Accessible Air Travel
Why it matters
How to make it safer.
And...
an idea on how the future may look like

IATA Cabin Safety Conference
Istanbul, June 2019
Why doing the right thing **matters**

People living with disabling conditions already have a hard life. It is basic human decency not to make it any harder than it already is.
Here is something cabin crew hear far too rarely:

THANK YOU
Accessibility in air travel: The business case

• Studies and statistics tell us passengers with special needs travel by air more than ever before. Alongside, the number of the 60+ segment is also on the rise.

• Perhaps we should all take a closer look at the Over 60 segment, the portion of the population with the highest disposable income.

• Meeting the needs of these categories of passengers isn’t only basic human decency, it is also a business opportunity.
easyJet carried over **519,000** passengers who needed special assistance in the 2017 financial year.

This increased by **14%** from the prior financial year. **Customer satisfaction amongst these passengers was 83%.** This is down one percentage point year-on-year, however it was **12 points higher than customer satisfaction amongst all passengers.**

This is the fourth successive year that satisfaction is higher for customers who need special assistance.

**How did easyjet achieve this result?**

- Consultation and advice (esaag)
- Improved disability awareness training
- Improved collaboration with airports
- Built a company-wide passenger-centric culture
  - Improved data collection
  - Enhanced use of technology

**The business case: is it achievable and how?**
Tips to improve cabin safety

PAX traveling with guide dogs

Guide dogs are trained to keep their owners out of harm’s way. Emergency evacuation tests by EASA showed guide dogs will keep their owner in the seat as the evacuation begins. PAX should be warned of this behavior during the pre-flight safety briefing.
Tips to improve cabin safety

Pre-flight safety briefing for blind PAX

PAX should be physically guided through the explanation of brace position. Be mindful to tell the passenger you will touch him before doing so.
Tips to improve cabin safety

Pre-flight safety briefing for deaf PAX

Deaf PAX are usually trained lip readers. When briefing them always remember to face them when speaking so they will be able to better understand what you are saying.
Dementia outbursts: grounding techniques

Grounding is a technique that helps keep someone in the present. They help reorient a person to the here-and-now and in reality. Grounding skills can be helpful in managing overwhelming feelings or intense anxiety. They help someone to regain their mental focus from an often intensely emotional state.

Asking simple questions like what day is today, what year, what is your name, how old are you may be sufficient to defuse a potential dementia related outburst.
Oops! Too much partying on this flight!
Is technology destined to revolutionise the future of accessible air travel?

1990

2007
Is technology destined to revolutionise the future of accessible air travel?
Summary

20% Passengers booking assistance services just to receive help with bags and/or finding their way

48% Would have preferred not to use a wheelchair

84% Would choose to use the basic assistance service again in the future

Net Promoter Score - Basic Assistance

53
Is technology destined to revolutionise the future of accessible air travel?

20..?

Food for thoughts

PAX needs are rapidly evolving. Demographics are changing. The next generation of PRMs will be tech savvy and will thrive on independence. Perhaps borrowing the McDonalds digital menu concept and creating a global standard around it would provide customisation (bespoke customer service) whilst driving significant efficiencies (common standards, better resource management and more accurate forecasting).
Thank you