

Philippine Airlines Accessibility Plan Progress Report

About Philippine Airlines

Philippine Airlines (PAL) is the Philippines' flag carrier and only full-service network airline, as well as the first commercial airline in Asia. PAL's fleet of Boeing, Airbus, and De Havilland aircraft operate scheduled nonstop flights out of hubs in Manila, Cebu, Clark, and Davao to 32 destinations in the Philippines and 40 destinations in Asia, North America, Australia, and the Middle East. Known for its hallmark heartwarming and gracious Filipino service, PAL also supports the global economy through air cargo and charter services, while serving the travel needs of overseas Filipinos as well as businesspeople, tourists and families from all over the world.

General

At Philippine Airlines, we are dedicated to enhancing the travel experience of passengers with disabilities and those requiring special assistance by identifying the barriers they face through consultation. We will use this information to define the strategies and actions needed to refine, develop, and improve the passenger experience.

Key progress areas include enhancing website and mobile app accessibility, improving communications for special assistance requests, and refining processes for handling wheelchairs and service dogs. PAL continues to review and enhance employee training, procurement policies, and airport services to ensure a seamless travel experience for passengers with special needs. Regular consultations and reviews ensure that PAL's accessibility initiatives evolve in line with global standards and passenger feedback.

FEEDBACK and INFORMATION

For **INFORMATION** on PAL's accessible travel services for passengers with special needs, you may send your inquiry or request to PAL's Customer Relations Office (CRO).

Send your **FEEDBACK** on PAL's Accessibility Plan and services to:

The Manager - Customer Relations

via mail:

Philippine Airlines, Inc.
Manager – Customer Relations
Lucio K. Tan, Jr. (LKTJ) Center, Andrews Avenue Pasay City, Philippines.
PO Box 1300

via email:

wecare@philippineairlines.com

via webform:

[online customer feedback form](#)

via telephone:

Manila Landline: (+632) 8855-8888

For **ALTERNATE FORMATS** of the PAL Accessibility Plan and PAL's Progress Report, you can download a print (PDF) or access an audio version here:

Accessibility Plan

- Webpage: [PAL's Accessibility Plan](#)
- PDF: [PAL's Accessibility Plan](#)
- Audio: [PAL'S Accessibility Plan Audio](#)

Feedback Received

During the reporting period, Philippine Airlines (PAL) received feedback through multiple channels, including customer care hotlines, post-travel surveys, accessibility desks, and email submissions. All feedback was acknowledged and directed to the appropriate teams for review.

The feedback highlighted areas for improving accessibility awareness and service consistency, while also recognizing instances of exceptional support from staff.

Key themes from customer feedback:

- **Booking & Notifications:** Customers want easier web-based booking and better SMS/email alerts for hearing-impaired travelers.
- **Airport Navigation:** Passengers struggle with confusing airport signs and long lines, requesting clearer paths and priority lanes.
- **Wheelchair Delays:** Travelers reported occasional long wait times for wheelchair handovers and want a way to track their mobility aids.
- **Staff Commendations:** Continuously recognized personnel who demonstrated proactive care, empathy, and professionalism in assisting passengers.

Commendations:

- **Digital Self-Service Improvements:** Passengers responded positively to online booking and assistance requests, specifically utilizing the "Special Handling" button on the PAL Help Page to log their needs.
- **Caring Staff:** Travelers highly praised frontline teams for showing great empathy and care during their journeys.
- **Cross-Functional Recognition:** Recognized airport and cabin crew teams for their consistent, high-quality passenger care at major domestic and international stations.

Employee feedback included:

- **Frontline Skills Enhancement:** Frontliners requested advanced training in empathetic passenger care, paired with an "Accessibility Champion" badge program to recognize outstanding service.
- **Employee Support Continuity:** Maintain accessible guidelines regarding workplace accommodations and continuous internal support programs.

Next steps for feedback management:

- **Feedback Channel Exploration:** Explore and develop a specialized post-flight survey tailored for passengers with disabilities.
- **Monthly Reviews:** Hold monthly meetings with teams to check how well PWD handling standards are working.
- **Airport Team-ups:** Work closely with New NAIA Infra Corp (NNIC) on better airport signs, priority lanes, and baggage tracking.

Progress Report on Key Areas

We are currently conducting our recurring system-wide review of processes and systems gaps to identify opportunities for accessibility service enhancements. As such, this Progress Report includes:

- Identified Opportunities; and
- Actions Mapping

We will provide the required updates on our progress, as well as new barriers that we may encounter along the way during the above processes.

Consultations

PAL's Commitment to an Inclusive Passenger Experience

PAL's commitment to accessibility is reflected in its collaborative approach with disability organizations and adherence to Philippine disability regulatory standards. The airline actively engages in continuous consultations to gather insights and feedback from disability groups, acknowledging the evolving nature of lived experiences. This iterative process informs and shapes PAL's accessibility programs and services, ensuring they align with the dynamic needs of individuals with disabilities. The airline places a strong emphasis on incorporating these perspectives, fostering an inclusive and adaptive framework for its accessibility-related initiatives.

Who we consulted

Our inclusive consultation process engages a diverse range of stakeholders, comprising passengers, employees, and other relevant groups.

Passengers

To glean insights from passengers with disabilities, we routinely analyze feedback from our post-trip survey, gauging passenger sentiments toward our current accessibility services. Additionally, customer touchpoint assessments are conducted both at the airport and in-flight, involving

interviews with passengers with disabilities to gather recommendations for enhancing airline services.

Employees and Agents

We have actively involved our frontline staff, including ground operations teams, inflight cabin services, and contact center personnel, in shaping the initiatives we have for our PWD passengers. Our commitment extends to employees who are actively encouraged to participate in company-led initiatives promoting awareness of accessibility and disability assistance. Through these initiatives, employees are educated and sensitized to the services the airline provides, actively contributing recommendations for additional services that can enhance customer experiences across various touchpoints.

Other involved stakeholders

In addition to robust customer and employee engagement, we participate in trainings, seminars and other activities with government agencies such as the Philippine Civil Aeronautics Board Taskforce on Accessibility and Senior Citizen Concerns (CAB-TFAS) and the National Council on Disability Affairs, as well as regulators and industry stakeholders. Active participation in their initiatives ensures a thorough understanding of accessibility considerations and enables us to address any pertinent concerns with diligence.

PAL's Identified Opportunities and Actions Mapping will include inputs from all our valued stakeholders.

1. Information and communication technologies (ICT)

1.1. Identified Opportunities

- **AI-Enhanced Assistance:** Explore the feasibility of integrating AI-powered chatbots with voice-to-text capabilities to handle complex accessibility inquiries (e.g., mobility aid clearance).
- **Unified Communications:** Explore the possibility of unifying automated SMS and app-based notification systems to deliver real-time updates for hearing-impaired passengers during gate changes or disruptions.

1.2. Actions Mapping

- Ongoing Review: Continuous assessment of website and booking flow to ensure WCAG 2.1 AA compliance persists during rebranding and system updates.
- System Integration: Align with digital vendors to implement "Self-Service Request" options directly into the mobile app for immediate disability assistance confirmation.
- Digital Updates: Progressively upgrade customer email layouts and web booking paths to offer clearer assistance instructions and inclusive language.
- Accessible Messaging: Upgrade standard SMS notifications to modern, accessible messaging platforms to better support passengers with hearing impairments.

2. Communication, other than ICT

2.1 Identified Opportunities

- Collaborative Signage: Partner with the NNIC to implement physical, high-visibility tactile signage and wayfinding at Manila Terminals.
- Special Service Reminders: Maintain consistent messaging at all passenger touchpoints to remind travelers of advance notice requirements for onboard oxygen and stretcher services.

2.2 Actions Mapping

- Review and Audit: Conduct a field audit of physical notices at all check-in counters to ensure clear communication of time-bound requirements (e.g., 48-hour notice for specialized oxygen).
- Align with NNIC: Participate in joint working groups with airport authorities to harmonize audio-visual announcements at the terminal level for consistent passenger information.
- Training Rollout: Explore the feasibility of "Accessibility Champion" badges for staff who complete advanced sensitivity and sign language modules

3. Procurement of goods, services, and facilities

3.1 Identified Opportunities

- Procurement Integration: Launched a new system to simplify connecting with relevant vendors, under an ongoing assessment to guarantee all business unit purchases meet our passenger accessibility goals.
- Supplier Scorecards: Integrate social inclusion rating criteria into commercial evaluation templates for third-party ground and passenger handling bids.

3.2 Action Mapping

- Vendor System Evaluation: Maintain an ongoing assessment of the newly simplified platform to verify that vendor connections established by business units consistently support our passenger accessibility standards.
- Equipment Sourcing: Review and audit existing aisle chairs and lift vehicles to plan for replacements with newer, more ergonomic models.
- Contract Alignment: Continuous review of supplier contracts to ensure all third-party facilities (e.g., airport shuttles) align with PAL's accessibility KPIs.
- Vendor Training: Explore the feasibility of requiring disability sensitivity certification as a prerequisite for all accredited ground handling partners.

4. Design and delivery of programs and services

4.1 Identified Opportunities

- Service Empathy Institutionalization: Maximize the impact of the newly launched empathy training program by embedding standard operational schedules that guarantee its continuous delivery to all frontline personnel.
- Regional Hub Consistency: Maintain uniform PWD accessibility standards across expanding hubs, specifically ensuring service continuity in Clark, Cebu, and Davao.

4.2 Action Mapping

- **Training Program Continuity:** Deployed targeted passenger empathy training for frontline teams, backed by standardized schedule guidelines and mandatory compliance tracking to ensure the continuous, long-term delivery of the curriculum.
- **Ongoing Review:** monthly touchpoint performance reviews with internal stakeholders to track the effectiveness of "Touchpoint-Specific" PWD handling standards.
- **Regulatory Alignment:** Review and audit service delivery to maintain 100% compliance with Canada's Accessible Transportation for Persons with Disabilities Regulations (ATPDR).
- **Feedback Integration:** Explore the feasibility of a post-flight "Accessibility Experience Survey" to gain direct insights from passengers with disabilities.

5. Transportation

5.1 Identified Opportunities

- **Proposal for Tag-and-Track Mobility Aids:** Recommend that NNIC evaluates the implementation of a digital tracking system for checked-in wheelchairs within the terminal's baggage handling infrastructure to provide PWD passengers with real-time tracking reassurance during loading and unloading.
- **Help Page Intake Maximization:** Leverage the existing "Special Handling" function on the PAL Help Page to manage wheelchair requests early, providing flight and ground crews with advanced operational visibility.

5.2 Action Mapping

- **Help Page Intake Optimization:** Maintain the usage of the existing "Special Handling" function on the PAL Help Page to manage wheelchair requests, giving flight and ground crews an early heads-up.
- **Process Systemization:** Ongoing review of the "Service Dog in Cabin" protocols to align with evolving international biosecurity and safety regulations.
- **SLA Review:** Review and audit Service Level Agreements (SLAs) with ground handlers to reduce wheelchair endorsement wait times to under 15 minutes.
- **Internal Coordination:** Strengthen cross-functional communication between the Sales, Operations, and Cabin Crew teams to ensure mobility aid requirements are visible at every touchpoint.

- Regulatory Compliance Tracking: Ongoing monitoring of global and local accessibility regulations to ensure alignment with evolving standards and enhanced service delivery for passengers requiring special assistance.

6. Built Environment

6.1 Identified Opportunities

- NNIC Partnership Milestones: Capitalize on the NAIA modernization project to advocate for dedicated PWD-priority lanes and automated e-Gates that reduce physical exertion.
- Inclusive Lounges: Design and implement "Quiet Zones" or sensory-friendly spaces within the Mabuhay Lounges for neurodivergent travelers.

6.2 Action Mapping

- NNIC Signage Collaboration: Communicate with NNIC regarding an ongoing feasibility study for improved directional signage at key ticket locations to assist walk-in passengers.
- Collaborative Planning: Maintain active engagement with airport management to ensure "curbside-to-boarding" pathways are free of physical barriers.
- Hub Audits: Review and audit the accessibility of PAL-operated ticket offices in regional and provincial locations.

CTA Accessibility-Related Regulations:

Philippines Airlines, as a large carrier, is subject to the Accessible Transportation for Persons with Disabilities Regulations (SOR/2019-244) Part 1, section 5(a) and Part 2 as applicable to foreign carriers.

Details on Accessible Transportation for Persons with Disabilities Regulations (SOR/2019-244) are available on the Government of Canada website, visit the [Justice Law website page](#).