

## “Dubai Airports Autism Products & Services”

### Guidance document

<p><b>Purpose</b></p>	<p>The purpose of this document is to provide guidance and best practice examples for stakeholders aiming to introduce similar initiatives related to accessibility and assistance to persons with disabilities in an airport environment.</p> <p>The case study is not intended to endorse any technology or provider, but rather provide details of the key considerations as well as various implementation models which could be adopted.</p> <p>The intended audiences may include but are not limited to: Airports, Airlines, Technology Providers, and Regulatory Bodies.</p>
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<p><b>Scope of this Guidance</b></p>	<p>This guidance is provided as a source of information to help and support industry players to implement initiatives related to accessibility and assistance to persons with disabilities in and airport environment.</p>
<p><b>The Case Study Template</b></p>	<p>In some situations or jurisdictions, a prescribed case study template may be necessary that meets the local requirements of a particular business, organization, or regulatory body. For this guidance document, the following sections provide the general steps involved in developing a business case and/or case studies, including a brief explanation of their purpose, benefits, and considerations.</p>

## CASE STUDY DETAILS

### BACKGROUND/BUSINESS NEEDS

Dubai is actively working to position itself as a disability-friendly city. This effort culminates in a framework comprised of the UAE Vision 2021, the Dubai Plan 2021, and a National Policy aimed at empowering People of Determination. In line with the United Arab Emirates' strategic vision to champion the rights and inclusion of individuals with disabilities, Sheikh Mohammed, Vice President, Prime Minister, and Ruler of Dubai, propagated the adoption of the term "People of Determination" (POD) to describe individuals with special educational needs and disabilities. Recognising 11 classified disabilities in Dubai, the emirate aspires to create "an integrated community, free from barriers, which empowers People of Determination and guarantees their right to a dignified life".

Dubai Airports plays an important role in realising Dubai's Vision 2021 for an 'inclusive and cohesive society. Our commitment to providing a seamless and accessible travel experience for People of Determination aligns with the emirate's broader 'My Community...a City for Everyone' initiative, which aims to solidify Dubai's position as a leading accessible and inclusive tourism destination.

Guiding our efforts is the UN Convention on the Rights of Persons with Disabilities, which calls for state parties to implement measures ensuring equal access to the physical environment, information, transportation and other facilities and services for persons with disabilities. The Convention further emphasises that sustainability requires tourist hubs to move beyond ad hoc solutions and adopt universal design principles. This approach ensures all persons can use and enjoy the available amenities in an equitable and suitable manner.

Crafting exceptional, inclusive and accessible travel experiences lies at the forefront of Dubai International's (DXB) guest experience strategy. While historically, service provision at DXB has primarily focused on individuals with restricted mobility and the elderly, we recognised the importance of expanding our strategy to transform DXB into an inclusive travel hub, encompassing all forms of disabilities, both visible and hidden.

To achieve this goal, we developed five programmes aimed at enhancing our understanding of guest's requirements, the challenges they face, and their future wants and needs. These programmes will drive the development of key products and services, ensuring a more inclusive and accessible journey for every guest travelling through DXB by 2026.

The five categories included in the programmes:

1. Autism
2. Hidden Disabilities
3. Hearing
4. Visual
5. Physical

In 2022, Dubai Airports launched "We all meet the world differently" campaign to drive a collaborative effort with stakeholders within Dubai International (DXB) community, engage with Dubai's POD community, and drive forward initiatives that promote a supportive and inclusive environment at DXB. The campaign initially focused on passengers with Autism and those with non-visible and heightened sensory sensitivities. Challenges emerged throughout the guests' journey, highlighting the critical roles played by each of our service providers at every touchpoint. Our frontline teams across DXB often found themselves uncertain about how to respond when encountering travellers exhibiting autistic behaviour, leading to inconsistent quality of service and experience.

Recognising the need to ensure a unified experience across DXB for all our guests, with a special emphasis on POD guests, became a key driver for change. This initiative culminated in a comprehensive programme aimed at refining our products, optimising our operations and providing training for our people. A robust communication campaign further supported these efforts.

#### **Operational Readiness**

The programme addressed the entire passenger journey, focusing on specific touchpoints and ensuring our operations and people were well-prepared to deliver an inclusive and supportive experience for those travelling through DXB with Autism. Airports are often considered stressful environments, especially during key touchpoints such as passport control and security. For passengers with hidden disabilities, additional time and care may be required at these touchpoints.

DXB's operational philosophy is enshrined in 'delighting our guests the Dubai way', featuring key 'Signature Moments', that symbolise Dubai's unparalleled hospitality standards. Each service point is a vital component of this continuum, and it remains the responsibility of the people of DXB to ensure seamless and uninterrupted support throughout the guest's journey within DXB.

The programme focused on three key areas for designing and implementing tailored services and products:

1. Prioritisation - to avoid waiting times
2. Dedicated service - providing support at key touchpoints, including check-in, passport control and security
3. Navigational support and amenities - to minimise stress and ensure a comfortable journey

To map and understand the customer journey, we conducted workshops with our key stakeholders DXB, and collaborated closely with our POD community. Families from the Dubai Autism Centre and The Mohammed bin Rashid Center for Special Education (New England Center for Children-Abu Dhabi) were invited to conduct on-site visits throughout the airport. They actively participated in trials of our services and products, including the use of the DPNA code (Disabled Passengers with Intellectual or Development Disability Needing Assistance). They explored the dedicated route of sunflower lanyard holders, assessed the knowledge and service provision of the airport staff, and shared invaluable feedback, which played a crucial role in shaping our accessible and inclusive product offering.

### Readying our People

A comprehensive and bespoke hidden disability service training and awareness programme was curated and launched, targeting 33,000 airport staff across DXB frontline service providers to enhance their knowledge and understanding of visible and non-visible disabilities.

The training programme incorporated both theoretical and scenario-based modules delivered through a combination of classroom sessions and micro-learning technology. This flexible approach enabled effective training around diverse shift patterns, ensuring a wider reach amongst our frontline teams. The training equipped our team with the ability to recognise guests who require support, emphasising the importance of refraining from assumptions and judgment.

The programme covered effective communication and knowledge of providing appropriate service for guests who may exhibit resistance or difficulty following instructions, all without compromising safety or regulatory protocols. The training addressed both verbal and non-verbal communication, including body language, to enhance visibility, communication and support for our POD guests throughout their airport journey.

In addition to the training, we developed a comprehensive guideline for our frontline team, outlining a consistent approach to assisting POD guests as they navigate the airport. This readily accessible resource empowers our teams to confidently offer appropriate support while upholding the essence of Dubai's renowned hospitality. For situations exceeding their expertise, swift escalation to managers or team leaders ensures effective management for complex situations. Furthermore, maintaining awareness of the POD facilities within their designated zone further empowers our teams to assist every guest effectively.

### Products and Services

Recognising the importance of discreet identification, DXB adopted the Sunflower Lanyard Programme as a cornerstone of our Autism product offering. Wearing the sunflower lanyard discreetly identifies POD guests, granting them access to priority lanes and an autism-friendly route that prioritises check-in, passport control, security checkpoints, and boarding. Complementing these efforts, Dubai Airports launched a travel planner offering a step-by-step visual guide for guests with hidden disabilities to navigate the airport with ease.

Additionally, complimentary two-hour parking, specialised assistance at customs and immigration, dedicated taxis, and wheelchair services— marked significant milestones in DXB's commitment to making tourism accessible for all.

DXB customised its airport amenities to cater to the specific requirements of POD guests, significantly enhancing their travel experience. The products and services included in the autism programme of work are detailed in table 1.0 below:

Products & Services	Description
Travel Planner	<ul style="list-style-type: none"> <li>• A visual guide for guests</li> <li>• Enables guests to plan their journey in advance</li> <li>• Explains the rules and regulations for guests' travel experience</li> <li>• Provides details of airport activities tailored to their needs</li> </ul>

<p>Dual Identification through Sunflower Lanyards and Pins</p>	<ul style="list-style-type: none"> <li>• The Sunflower is the universal symbol for hidden disabilities</li> <li>• The Sunflower lanyard is a visual identifier offered to our POD guests at all DXB terminals and concourse areas</li> <li>• Typically worn by those who have chosen to identify themselves as POD or guests with hidden disabilities</li> </ul> <p>It allows our airport teams to:</p> <ul style="list-style-type: none"> <li>• Recognise guests at different touchpoints</li> <li>• Offer the right level of care and additional support</li> </ul> <p>DXB frontline team are trained to promptly recognise this discreet symbol, seamlessly guiding guests through each touchpoint for uninterrupted journey. For guests without the lanyard, the staff will direct them to the nearest POD Sunflower Lanyard collection point. Here, they are informed about the benefits of the lanyard, emphasising its role in simplifying their travel experience by making them easily identifiable to our trained team, who can then offer specialised assistance.</p> <p>In dual identification, DXB hidden disability trained staff wear the sunflower pin, allowing our guests to approach them for assistance if required.</p>
<p>Sensory Pod</p>	<ul style="list-style-type: none"> <li>• A physical pod designed as a futuristic relaxing space</li> <li>• Designed for use by both children and adults</li> <li>• Has a calming effect</li> <li>• Designed to help destress and reduce anxiety</li> </ul>
<p>Sensory Maps</p>	<ul style="list-style-type: none"> <li>• Offers alternative routes to guests who may be affected by sensory overload</li> <li>• Comprises maps that identify high sensory and low sensory areas</li> <li>• Helps guests in preparing for additional noise or crowded areas</li> <li>• Allows guests to seek quieter areas if required</li> </ul>
<p>Priority Passport Control &amp; Security</p>	<ul style="list-style-type: none"> <li>• Consists of dedicated passport control counters for guests</li> <li>• Consists of dedicated security lanes for guests</li> <li>• Facilitates a quick, easy and dignified security experience</li> <li>• Immigration Counters and Security Lanes are typically identified with stickers</li> </ul>
<p>Activation of DPNA Code</p> <p>DPNA (Disabled Passengers with Intellectual Disability or Development Disability Needing Assistance) or SSR (Special Service Request).</p>	<ul style="list-style-type: none"> <li>• An international code introduced by International Air Transport Association (IATA) in 2008</li> <li>• Typically used in airline bookings, this code is being adopted by our airline partners at DXB for clear communication to their guests</li> <li>• Informs the travel service providers that the passenger requires assistance during their travel</li> <li>• By implementing such a strategy, airlines cater to passengers facing challenges related to intellectual or developmental disabilities, encompassing but not limited to attention-deficit/hyperactivity disorder, autism, language impairments, speech difficulties, visual or auditory challenges, dementia, and other cognitive discrepancies. This initiative not only ensures tailored assistance for these guests but also fosters a seamless travel experience for them.</li> </ul>
<p>DXB Travel Safari</p>	<ul style="list-style-type: none"> <li>• To introduce these new services and familiarise guests and their families with the airport environment, Dubai Airports organised multiple 'Travel Safari' tours at DXB in collaboration with specialised centres and airlines.</li> <li>• Providing a hands-on walkthrough, these tours guided participants through essential airport touchpoints, from check-in to boarding, enabling them to experience the airport environment before their travel date.</li> <li>• Creating a simulated travel experience within the safe environment of the airport. These tours help alleviate potential anxieties associated with actual air travel. By familiarising parents and their children with special needs with the airport and flight experience (without actually leaving the airport), they can gain the confidence they need to take future trips.</li> </ul>
<p>Information on Dubai Airports Website and Social Channels</p>	<ul style="list-style-type: none"> <li>• A core channel for the provision of detailed information to persons with disabilities about accessible facilities, amenities, products and services.</li> <li>• The website content was graded by Smart Government Dubai as 87% accessible for people of determination.</li> </ul>

The 'We all meet the world differently' campaign was established as an integral part of the programme to drive the drumbeat and support the launch of the products and services. It effectively engaged our customers across social media channels and other communication platforms across DXB. The campaign strategically incorporated key days such as International Day for Persons with Disabilities and World Autism Day to celebrate milestones and raise awareness.

## BENEFITS

The launch of the comprehensive programme marks a significant milestone in our commitment to the UAE Vision 2021 and Dubai Plan 2021. It signifies our unwavering commitment to ensuring a sector-leading, inclusive, and seamless travel experience for all People of Determination (POD) with hidden disabilities travelling through Dubai International (DXB). This aligns with Dubai's vision to become the world's leading disability-friendly city and barrier-free community that empowers and welcomes all POD travellers. The initiative represents only the beginning of what Dubai Airports envisions as a transformative travel experience prioritising accessibility and inclusivity. By championing such values, we have already witnessed positive outcomes in our customer satisfaction, social impact, governance, and brand loyalty while simultaneously contributing to the well-being of persons with disabilities.

This programme has been the catalyst for driving unified service delivery across Dubai International (DXB) community, positively impacting seamless guest journeys, whether they are arriving, departing or transiting through DXB.

Our collaboration with the POD community in Dubai to shape our product offerings has resulted in Dubai Airports receiving:

- DXB accreditation as an Autism Friendly Destination by Dubai Autism Centre.
- Certified Autism Center™ (CAC) designation from the International Board of Credentialing and Continuing Education Standards (IBCCES) in recognition of our commitment to understanding and accommodating the needs of autistic and sensory-sensitive individuals. IBCCES grants this designation to communities offering a diverse range of autism-certified accommodations, leisure, and entertainment options that can foster a more welcoming environment for autistic guests, those with sensory sensitivities, and their families.

DXB's accomplishment is a pivotal achievement in Dubai's city-wide initiative, led by the Department of Economy and Tourism (DET), working to establish the city as a Certified Autism Destination™ (CAD).

Specific benefits that we are starting to realise include:

- **Increased Guest Satisfaction:** Providing services that cater to individuals with autism and other disabilities has elevated the overall guest experience, leading to higher levels of satisfaction among travellers and their families. This was evident in the positive feedback received during the initial rollout.
- **Enhanced Reputation:** Dubai Airports' commitment to inclusivity and accessibility has led to a positive public image and reputation within the accessibility space. This has translated to a positive public perception and increased goodwill, paramount within the Autism and Hidden Disability community, as evidenced by our social media sentiment feedback.
- **Enhanced Compliance with Regulations:** Offering autism and accessibility-friendly services has ensured further compliance with relevant legal and regulatory frameworks that mandate equal access and accommodations for individuals with disabilities.
- **Economic Impact:** Differentiation in our guest experience offering, with a focus on inclusivity and accessibility, allows us to tap into a growing market segment of travellers who might have otherwise been deterred from flying.
- **Improved Knowledge:** The launch of our bespoke hidden disability and autism training and awareness programme has elevated the skill base of the DXB staff community, enabling them to confidently accommodate guests with diverse needs. A knock-on benefit of educating the corporate staff with this awareness has resulted in support for their POD colleagues and families.
- **Safety and Security:** Offering autism-specific services can enhance the safety and security needs of individuals with autism by minimising potential incidents or disruptions during travel thanks to proper training and accommodations.
- **Collaboration Opportunities:** This extends not only within the DXB community, but also to the broader Dubai community and global organisations, support groups, and the autism community. These collaborations aim to develop and promote these services, fostering positive relationships and creating opportunities for joint initiatives and community engagement efforts.
- **Positive Social Impact:** By launching autism and accessibility-friendly services, airports contribute to a more inclusive society, promoting acceptance and understanding of individuals with disabilities.

- **Customer Loyalty:** Satisfied passengers are more likely to become repeat customers. By providing services that cater to the needs of individuals with autism and other disabilities, airports can enhance customer loyalty and encourage travellers to choose their facilities for future trips.
- **Innovation and Adaptation:** Investing in accessibility-friendly services is closely linked to encouraging innovation within DXB. Alongside collaboration with industry subject matter experts, we are looking to evolve our guest experience with new technologies, services, and facilities that benefit all guests, not just those with disabilities. This approach aims at future-proofing and positioning DXB to better adapt to changing needs and regulations.
- **Enriched Data and Uptake of the Services:** Enriched information capture on our POD guest behaviour through our increased social media presence and encouragement of feedback on our social channels. Our partners were able to collectively share content feedback and information on the current POD product and service uptake. Airlines have reported an increase in the use of the DPNA code.

## CONSTRAINTS

We are embarking on our journey to enhance the guest experience for our POD guests. While our initiatives have positively impacted the travel experience for our POD guests with Autism, there is great opportunity for improvement. This opportunity lies ahead through the implementation of four additional programmes.

In developing and delivering the Autism-friendly travel route and its associated products and services, we encountered and sought to overcome the following key enablers:

- **Services and Products:** With limited ability to influence the built-up physical environment within the DXB campus, the primary focus has been on enhancing the existing airport experience. The launch of the autism programme has ignited the urgent need to create a comprehensive accessibility plan that includes a roadmap covering all disability groups and relevant products and services designed, planned and built in collaboration with the individuals themselves.
- **Spaces and Places:** Terminal design is evolving to accommodate varying guests' needs, wants and desires. Terminals are no longer constructed around a landside and an airside; they are now often diverse urban mixed-use developments with business capabilities, hospitality facilities, upscale retail, cultural and healthcare offerings. While every effort needs to be dedicated to creating a sense of place with rich, sensual, powerful, & affecting experiences, aiming to help people discover new sensations, think in new ways and explore deep emotions, our POD considerations are also at the heart of our design. However, the physical build operates on a significantly different timeframe. A key challenge is to align the timing of critical products in the built environment with the service provision.
- **Customer Insight:** We combine data captured through multiple data-gathering methods, including CRM complaints, targeted feedback, bespoke surveys, including those from POD product trials, feedback from operations and social media – Sprinklr, Twitter, Instagram, Google Reviews, Reddit, Quora. Teams then analyse both targeted and/or holistic views of overall needs, culminating in a monthly customer insight report that is shared across the business. While we maintain a model of guest personas, periodically refreshed based on our data insight, our focus on POD customer insight is still evolving. Currently, there is no specific focus on those with accessibility needs. To address this, we turned to our Contact Centre and CRM feedback, specifically for our POD guests, in addition to POD guest feedback information shared by Emirates and dnata. Bespoke studies with key partners, such as the Dubai Autism Centre, further enriched our research. The research aimed to collect parents of autistic children's feedback through an understanding of passenger profiles and current travel experiences, alongside feedback on POD initiatives such as sensory pods and sunflower lanyards. Feedback was captured mainly through open-ended questions on the passenger experience, identifying challenges in relation to the passenger journey for POD guests and the emotional context in which they operate. It highlighted areas of opportunity related to the built environment, design and functional layout of the airport, alongside current levels of airport staff awareness and ability to assist POD guests.

The results have been instrumental in prioritising the rollout of programmes and determining the necessary adjustments to the environment. A key challenge remains the volume of information for our POD guests and the sample size.

- **Partnerships and Collaboration:** A critical success factor is the unified approach to designing and implementing the POD experience and service provision through DXB. Our oneDXB programme is a key enabler to the achievement of our accessible and inclusive guest journeys. In order to have an undisrupted experience while travelling, the programme must include collaboration with airlines. It is preferable that the experience extends to all other connected airports, the transportation to and from the airport continuing to the city itself. We aim to achieve this goal by collaborating with Dubai's Department of Economy and Tourism (DET) to transform Dubai into an Autism-Friendly Destination.
- **Breadth of the Programme:** A major challenge is the enormous scope of the programme, extending beyond terminal readiness into a whole community and organisational readiness, whether guest-facing or within back-office operations.

Raising awareness of the scheme and its benefits required curating bespoke content for both awareness and training. Also, securing support and buy-in from various stakeholders was a crucial part of the success of our strategy. We demonstrated the benefits of this scheme through a live trial before the official launch to showcase the positive impact of the programme. Developing an operational and business readiness plan tailored to the dynamic airport



environment posed another challenge, but we successfully addressed that through continuous engagement with stakeholders and the entire airport community. This collaborative effort played a key role in designing a streamlined process that ultimately enhanced guest experience. Below, we have outlined some of the activities conducted as part of the overall operational and business readiness.

 CRM	 Surveys	 Training	 Comms, branding and Marketing	 Developing Partnerships
 Stakeholders' readiness	 Website update and readiness	 Passenger journey update	 Guidelines update GXA & frontline	 Internal & External Awareness
 Autism Friendly Accreditation	 Trial	 Lanyard and Pins distribution	 One DXB Alignment	 Priority Security
 Priority Immigration	 Priority Customs	 Priority Check-in	 Priority Boarding	 Priority Buggy

## TECHNOLOGY, PROCESS & INFRASTRUCTURE REQUIRED

The key technological advancement to this programme has been our ability to train our airport community, reaching over 33,000 airport staff across our DXB community through microlearning technology and platforms. Dubai Airports received a gold award at the 2022 Learning Technologies Awards in London for the “Best in Mobile Learning” category over six other companies from around the world. The judges were impressed with the programme’s AI-powered mobile learning solution that created a personalised learning journey for users, resulting in a high level of engagement using a variety of digital media, including videos, podcasts, assessments, information cards, smart tips and games. It has also significantly contributed to improving guest experience.

The Learning Technologies Awards are highly sought-after in the international HR community and is part of Europe's leading showcase of organisational learning and the technology used to support learning at work.

Dubai Airports scored another major triumph by receiving the “Best Innovative L&D Initiative” at the Future Workplace Awards, one of the most coveted recognition schemes in the human resources industry in the Middle East.

Dubai Airports’ winning entry, the Guest Experience Learning and Development Programme, earned praise from the jury for its holistic approach to cater to the different learning styles within the organisation. The programme integrates a variety of methods, including self-study, virtual instructor-led training, face-to-face instructor-led workshops, e-learning, gamified simulations, micro-learning, virtual coaching and on-the-job training.

The innovative use of Artificial Intelligence technology allowed DA to enjoy retention rates that consistently exceed 80%, which is a significant improvement from previous programmes where people forgot 90% of what they learned in less than a week.

As we continue to advance our digital guest experience programme, further technologies will need to be explored and leveraged.

## LESSONS LEARNED

Building on previous lessons, airports can create more inclusive, welcoming, and accommodating environments for all travellers, regardless of their abilities or disabilities. Leveraging insights from the Autism Programme, we have outlined the below guidelines for other airports considering similar initiatives:

- **Engage with Stakeholders:** Working with stakeholders from the autism community, disability advocacy groups, and airport staff from the outset is critical. Their insights and feedback are invaluable in shaping effective services.
- **Tailor Services to Diverse Needs:** Autism is a spectrum disorder, and individuals with autism have varying needs and preferences. Airports should offer a range of services and accommodations to cater to this diversity.
- **Prioritise Staff readiness:** Properly trained, informed and equipped airport staff are essential for providing effective support and service delivery to individuals with autism and other disabilities. Ongoing training ensures staff remain informed, empathetic and knowledgeable about the services and products available to guests throughout their journey. Continued reinforcement of the knowledge and recognition of service provision is a way to drive the adoption of the new way of working.
- **Create Sensory-Friendly Environments:** Design airport spaces with sensory sensitivities in mind. This includes offering quiet areas, reducing harsh lighting and noise, and providing sensory tools like noise-cancelling headphones.
- **Clear Communication:** Ensure that information, instructions, and signage are clear, concise, and accessible to all passengers. Use visual aids, symbols, and easy-to-understand language. Engage with the community and end-user through various channels.
- **Test and Iterate:** Pilot programmes and gather feedback from passengers with autism and their families to refine services. Continuous improvement is key to making services more effective.
- **Raise Awareness:** Promote the availability of autism and accessibility services through various channels, including the airport's website, social media, and collaboration with advocacy organisations.
- **Foster Inclusivity:** Encourage an inclusive culture within the airport by promoting understanding and acceptance of individuals with autism and disabilities among staff and passengers.
- **Evaluate the Return on Investment:** While the primary goal is to improve inclusivity, airports should also assess the return on investment (ROI) in terms of passenger satisfaction, increased traffic, and positive brand awareness.
- **Compliance with Regulations:** Ensure that all services and accommodations are compliant with relevant accessibility regulations and legal requirements.
- **Engage in Partnerships:** Collaborate with local autism organisations, disability advocacy groups, and experts in the field to tap into their knowledge and resources.
- **Celebrate Successes:** Recognise and celebrate the achievements and milestones of autism and accessibility initiatives. Share success stories to inspire others to follow suit.
- **Plan for Sustainability:** Plan for the long-term sustainability of services by considering funding sources, ongoing training needs, and commitment to inclusivity.
- **Monitor and Adjust:** Continuously monitor the effectiveness of services and be willing to make adjustments as needed to meet changing needs and expectations. Make time to trial and engage with the end customer to ensure the products and services are relevant.
- **Promote Universal Design:** Consider universal design principles that make the airport more accessible and accommodating for all guests, not just those with disabilities.
- **Measure Impact:** Collect data and feedback to measure the impact of autism and accessibility services on guest experiences, safety, and satisfaction.

- **Share Best Practices:** Share experiences and best practices with other airports and organisations to encourage a broader culture of inclusivity in the travel industry.

## PICTURES

Below is a visual storyboard of our Austim Programme journey to date:

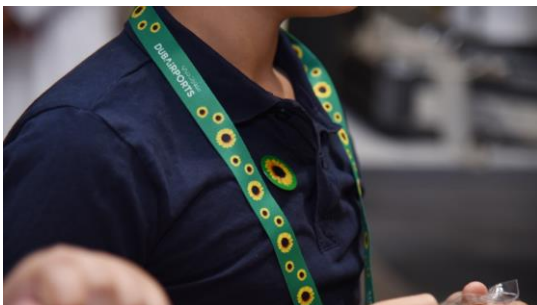
1. Leveraging DXB communication collateral to communicate our experience offering and support.



2. We all meet the world differently: Capturing our engagement with the Dubai Autism Centre and our DXB community of stakeholders as we shape our products and services.



3. From visible to fully inclusive



4. From barriers to barrier free



5. From hospital to hospitality



6. Fostering one team to ready our community



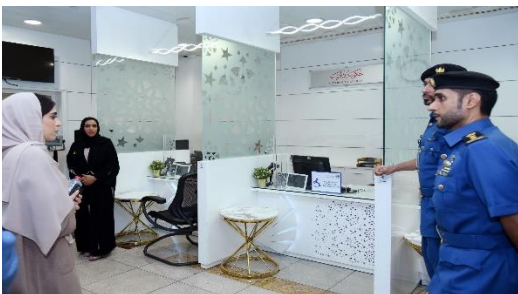
7. Priority experience at passport control



8. Priority Experience at Security Search



9. Priority at Customs



10. Readyng our people



11. Our future of inclusive travel



# APPENDIX

*This section can be used to add any additional information and links to other external resources.*

1. DA Website Content

- End -