



All Are Welcome

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Coordinator**

Visit Durango

Program Overview



- Inclusive hospitality training
- **Free** to all La Plata County businesses
- Intended for “mom and pop” shops without access to corporate training
- Focuses on service for all accessible shopping, speaking with disabled people respectfully, local historical narratives fact-checked

Community-Driven Project



- Community committee identified need - travelers are diverse; more and more every year
- Iterated on 1.0 pilot program with 4 local businesses for current program
- 2024 CTO Tourism Management Grant





Project Details



- Asked the experts!
 - Diversity, Equity, Inclusion consultant developed history education framework
 - Local equity consultant developed activity questions
 - VisitAble accessibility content // discount program





Next Steps



- Mid-September launch
- Business incentive program to complete before EOY
- Affiliate link for individual business to track staff completion
- Community presentations and press release



Discussion

Questions?