

## TRAVEL AND HOSPITALITY

# Emirates poised to be world's first "Autism-certified Airline"

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The airline will introduce fidget toys and sensory guides to improve the in-flight experience. Image credit: Emirates

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By LUXURY DAILY NEWS SERVICE

Dubai, U.A.E-based airline **Emirates** is making international air travel accessible to more passengers.

The International Board of Credentialing and Continuing Education Standards (IBCCES) will award the airline the title of the world's first autism-certified airline. In the coming month, the airline will train over 30,000 cabin crew and ground staff on best practices and introduce new standards and services for customers with autism.

## Accessible travel for all

Emirates' endeavors address challenges highlighted by a survey on AutismTravel.com, which found that 94 percent of families would travel more if they had access to places with autism-trained and certified staff. In addition, 78 percent of families surveyed said they were hesitant to travel or visit new locations.

While the airline is collaborating with IBCCES to develop industry-first standards tailored to the needs of neurodiverse travelers, IBCCES demands at least 80 percent of customer-facing staff complete the dedicated training alongside a commitment to ongoing training and improvements by Emirates.



At least 80 percent of customer-facing staff will complete the necessary training as required by IBCCES. Image credit: Emirates

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Emirates will introduce new services, including sensory guides and neurodiverse sensory products, such as fidget toys, to aid

passengers during flights. These efforts will improve the journey for individuals with autism and their families from check-in to the in-flight experience.

The airline's commitment aligns with Dubai's ambition to become the world's most accessible destination. Emirates' efforts complement recent achievements, such as Dubai International Airport's designation as the first Certified Autism Center airport.

Emirates' most recent efforts build on its previous initiatives, such as the "Introduction to Autism and Hidden Disabilities" program completed by 23,000 employees in 2023.

In other developments, the brand launched two exclusive fragrances for its first and business-class flyers in Sept. 2024 ([see story](#)).

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