

Defining New
Passengers
Experience
Benchmarks

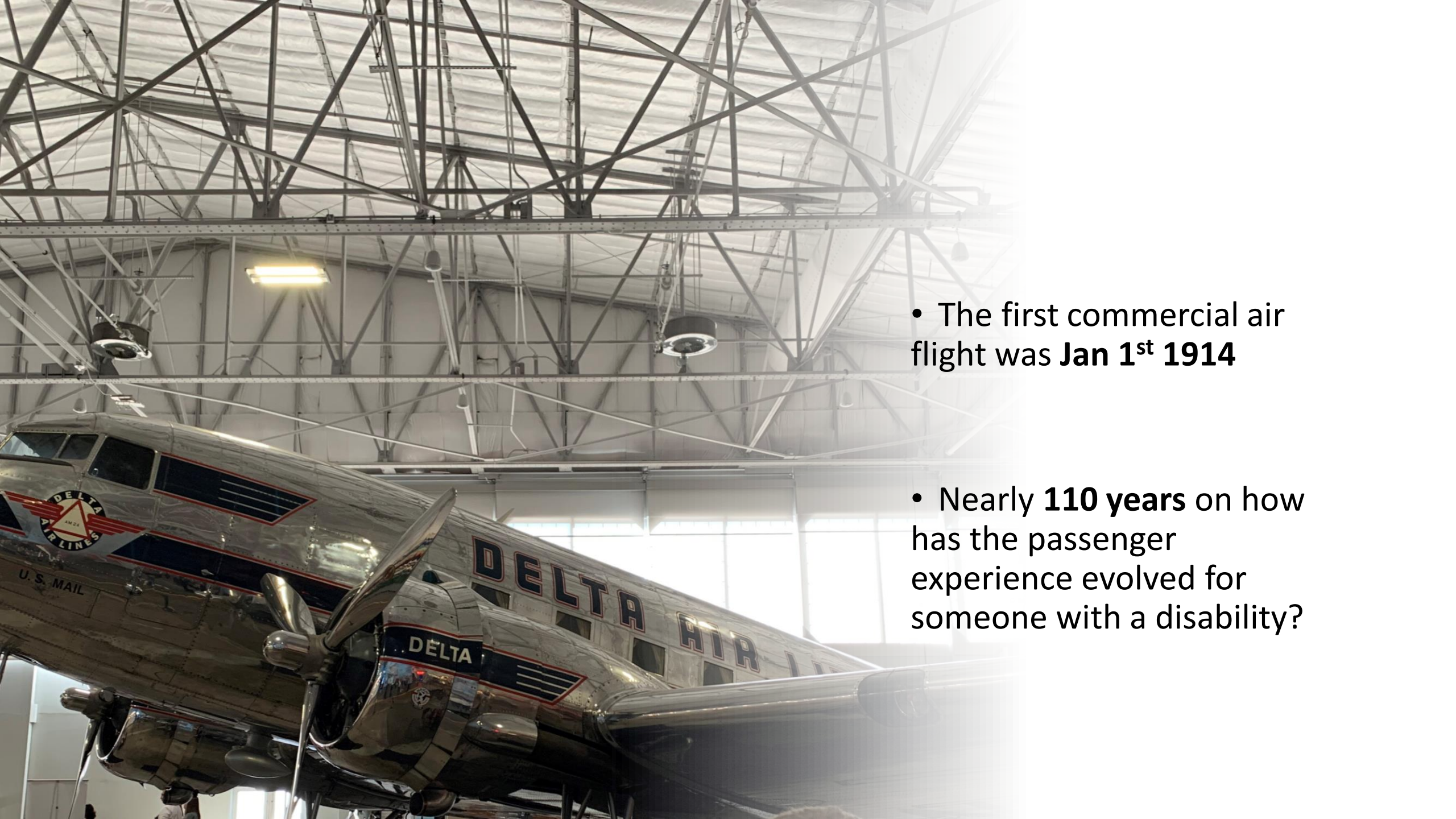
Passenger[®]
Experience

CONFERENCE

5 JUNE 2023

If you look at the statistics in
accessible air travel it's
disheartening.

If you look at the people it
brings hope for change.



- The first commercial air flight was **Jan 1st 1914**

- Nearly **110 years** on how has the passenger experience evolved for someone with a disability?



Apart from a smattering of subtitled IFE
and Braille cards
it is hard to find anything tangible.

However

The future looks bright.

Inclusion in air travel brings huge
benefits for everyone.



- The worlds big and small brands such as McDonalds to Nike, Expedia to Guinness pushing lifestyle inclusion in their advertising and promotions, Why do they do this? The Disability Market influences over \$13 trillion in annual disposable income. A clear no brainer in marketing – and we all love seeing it.
- A clear opportunity for marketing that airlines need to harness and access

Let 2023 be the pivotal year when airlines become fully inclusive.

Make that 'Door to Door' experience truly a reality for everyone.

Marketing can start to tap into a \$13 Trillion market.

Brand protection.

Innovate with accessibility and enhance the passenger journey for all passengers.

Harmonise part 382 and 1107.

Industry creates the change NOT government/regulators.

Airport operations can increase their bottom line.

There is an awful lot to gain!!

I am very conscious that the Passenger Experience Conference is not a platform for a sales pitch.

Although, every time I speak, I am selling accessibility.

So, for fairness and balance.

I scoured AIX for all those offering in cabin accessible solutions.

I'm very proud to be part of a group
of people dedicated to accessibility.

Collaboration





If the industry desires a fair
and inclusive air travel
experience,
then next year I am sure
there will be more
innovation

Thank You!

