

# FUN *is for* EVERYONE



Become A Certified Autism Center™

## THE IMPACT

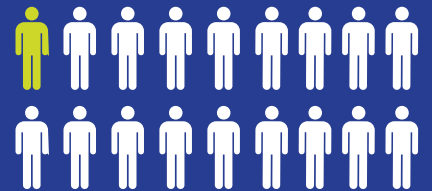


**1 in 6**  
people have a  
sensory need

**600%** increase in  
autism diagnosis

**Millions  
of Adults** are on the  
spectrum

**\$268  
BILLION**  
spent annually on  
autism services



Qatar: **1 in 66**

UAE: **1 in 89**

Oman: **1 in 93**

Bahrain: **1 in 97**

Saudi Arabia: **1 in 99**

**32 Million** trips are taken annually by  
people of determination

# Autism Certification

Because "Autism Friendly" Isn't Enough

# ROI

## Certified Autism Center™ Certification Overview

### REQUIREMENTS

- At least 80% of guest-facing staff is trained and certified in autism
- Position specific, customized online staff training
- Committed to ongoing training and learning opportunities

### ONSITE REVIEW

We review the **full 360 guest experience** and make reasonable recommendations to support what you already have in place and **enhance processes and procedures** to ensure staff are prepared and visitors feel welcomed.

IBCCES will also **create sensory guides** for each attraction or exhibit to help guests understand what to expect when they visit. The review will ultimately result in a **comprehensive custom report** for your organization to review the recommendations and make plans for updates over time to enhance the visitor experience.



## Partner Results



**Millions of web hits**



**200K grant for additional programs**



**Triple digit increase in out of market guests**



**54% increase in group bookings**



**Won award for best social initiative**

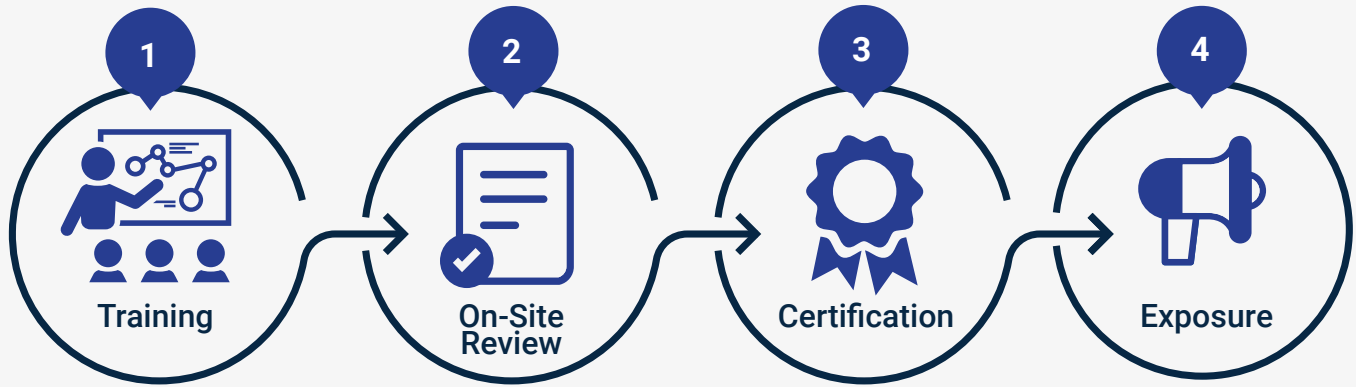


**Huge boost in guest satisfaction**

## Travel + Recreation Organizations That Can Benefit From Certification

- Hotels & Resorts
- Cruise Lines
- Amusement Parks
- Museums & Attractions
- Aquariums & Zoos
- Excursions & Activities
- Airlines
- Water Parks
- Parks & Recreation
- Family Entertainment Centers
- Destination Marketing Organizations

# The Certification Process



## Program Benefits

**Ensure positive guest experiences** for all families and individuals

**Increase revenue by attracting visitors** that may have otherwise not felt comfortable coming to your location

**Increase employee morale by empowering staff** to connect to your organization's mission & provide a higher level of service

**Earn recognition and qualify for grants & funding** for your programs & services

**Make loyal raving fans**

FEATURED ON



HUFFPOST

Newsweek



Attractions



## Who Is IBCCES?

**Delivering The Global Standard for Training and Certification in The Field of Cognitive Disorders**  
IBCCES provides a series of certifications that empower professionals to be leaders in their field and improve the outcomes for the individuals they serve. These programs are recognized around the world as the leading benchmark for training and certification in the areas of autism and other cognitive disorders.

# STREAMLINING The Accommodations Request Process



IBCCES developed the Accessibility Card program to help streamline accommodations requests at amusement parks and other attractions with an online pre-arrival screening process to ensure those who truly need accommodations can easily receive them and ease staffing demands.



## PROGRAM BENEFITS



### EXPEDITE THE REQUEST PROCESS

Using the IAC program can help streamline the accommodations process and save staff time on-site when providing accessibility services.



### REDUCE ABUSE

The IAC program includes verification processes to discourage the abuse of accommodations and ensure the individuals who truly need accommodations can access them.



### INCREASE GUEST SATISFACTION

Registration for the card is online and should be done prior to entering the park, making it easier for guests to identify and communicate needed accommodations.



### EXPOSURE TO NEW GUESTS

As a participating location, you are making it easier for families and individuals to visit your attraction and will also be exposed to thousands of new guests who are looking for accessible options.