

HOW ACCESSIBLE AND INCLUSIVE IS YOUR AIRPORT?

8 QUESTIONS TO EXPLORE

Click left to know



Illustration of an ostrich with its head in the sand

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1. WHAT IS YOUR REAL MOTIVATION?

Regulatory Compliance

Meeting minimum standards.

Airport-First Headline

Superficial accessibility efforts.

Systemic Commitment

Accessibility embedded in airport culture.

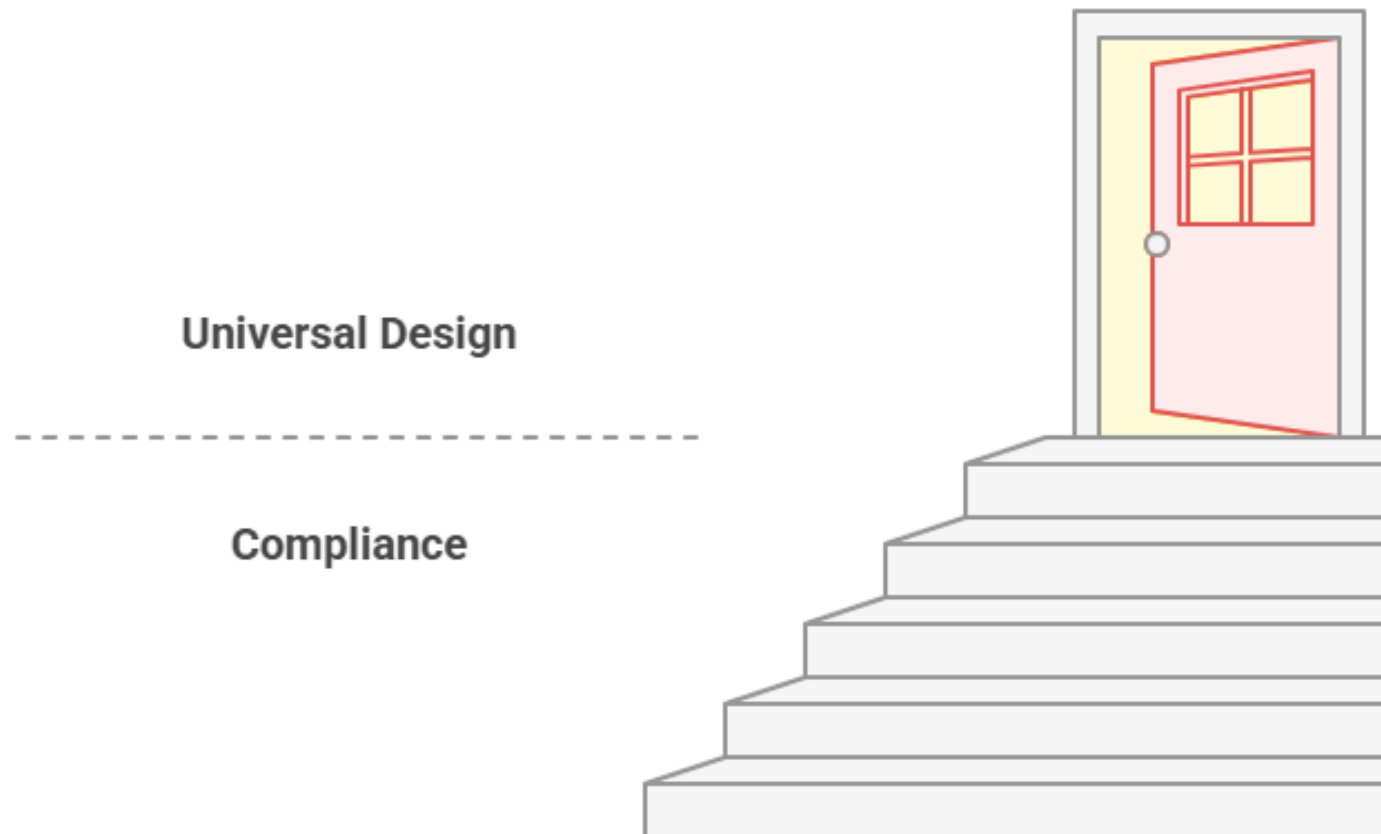


Illustration of stairs leading to a door with 'compliance' at one end and 'universal design' at the other



2. ARE YOU LISTENING TO THE RIGHT VOICES?

Collaboration is Key

Consult with people who have lived experiences.

Employee Expertise

Leverage industry knowledge from staff.

Avoid Costly Mistakes

Eliminate assumptions through proper consultation.

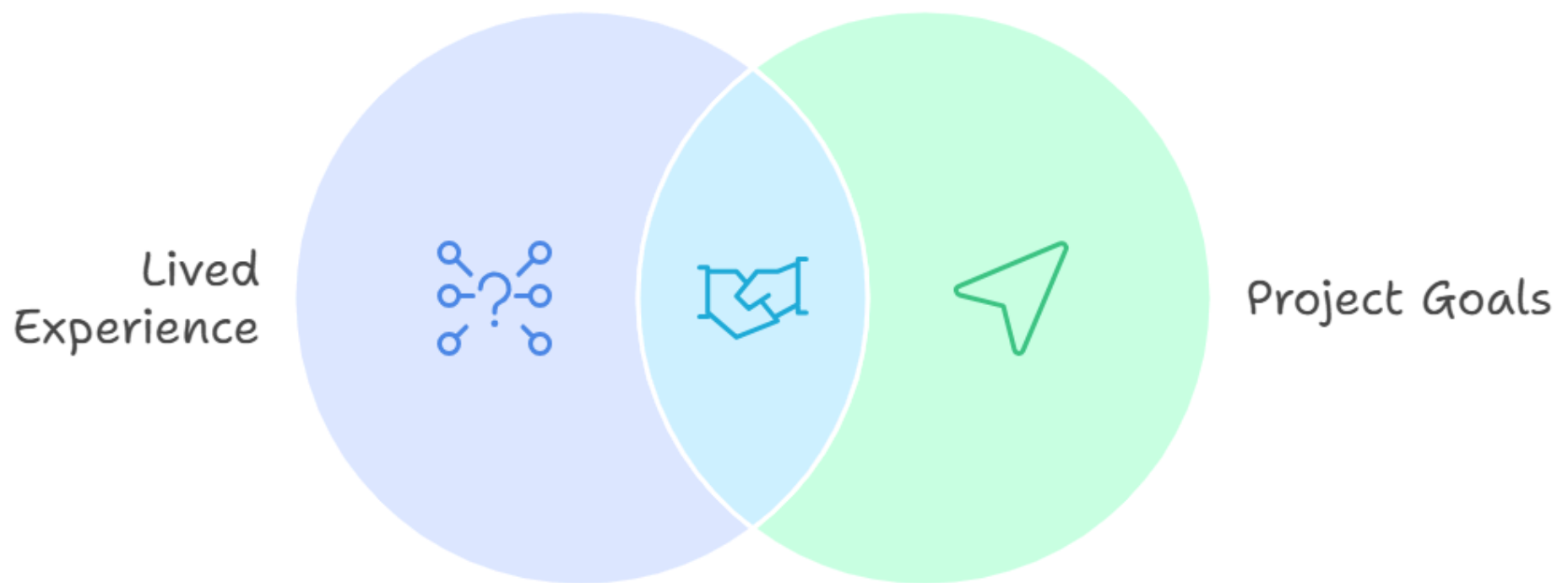


Illustration of a venn diagram showing 'lived experience' on one side and 'project goals' on the other



3. WHEN DOES ACCESSIBILITY AND INCLUSION ENTER YOUR PLANNING PROCESS?

At the Drawing Board

Integrate accessibility from the start.

During Construction

Ensure implementation of accessible features.

Ongoing Improvement

Continuously evaluate and enhance accessibility.

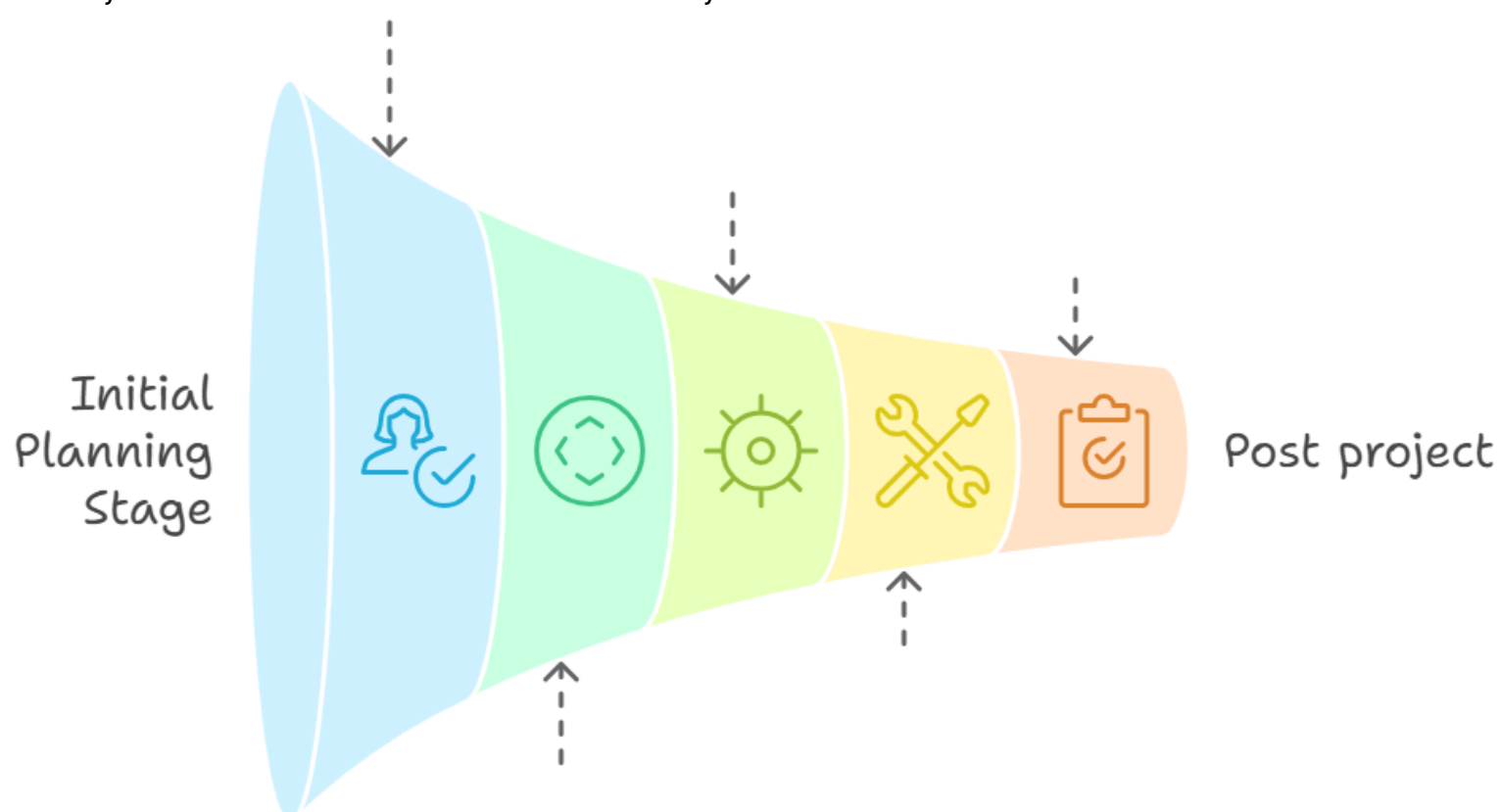


Illustration of a funnel with 'initial planning stage' at one end and 'post project' at the other. Illustration of a funnel with 'compliance' at one end and 'universal design' at the other.



4. IS ACCESSIBILITY AND INCLUSION 'HOW YOU DO THINGS'?

Every Interaction

Accessibility woven into all touchpoints, before the airport.

Empowered Staff

Teams recognise and embrace inclusive mindsets.

Incorporating Innovative Solutions

Anticipating and meeting diverse needs.

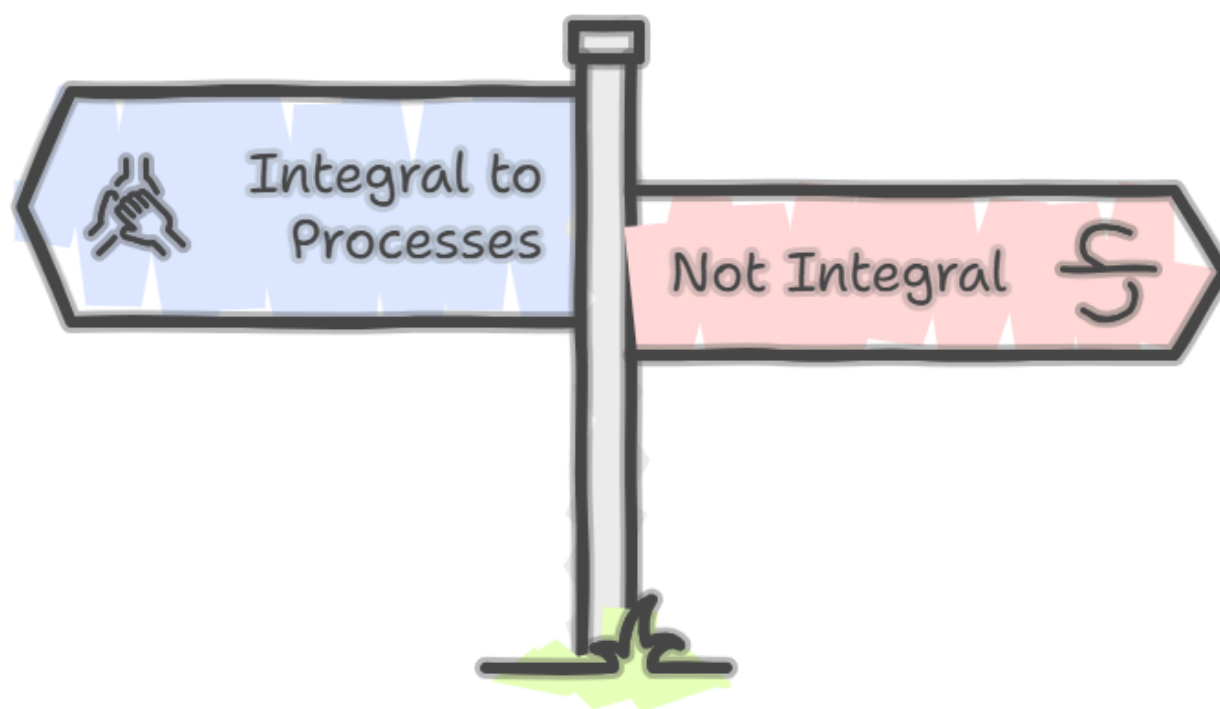


Illustration of a sign post with 'integral to processes' in one direction and 'not integral' at the other



5. BEING ACCOUNTABLE: HOW DO YOU TRACK SUCCESS?

Set Ambitious Goals

Establish clear accessibility targets.

Measure Real Impact

Evaluate traveller experiences, not just compliance.

Share Progress Openly

Build trust through transparency.

Engage Business Partners

Set expectations for accessibility in procurement.

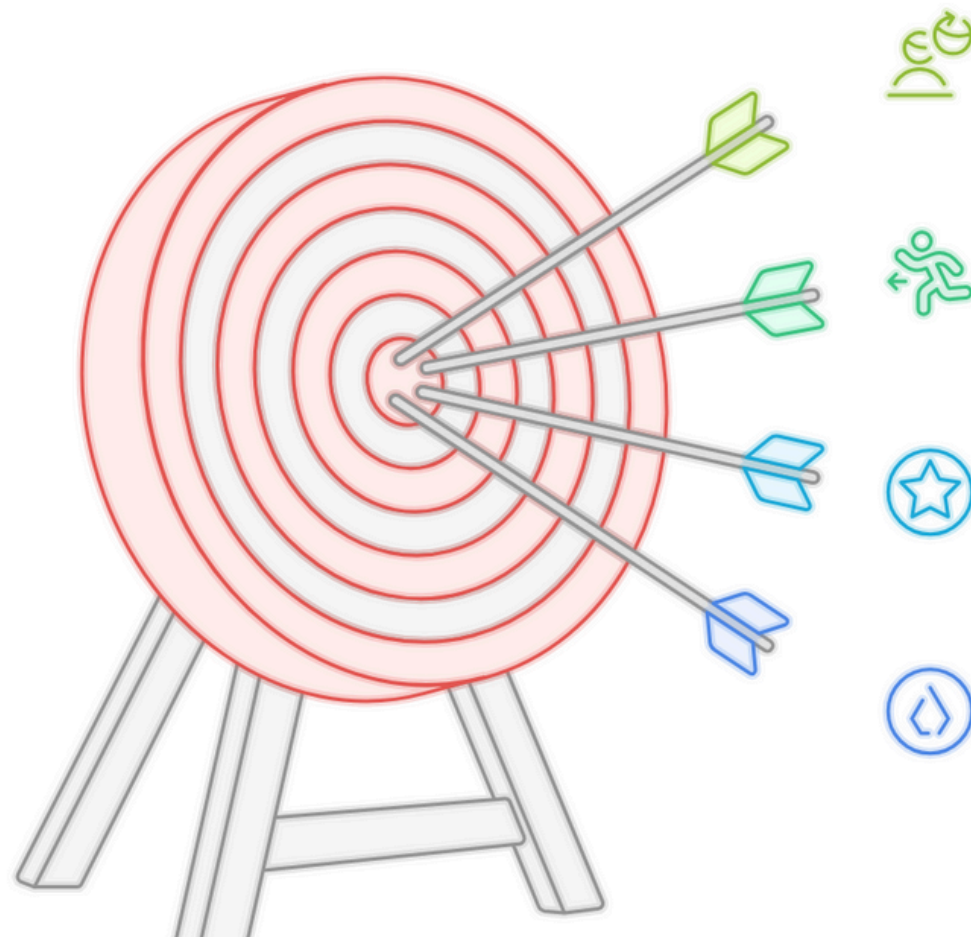


Illustration of a target board with arrows directed at the bullseye



6. CAN YOU STOP THINKING COST CENTRE AND START THINKING REVENUE GENERATOR?

Universal Design

Maximises usability for all.

Operational Efficiency

Streamlines processes.

Broader Market

Attracts more travelers.

Increased Revenue

Accessibility as investment.



Cost Centre

Focus on minimising expenses



Revenue Generator

Emphasise income generation

Illustration of a comparison with 'cost centre' on one side and 'revenue generator' on the other



7. ARE YOU SOLVING YESTERDAY'S PROBLEMS?

Know Expectations

Travellers expect smart, seamless, and inclusive experiences balanced with human touch.

Leverage Technology

Explore emerging solutions that respond to societal changes and adoption of technology.

Lead with Collaboration

Partner with disability advocates and innovators to set the standard.

Legacy, business-led approaches

Traveller-led trends and solutions

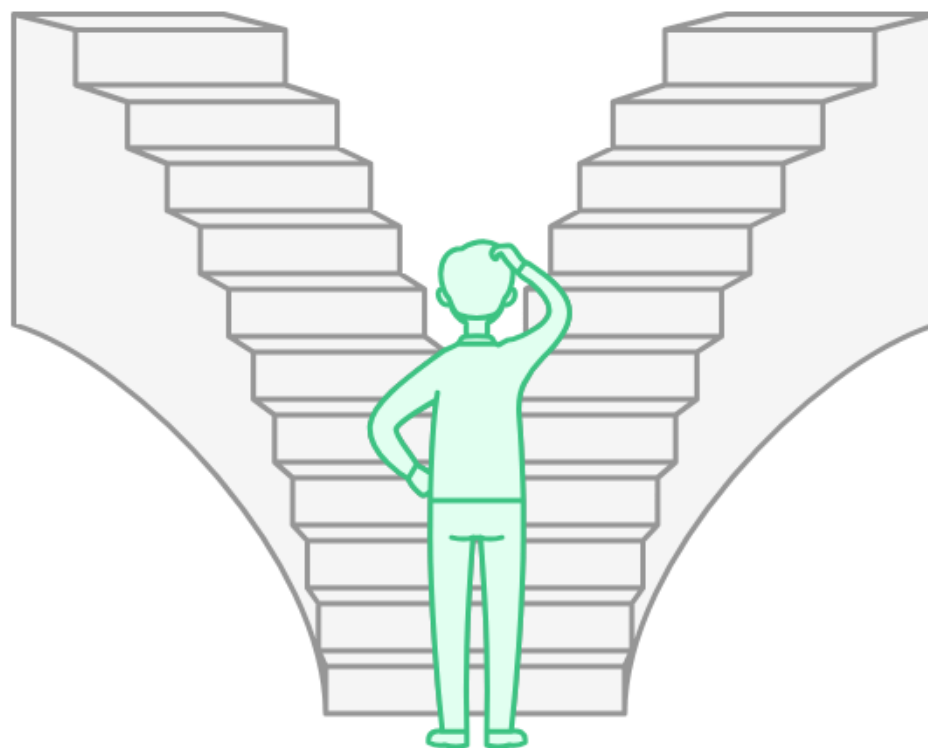


Illustration of a person looking at two staircases with 'legacy, business-led approaches' on one and 'traveller-led trends and solutions' on the other



8. WHAT WILL BE YOUR LEGACY?

Individual Commitment

Personal accountability in advocating for change.

Collective Action

Teams working together to prioritize inclusivity.

Cultural Shift

Embedding accessibility into the airport's core values.

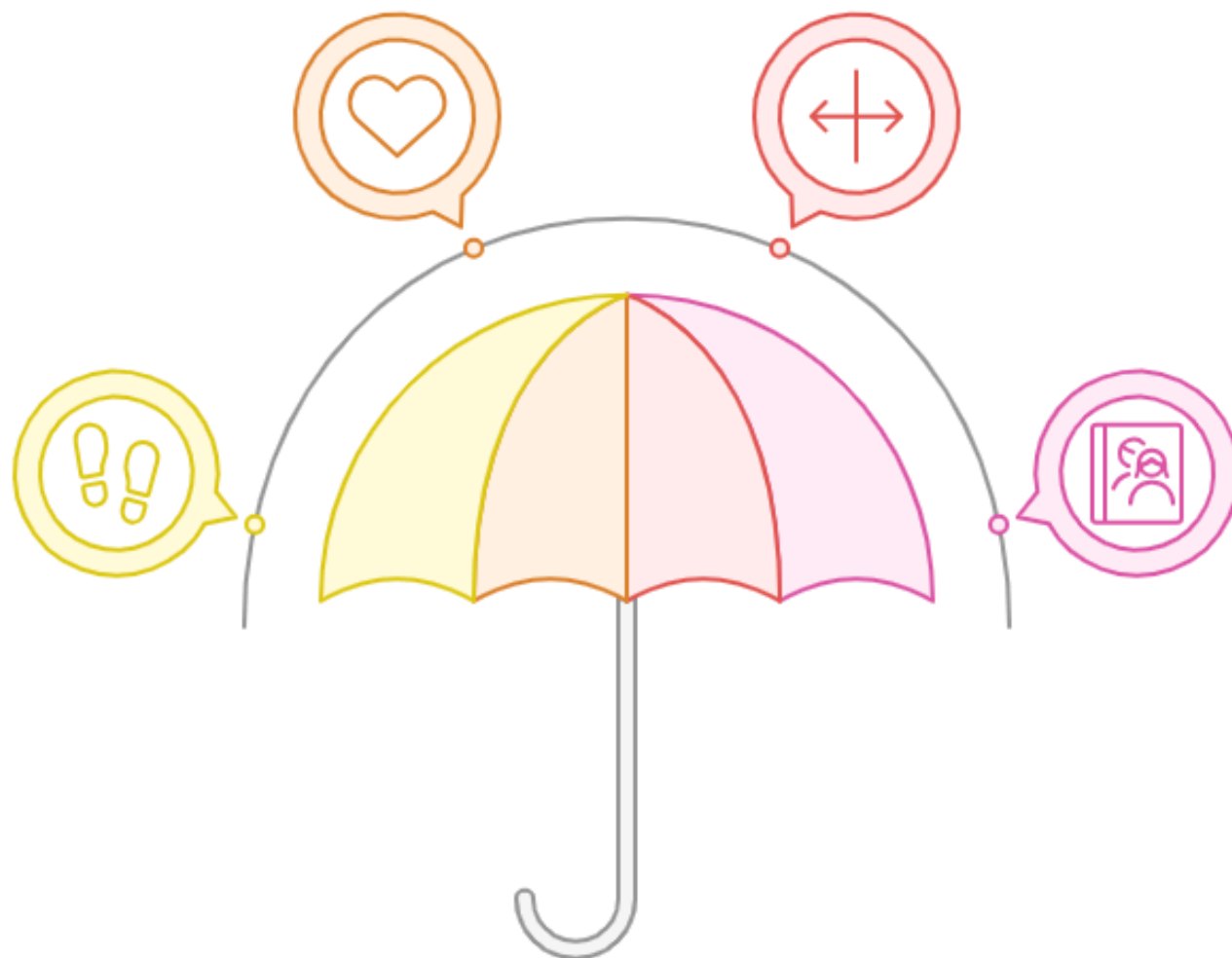


Illustration of an umbrella showing 'actions, values, influence and memories as options



TAKING ACTION: YOUR PATH FORWARD

Guiding Principle

Make accessibility more than just an initiative or report.

Inclusive Experience

Create a respectful and dignified journey for all.

Beacon of Inclusion

Transform your airport into a place where every traveler feels valued.

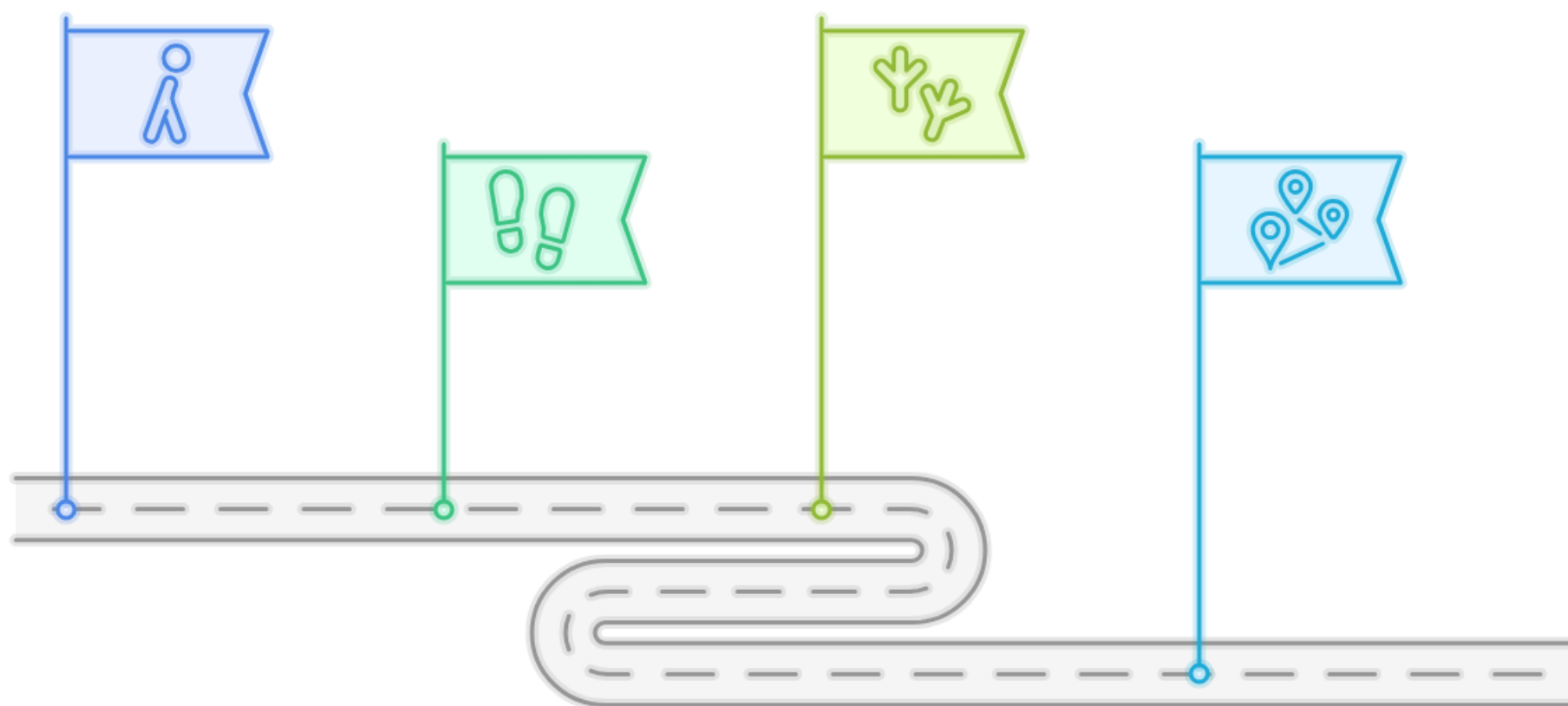


Illustration of a road with four flags along the journey

WHAT WILL BE YOUR FIRST STEP?

Every decision shapes thousands of future journeys. What story will your airport tell?
Take action today. Share this to inspire inclusive air travel for all!

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