Future-Ready Airports: How GoodMaps is Leading the Way in Inclusive Travel

With the European Accessibility Act (EAA) set to become law in June 2025, airports have a unique opportunity to lead in inclusive travel. GoodMaps, a pioneering leader in accessible indoor navigation, offers a seamless and cost-effective solution to ensure compliance while significantly enhancing the travel experience for all passengers.

Airports are bustling environments where clear, intuitive navigation is essential. Yet, for many travelers – especially those who are blind or have low vision, are elderly or non-native speakers, or families with young children – navigating terminals can be overwhelming. GoodMaps' AI-driven wayfinding platform ensures that every traveler can find their way through your airport with ease, reducing worry and improving the overall experience.

Beyond increasing passenger satisfaction, inclusive wayfinding technologies bring significant operational and financial advantages:

- **Reduced Flight Delays:** Lost passengers contribute to flight delays, last-minute gate dashes, and missed flights – disruptions that affect airlines, vendors, and airport staff alike. By implementing a navigation system that enables passengers to find their way efficiently, airports can streamline operations.
- **Increased Revenue for Vendors:** Better navigation encourages passengers to explore retail and dining options, leading to higher footfall and increased sales. Studies show that high foot traffic contributes to as much as 95% of a retail store's success.
- **Growth in Accessible Tourism:** The accessible tourism market is rapidly expanding. Compliance with the EAA will make airports more attractive to a broader range of travelers, including approximately 80 million people with disabilities across Europe, equating to an estimated €80 billion in potential revenue.
- **Addressing the Aging Population:** Europe's population is aging, with the share of persons aged 65 and over growing from 16% in 2003 to 21% in 2023. This demographic shift underscores the need for accessible facilities to accommodate older travelers.
- **Meeting The Next Generations' Expectations:** Younger travelers expect smart, tech-driven solutions for navigation and are more likely to rely on mobile apps, augmented reality, and digital mapping rather than traditional signage or kiosks. Implementing modern, AI-powered navigation systems ensures airports remain relevant and meet the digital expectations of a new generation of passengers.

- **Cost-Effective Compliance:** GoodMaps offers a scalable, camera-based mapping platform that eliminates the need for expensive beacons or extensive infrastructure modifications. Unlike traditional systems, GoodMaps' technology is easy to update and maintain, ensuring long-term sustainability and adaptability.
- **Enhanced Corporate Responsibility:** Accessibility is more than a legal requirement — it is a commitment to inclusion and corporate responsibility. Prioritizing accessibility demonstrates leadership in social equity and sets a high standard for customer service.

Passengers notice when an airport invests in their experience, and a reputation for being traveler-friendly can set an airport apart from its competitors. With the June 2025 deadline approaching, now is the time for airports to take proactive steps. By partnering with GoodMaps, airports can confidently navigate the path to EAA compliance while reaping the benefits of a more inclusive and efficient travel environment.

GoodMaps is ready to help airports transform their spaces into truly accessible, traveler-friendly hubs. Let's work together to make European air travel better for everyone.

For more information or to schedule a demonstration, please book a meeting with a member of our Sales team: **cal.com/neilbarnfather**

- User route video at Louisville Muhammad Ali International Airport (SDF)
  vimeo.com/goodmaps/sdfroute

- Promotional video from Portland International Airport (PDX)
  vimeo.com/goodmaps/pdx