

FUN *is for* EVERYONE

Become A Certified Autism Center™

WHAT IS THE IMPACT?

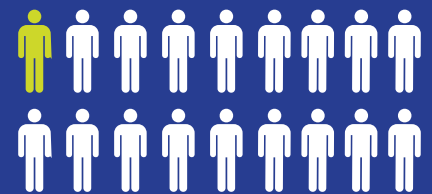


1 in 6
people have a
sensory need

600% increase in
autism diagnosis

**Millions
of Adults** are on the
spectrum

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



1 in 36
children diagnosed
with autism

\$29 Billion spent annually by travelers
with disabilities (not
including companions)

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

Who Is IBCCES?

For more than 20 years, IBCCES has been the leader in cognitive disorder training and certification for healthcare, education, and corporate professionals around the globe. IBCCES created programs specifically for hospitality and recreational organizations such as hotels, theme parks, museums, and other attractions so staff would be more knowledgeable and other accommodations could be offered to this growing, but underserved, part of the community. **IBCCES is the only credentialing board offering these types of programs, which include training from subject matter experts and autistic self-advocates, as well as long-term support and continuous learning, onsite reviews, and more.**

- The Certification Process -



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The designation of our park as a Certified Autism Center™ has been an **invaluable experience**

for our organization and has had a **significantly positive impact** on our operation. Families with children on the spectrum now feel better cared for when they are with us and our **team members now feel better educated, prepared, and confident** to assist those families when needed. **This certification was an extremely smart decision** that has made our guest experience stronger and our park a kinder place to visit.

PJ, Entertainment Department at Sesame Place Philadelphia

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Travel + Entertainment Organizations That Benefit From Certification

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


SCAN HERE for Case Studies and Partner Feedback



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

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“With the increase in people who are diagnosed with autism and other sensory conditions, we want to make sure that **we’re partnering with the right people to give us guidance and support. We learned over the course of doing this, that it takes connection and communication. It’s always the simplest things that make the biggest difference. **Many of our colleagues now feel more empowered to recognize and maybe anticipate these kinds of conditions, and rather than it snowballing and becoming a negative experience, it’s a positive one for everybody.** We expected to see a bit of an increase as people recognize Aquaventure as a place they can come to, and we did expect to **see a boost in revenue.** All of that has been great, but **what has been really rewarding has been that personal human touch and connection.**”**

Emma Robb, Training Manager, Marine & Waterpark Operations at Atlantis Aquaventure - Dubai

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FEATURED ON



Are You Doing Enough For Your Guests With Sensory Needs?

We Can Help

IBCCES International Board of Credentialing and Continuing Education Standards

For more information contact us at info@ibcces.org | 877.717.6543