

Accommodating Large Groups of Passengers with Disabilities

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How do large group of individuals with disabilities affect your business?

- Long wait times
- Limited effective communication amongst airport stakeholders
- The appearance of low accessibility within the airport
- Lower customer satisfaction which equals lower revenues

Agenda

How To Develop Personas
Journey Mapping
Internal Outreach
External Outreach
Review Operational Execution

Developing Personas

Gather Demographic Data

Special Olympics

- Athletes with multiple disabilities
 - Necessary Equipment
 - Gender & Age

Camp Wonder

- Age group
- Skin disabilities
- Ratio of chaperone to child

The Additional Needs Group

**Must-haves
to achieve their goal**

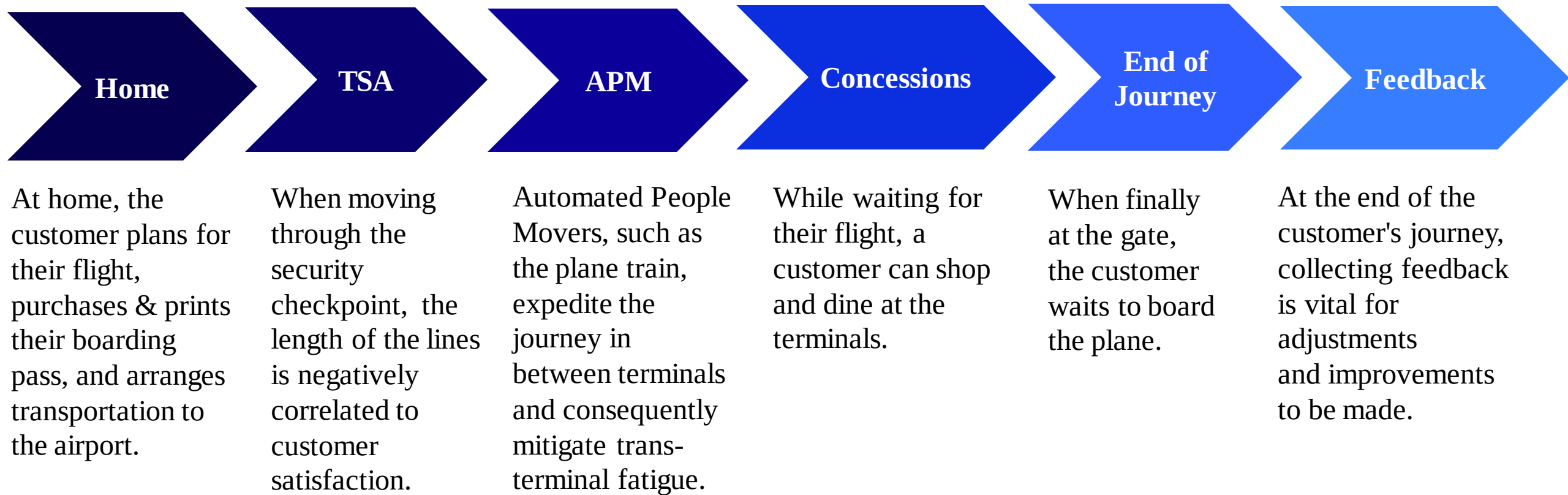
- ✓ Spacious Environment
- ✓ Accessibility Accommodations
- ✓ Efficiency and friendliness of staff

*“I fly a few times each year on vacation. I still get a little intimidated and **stressed by the airport experience.** I want to have a **clear and easy to follow process,** that is **efficient but retain a warm and human tone.**”*

Persona’s motivation
Just have the experience be as easy as anyone else’s

Customer's Journey Map

A Journey Map depicts the path a customer will go through when traveling through an airport. This is an example of a general journey map that guests follow, starting from their home and ending at the airport gate.



Personalizing a Journey Map

Understanding customer's needs allows the airport to better accommodate the passenger throughout their journey map. In order to personalize a journey map to a specific group, outreach and feedback needs to be conducted.

Internal Outreach

Cross Airport Communication – It is necessary to communicate additional services provided by the airport to all departments, especially those who interact with customers at any point in their airport journey.

External Outreach

Communicate with external stakeholders to plan, develop, and execute the arrival of the large group

Operational Execution

Once outreach has been completed, ensure that the execution process is as smooth as possible when the group arrives.

Internal Outreach

Familiarization Trips

Fam. Trips are an excellent way for the group or their representatives to take a guided tour of the facility and learn about the amenities the airport has accessible to them.

This is also a great way to discover the specific needs the group will require so that those accommodations are made and ready, prior to the group's arrival at the airport.

Internal Outreach

Internal ADA Committee

Consider creating an [internal ADA committee](#) that specializes in assisting and supporting travelers with disabilities and similar needs. Furthermore, by aggregating feedback from these travelers, more resources and accommodations can be created or improved upon.

External Outreach

Representatives

Group's Representatives – Coordinating with their representatives provides a greater insight on the demographics that make up the group. It also allows you to hear feedback on the accommodations that you have available as well as possible improvements that may be made.

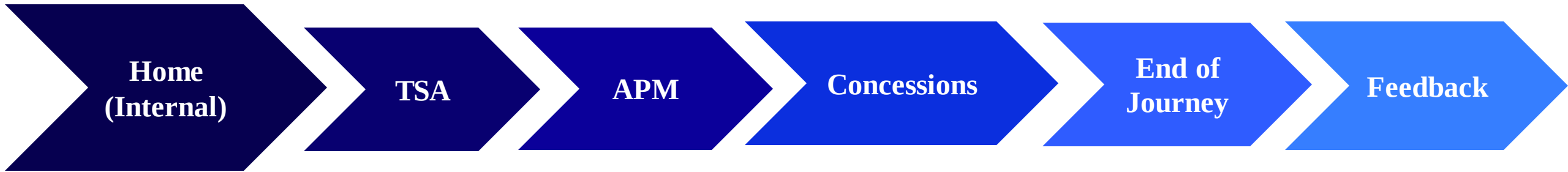
External Outreach

Transport

[Parking and Arrival Space](#) – Create a designated space for arrival and unloading of large groups. This will facilitate movement into and out of larger vans, trucks, among other wheelchair accessible vehicles.

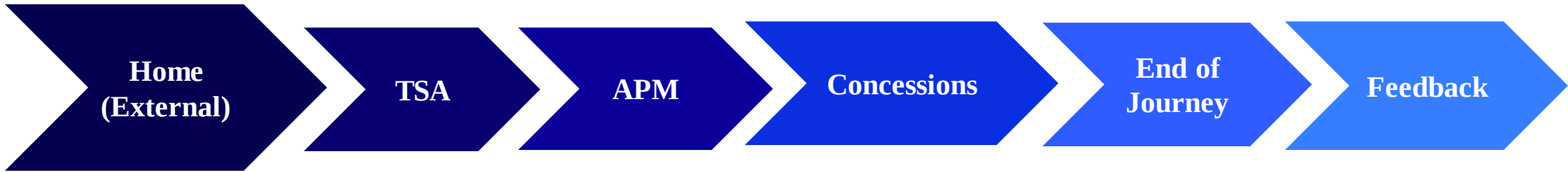
[Van Companies & Hotel Shuttles](#) – Notify third party transportation that guests are likely to take so they can be better accommodated.

ATL Personalized Journey Map



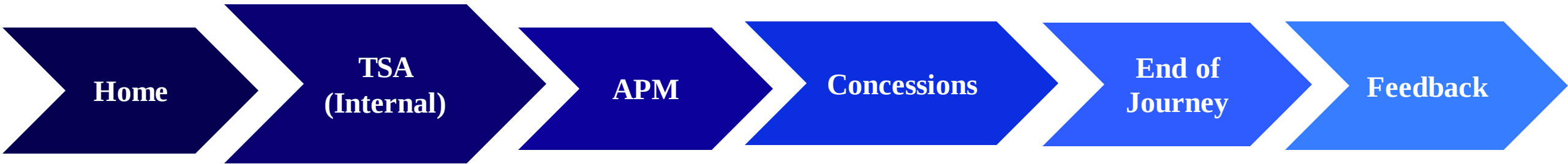
- Familiarization trips make the customer feel more at ease for the next visit.
- In the presence of an ADA committee, the customer can reach out to be informed on available amenities.

ATL Personalized Journey Map



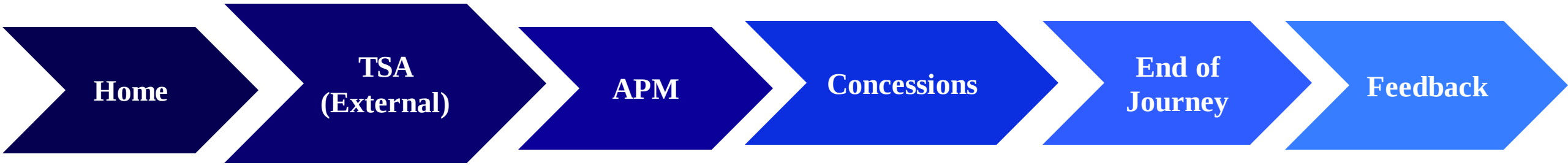
- TSA Cares provides travelers with disabilities, medical conditions, and other special circumstances assistance during the security screening process.
- They must be contacted at least 72 hours prior to arrival.

ATL Personalized Journey Map



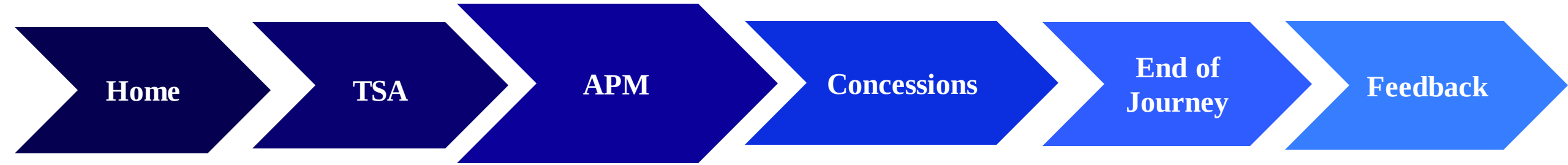
- Accommodating guests by directing them to a prominently labeled special assistance line to ensure they are well cared for.

ATL Personalized Journey Map



- TSA/TSA Cares is a third-party entity that work to ensure the safety of the airport leading up to the gates of the planes.

ATL Personalized Journey Map



- ATL Plane Train is the main source of transportation for guests to arrive at their terminals while avoiding trans-terminal fatigue.

ATL Personalized Journey Map



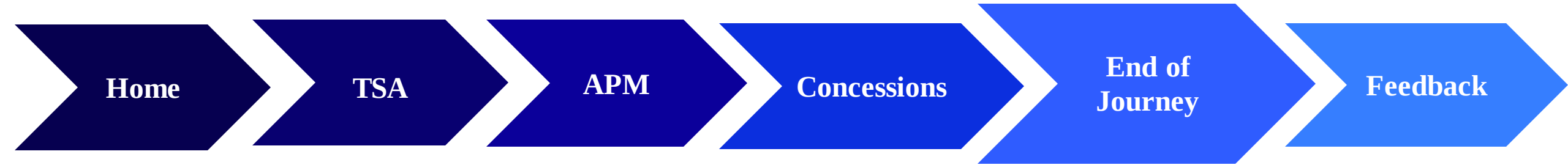
- Inform guests on the amenities that are available for their use. Amenities at the ATL airport include lactation stations for mothers, pet relief areas for service dogs, as well as a sensory room for individuals that may experience sensory overload.

ATL Personalized Journey Map



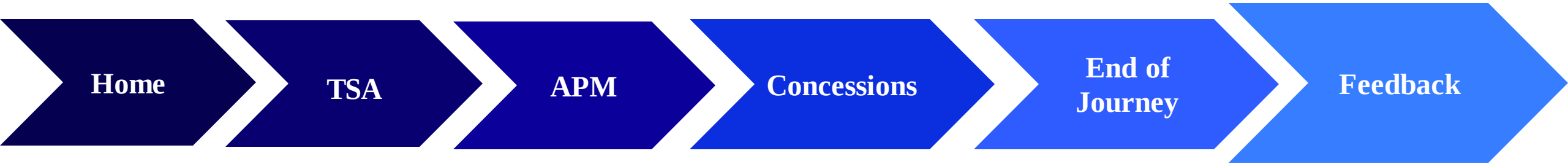
- Brief restaurants and merchants that a large group of passengers with disabilities and similar needs will be arriving so they will adjust the space accessibility in their store/restaurant.

ATL Personalized Journey Map



- Once at the gate, Airlines may make boarding order changes to better accommodate the guests' needs in efforts to speed up their boarding time and get them settled and comfortable for their flight.

ATL Personalized Journey Map



- Once the customer has finished their journey through the airport, receiving feedback is vital to improving customer satisfaction and understanding areas of opportunity for the next group.

Review Operational Execution

Review the services and their outcomes after the original execution.

There are always ways to improve the airport to be more accessible. Consequently, it is essential to utilize feedback, and organizational introspection to remodel the accommodations and the general path to improve the persona's experience.

Accommodations for passengers with disabilities and similar needs can often bleed into other customers and improve their experiences as well.



Thank You

Questions ?