

VisitAble

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The Willamette Valley Visitors Association Achieves Full Training Completion with VisitAble's Advocate Certification Program, Paving the Way for Inclusive Tourism

Salem, Oregon - The Willamette Valley Visitors Association (WVVA) is proud to announce that it has achieved 100% training completion for its staff and contractors through VisitAble's Advocate Certification program. This milestone represents WVVA's commitment to inclusive tourism and accessibility in the heart of Oregon.

Located amidst stunning landscapes, renowned wineries and a rich cultural heritage, the Willamette Valley offers a diverse range of experiences for travelers. WVVA's dedication to showcasing the region's beauty while preserving it for future generations underscores its focus on sustainable practices and inclusive travel.

WVVA is also a leader in regenerative travel, the idea that tourism should be holistically designed to improve host, traveler, community, and the environmental well-being of a place. Inclusive travel in the Willamette Valley means giving all visitors a chance to leave a positive impact for generations to come.

By prioritizing inclusive practices, WVVA is setting a standard for tourism destinations nationwide: "Sustainability and inclusivity are at the heart of everything we do in the Willamette Valley," says Dawnielle Tehama, Executive Director of WVVA. "We recognize that our natural landscapes, local businesses, and vibrant communities are all interconnected and by supporting an inclusive culture with programs like VisitAble we hope to better grow our region's unique character and create lasting positive impacts for all visitors."

VisitAble is a leading provider of disability inclusion and awareness training programs for organizations in the tourism and hospitality industry. Their Advocate Certification program empowers organizations like WVVA to enhance disability awareness, improve accessibility, and create unforgettable experiences for all visitors. To learn more about VisitAble, visit their website at (www.visitable.io).

Stay tuned for more updates and initiatives from WVVA as they embark on this journey of inclusivity and accessibility. For more information about WVVA and its commitment to inclusive tourism, visit WVVA's website at (<https://www.willamettevalley.org/>).

For media inquiries or interview requests, please contact Becca Barnhart at marketing@willamettevalley.org.

If you have a desire to kick-start or progress in your disability inclusion journey by having disability awareness training for your staff and/or community, connect with VisitAble today, reach out to Joe Jamison, Founder, at joe.jamison@visitable.org.

About the Willamette Valley Visitors Association

The Willamette Valley, defined as the area between the crest of the Cascade Mountains and the crest of the Coast Range, from Newberg south to Cottage Grove, is the largest river valley in the Pacific Northwest. Willamette Valley Visitors Association (WVVA) is a private, nonprofit organization that supports travel and tourism in the Willamette Valley, Oregon's Wine Country. Comprising six destination marketing organizations, WVVA works to maintain the Willamette Valley as Oregon's premier travel destination, while also highlighting the culture, heritage and natural resources of the region. For more information, visit <https://willamettevalley.org/>.