything that makes Aspen and Snowmass extraordinary," says Julia Theisen, Tourism Director, Snowmass Tourism. "Partnering with Aspen allows us to better inform and communicate accessibility across the destination so visitors can plan their trip with ease. Accessibility is essential to creating a welcoming mountain community and this program reflects Snowmass' ongoing commitment to a more inclusive mountain experience for all."

"Colorado is committed to making travel more accessible for everyone. Through our partnership with Wheel the World, we're helping remove barriers and give travelers the



confidence to explore our state with ease—while opening our communities to more visitors,” said Timothy Wolfe, CTO Director.

Enhancing the Aspen experience is one of the three key pillars of [Aspen’s Destination Management Plan](#) (ADMP). In alignment with this pillar, Aspen is embedding accessibility into trip planning via the Accessible Travel Program, transportation, trails and year-round programming. Visitors can access fully accessible public transit, adaptive recreation opportunities and nature experiences designed with inclusivity in mind. To learn more about the ADMP, visit aspenchamber.org.

As part of the Snowmass Destination Management Plan (SDMP), Snowmass Tourism is building on its commitment to foster a more welcoming destination, not only through the Accessible Travel Program, but also through partnerships with other local accessibility and inclusivity organizations. In 2025, Snowmass Tourism launched the Inclusivity Coalition, in collaboration with ACRA and Aspen One, to bring broader community voices to support efforts around accessibility, inclusivity, and belonging. This work has created momentum to keep broadening Snowmass and Valley-wide access beyond accessibility, focusing on Spanish-speaking communities and the LGBTQ+ community. Ongoing efforts include outreach to the Spanish-speaking community through bilingual communications, translated materials, and more inclusive programming, while a Pride concert takes place on Thursday, June 25, 2026 as part of the Snowmass Free Concert Series. This concert features activations from AspenOUT and the Aspen Art Museum, along with ASL interpreters, Spanish-language signage, and free earplugs to support sensory sensitivity. To learn more about the SDMP, visit www.gosnowmass.com/about-us/dmp

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For more information about the Accessible Travel Program, please visit the [program website](#). For information on Aspen’s accessibility efforts, [please click here](#). For information on Snowmass’ accessibility information, please [click here](#).

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ABOUT ACRA

Aspen Chamber Resort Association (ACRA) is a non-profit organization dedicated to supporting Aspen’s business community and enhancing the visitor experience. ACRA is a unique blend of a traditional chamber of commerce and a visitors’ and convention bureau made up of approximately 750+ local businesses, a strong, diverse board of directors, and a dedicated staff. ACRA’s four departments which support the Aspen business community are Destination Marketing and Group Sales, Membership, Special Events, and Visitor Services. For more information visit www.aspenchamber.org or call 970-925-1940.



ABOUT SNOWMASS TOURISM

A renowned winter playground and vibrant summer community just 9 miles from Aspen, Snowmass consistently ranks as one of the best winter ski areas and summer mountain biking destinations in the world. Snowmass, along with the rest of the Roaring Fork Valley, is the only IMBA (International Mountain Bicycling Association) Gold Level Ride Center™ in Colorado, one of only 7 in the world. Surrounded by breathtaking peaks and adjacent to 2.8 million acres of wilderness, the Village offers 95% slopeside lodging, is home to 30+ restaurants, and offers a variety of shops, unique special events, an abundance of live music, family activities, and much more. For more information and a complete calendar of events and activities, please visit www.gosnowmass.com.

ABOUT COLORADO TOURISM OFFICE

The Colorado Tourism Office (CTO) is a division of the Governor's Office of Economic Development and International Trade. The mission of the CTO is to empower the tourism industry by inspiring the world to explore Colorado responsibly and respectfully. The CTO seeks to advance the strength and resilience of the entire industry through collaboration, inclusivity, innovation, and leadership. In 2024, Colorado travelers spent \$28.5 billion, generating \$1.9 billion in local and state revenues, reducing the tax burden for every Colorado household by \$816. For more information, please visit www.colorado.com.