

**Association for Airline Passenger Rights (AAPR)**

**PO Box 15275**

**Washington, DC 20003**

**Visit us on the web: [www.flyfriendlyskies.com](http://www.flyfriendlyskies.com)**



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## **Association for Airline Passenger Announces Partnership with Solutions Marketing Group to Offer Airline Accessibility & Etiquette Training for Commercial Airlines; Training comes in response to violations of the ‘Air Carrier Access Act’ leading to DOT fines**

*Over 80% of airline passengers with disabilities have identified obstacles*

WASHINGTON, D.C. (May 4, 2011) – The [Association for Airline Passenger Rights](http://www.flyfriendlyskies.com) (“AAPR”) today announced a strategic partnership with [Solutions Marketing Group](http://www.solutionsmarketinggroup.com) (“SMG”) designed to offer commercial airlines training on accessibility and etiquette standards for their passengers with disabilities. The trainings are being provided to help mitigate complaints, train airline staff with practical skills needed to offer exceptional customer service, and offer solutions for U.S. Air Carriers to strategically grow their business

A Harris Poll released by Travel Industry of America and Open Doors Organization found that more than 21 million adults with disabilities traveled at least once in a two-year period. Among those adults with disabilities who have traveled by air, 84% said they encountered obstacles when interfacing with airlines and 82% said they encountered obstacles at airports. They said they would take two or more flights a year if airlines were to accommodate their needs as a person with a disability.

“Our partnership provides a wonderful opportunity for our organizations to ensure that the airlines’ staff has the skill, insight and support to best serve this growing market of consumers. We want the US-based air carriers to gain market share in the \$3.3 billion dollars that these segments spend on air travel each year,” summarized **Brandon M. Macsata**, Executive Director of the Association of Airline Passenger Rights.

For mature travelers and people with disabilities, air travel can be a daunting exercise, depending on the nature of the disability. Air carries in the U.S. have to ensure that the distinct needs of customers are addressed, while complying with the Air Carrier Access Act (“ACAA”) – a federal law that prohibits domestic air carriers from discriminating against persons with disabilities in the provision of air transport. Additionally, by proactively serving the needs of these segments companies will acquire and retain customers resulting in positive impact to their bottom-line. This collaboration will focus on providing marketing, strategic direction and customer service training to the airline industry to meet the needs of mature travelers, and people with disabilities. Both organizations are uniquely poised to provide comprehensive services to the airline industry.

Said **Booker Daniels**, President of the Solutions Marketing Group: “We are excited to work with AAPR to support the airlines industry in this critically important area. Our expertise, combined with AAPR’s depth of knowledge of the industry and passenger concerns, will enable air carriers to distinguish themselves as they endeavor to target customers and provide an exceptional customer experience.”

The AAPR/SMG partnership will specifically offer commercial airlines expertise, to include:

- Strategic Direction
- Marketing and Communications
- Customer Service Training
- Customer Relationship Management



Solutions Marketing Group

Please visit [www.flyfriendlyskies.com](http://www.flyfriendlyskies.com) to learn more or to join today and help make our skies friendlier!

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To learn more about the AAPR/SMG airline accessibility and etiquette standards training, visit <http://www.flyfriendlyskies.com/trainings.html>.

For more information about the Association for Airline Passenger Rights, AAPR/SMG partnership, or the new airline accessibility and etiquette training, please contact Brandon M. Macsata by phone at (305) 519-4256 or email at [info@flyfriendlyskies.com](mailto:info@flyfriendlyskies.com).

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**About AAPR:** The Association for Airline Passenger Rights is a 501(c)(4) tax-exempt, nonprofit organization whose mission is to promote fairer customer service and accessibility standards in the airline industry and to improve passenger satisfaction. AAPR was formed in response to growing dissatisfaction among American consumers toward the airline industry.

**About Solutions Marketing Group:** The Solutions Marketing Group (“SMG”) is a marketing consulting firm dedicated to providing businesses with innovative marketing strategies that target consumers with disabilities. SMG was established in 1998 to educate and equip its clients to understand, identify and address the needs of the disability market. SMG advises clients by developing strategies to modify existing products and services, building relationships with organizations in the disability community, and creating promotional campaigns that target consumers with disabilities.