

HELP PUT OUR DESTINATION ON THE MAP FOR **MORE THAN 32 MILLION TRAVELERS**

Families with autism want to travel and make memories; they also represent a large, growing segment of the travel market, spending more than \$262 billion on autism-related services each year in the U.S. **These travelers are searching for places and attractions that have their well-being in mind.**

Visit Greater Palm Springs is leading an initiative to make our destination a **Certified Autism Destination** (CAD) through the International Board of Credentialing and Continuing Education Standards (IBCCES). Becoming a CAD to support the needs of this growing travel segment gives Greater Palm Springs a **competitive advantage** and can help **increase business for participating partners**. It starts with organizations like yours — hotels, restaurants, and attractions — becoming **Certified Autism Centers**.

Why should your business become a Certified Autism Center?

- Attract more guests from this growing market segment with your commitment to providing a comfortable, enjoyable, and memorable experience for all, including those on spectrum.
- Promote your business with a listing on the International Online Registry of Certified Autism Centers and AutismTravel.com, as well as ongoing support related to messaging, additional resources, and learning opportunities.
- Gain recognition in the travel industry for your commitment to becoming more inclusive and supportive of individuals with autism and sensory needs.
- Provide opportunity for your team members to grow and learn, giving them the confidence and ability to recognize, accept, and assist individuals on the autism spectrum. **This not only benefits your business, but the entire community.**

Autism is now diagnosed in 1 out of every 44 children, and this rate increases every year. Serving this growing yet still under-served community is more than just a good business practice, **it's the right thing to do.**

Signing up with IBCCES is easy!

- IBCCES provides position-specific online training courses for your staff, most of which take **only 30-minutes** to complete, and provides tools to understand and communicate with guests with autism and sensory needs.
- Once 80% of guest-facing staff are trained, you'll earn your certification and be promoted on AutismTravel.com!



For a quote and to get started, contact **Meredith Tekin at IBCCES** by phone: 877-717-6543 ext. 12 or email: meredith@ibcces.org Visit: ibcces.org