

OMAR & AHMED



Dubai Team



This presentation represents an **imaginary concept** and **visuals** created exclusively for the **ADFEST Young Lotus competition**. While the idea, visuals, and execution are conceptual, all statistics and research referenced are based on real data sourced from reputable studies. The Enabled Guide and Enabled Star Certification system are theoretical proposals, intended to explore innovative solutions for improving accessibility in travel. The concepts presented are not finalized and do not reflect any current plans or commitments by Mastercard or any related parties.



BEYOND BARRIERS



Travel *liberates* the spirit and enriches the mind.

Yet for millions across APAC with disabilities or diverse needs, journeys remain frustratingly limited - not by their desire to explore, but by real-world obstacles.

Broken infrastructure. Missing information. Inadequate support.

These aren't mere inconveniences, they're walls between people and transformative experiences that should be everyone's right.

The world waits to be discovered by all. Not just those who can climb every stair.

BEYOND BARRIERS

An estimated 690M people with disabilities live in APAC, and this figure is expected to grow over the coming decades. Despite many positive steps taken to enhance accessibility, there remain numerous barriers to participation for persons with disabilities, particularly in tourism.

(Source: UNESCO)

Source



ESCAP
Economic and Social Commission
for Asia and the Pacific



Insight

Access **unlocks**
possibility.

And that's a human truth

Insight

Access isn't just good for
people — it's good for
business

Inclusive experiences attract loyal customers, drive engagement,
and open up new markets and revenue streams.

Insight

Good access give business
more space to **grow**

Inclusive experiences attract loyal customers, drive engagement, and open up new markets and revenue streams.

THE PRICELESS STAR



The first global certification that rewards accessibility excellence across destinations, travel, hospitality, and culture.

Candidates that meet Mastercard's accessibility standards are awarded 1, 2, or 3 Priceless Stars, a globally recognized mark of excellence that empowers travelers with disabilities and diverse needs to explore confidently, and helps businesses lead inclusively.

*“Now, Everyone
Can Explore
the World”*



*“Wherever You Go,
Inclusion Goes with You”*

The Priceless Guide, a dedicated travel guide to accessibility, empowering people with disabilities to travel without barriers and explore the world with confidence, before, during, and after their journey.

STARS RANKING




A man in a dark blue suit is seen from behind, sitting in a wheelchair and facing the Kaminarimon Gate of Sensoji Temple. The gate is a traditional Japanese wooden structure with a tiled roof and large pillars. The Japanese characters '南無' (Namu) are visible on the gate. The scene is set in a paved courtyard with trees in the background. Two overlapping circles, one red and one yellow, are superimposed over the man and the gate. A yellow starburst graphic is in the top right corner.

A certification that
helps every journey
to be Priceless



A certification that
helps every journey
to be Priceless

 Singapore Changi Airport

A Certified



Priceless Star

Where does it live?



THE PRICELESS GUIDE



Accessible Navigation and Search

Easily discover Priceless Star locations with an interactive map and customizable filters based on accessibility features like wheelchair access and sensory-friendly environments. Plan seamless journeys with low-barrier overlays on Google Maps for a more inclusive travel experience.



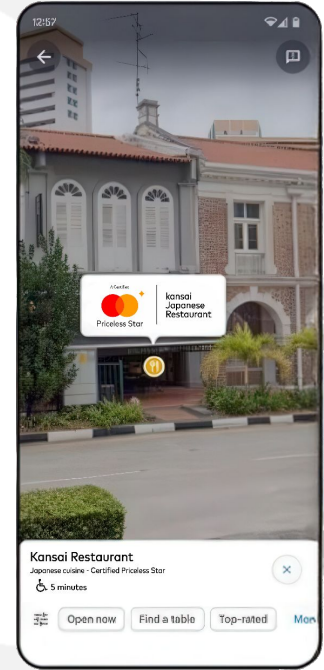
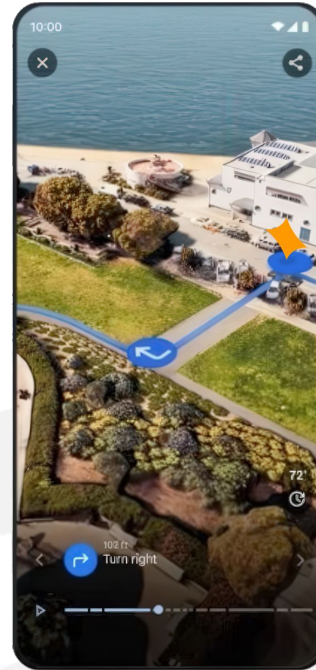
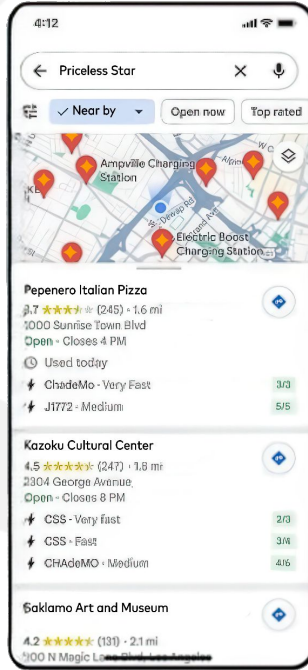
Priceless Star



As a Digital Platform

Accessible via app and website:

- **Interactive map & filters** – Search Priceless Star locations by accessibility features (e.g., wheelchair access, sensory-friendly environments).
- **Route planning** – Map accessible journeys using **low-barrier Google Maps overlays**.



Travelers with diverse needs shape our guide



How?

- After visiting, users can rate accessibility (e.g., entry access, routes, staff support) and post visual or written reviews.
- Top-rated locations become candidates for The Priceless Star.
- Users can add each other, connect on the platform and organize group activities.
- Reviewers earn rewards via the app, encouraging them to travel more and explore new venues.

How does ✨
The Priceless Star work?





Earning The Priceless Star

Apply or nominate

Venues apply or are nominated via The Priceless Guide. Evaluated with accessibility experts, UNWTO, and ISO standards across physical, sensory, and service dimensions

Plaque & Platform

Certified venues display physical and digital plaques and are featured on The Priceless Guide app/website with filters, reviews, and booking tools.

Audit & Award

An accessibility committee reviews venues. Qualified venues earn 1, 2, or 3 Priceless Stars for excellence in inclusion.

Global Exposure

Awarded venues gain out-of-home promotion, social media reach, and on-ground visibility at Mastercard events.



Badge of Honor →



ACCESS

BOX OFFICE



Stars Ranking



One Star

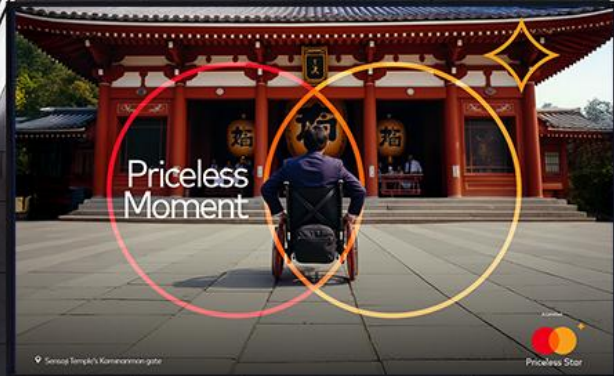


Two Stars



Three Stars

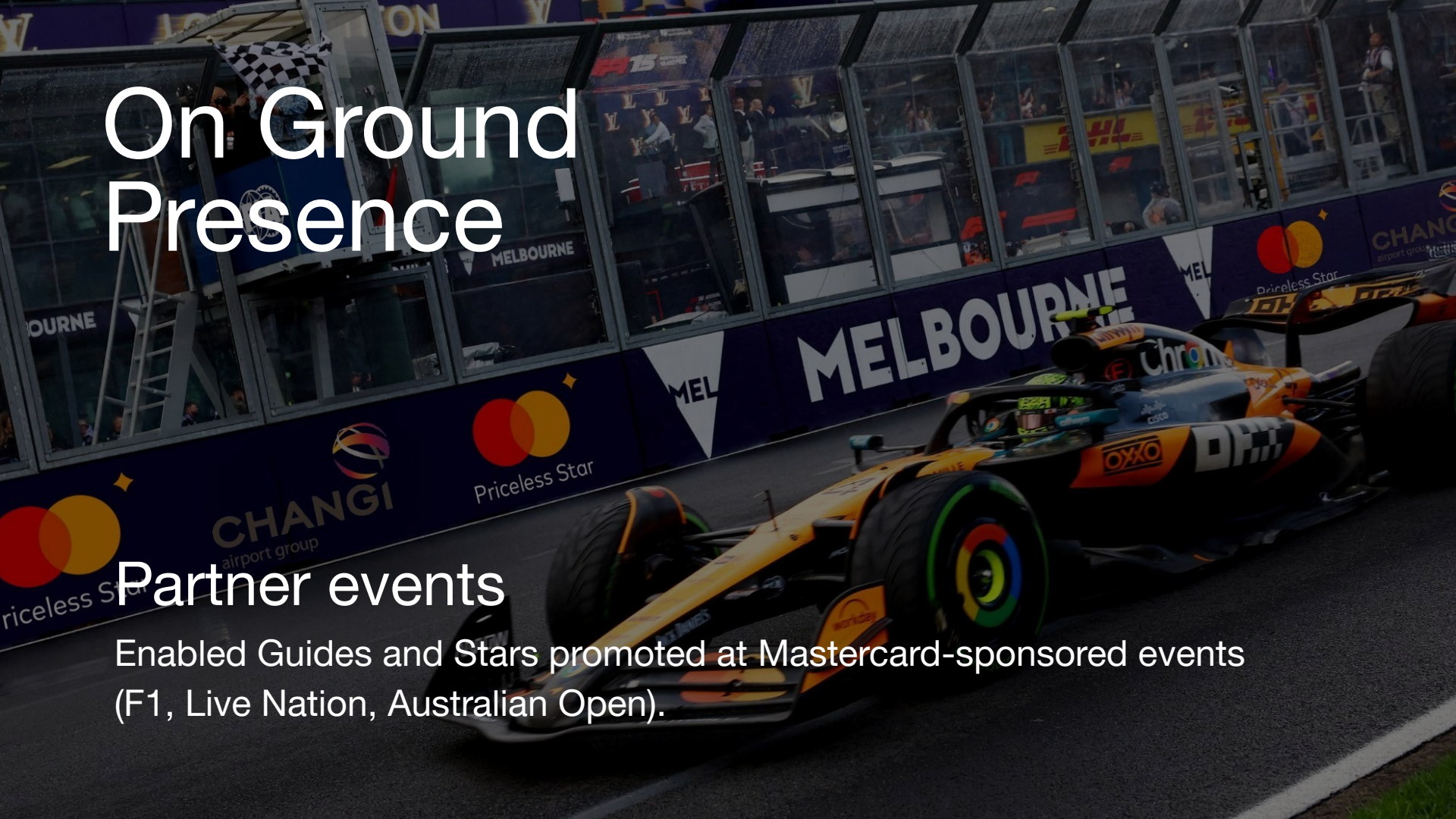
Out-of-Home Impact



On Ground Presence

Partner events

Enabled Guides and Stars promoted at Mastercard-sponsored events (F1, Live Nation, Australian Open).



#MyPricelessJourney

Priceless ————— by Influence

- Partner with disabled travel influencers to showcase real journeys using *The Priceless Guide* and the exclusive benefits that come with it.
- Content Series: #MyPricelessJourney – Influencers document trips, rate venues, and inspire community engagement by posting it on the Priceless guide app.
- Consulting Services and education: Accessibility Masterclasses, training for hospitality providers to improve their services. Offer accessibility consultations to businesses wanting to improve
- Local Expertise: Incorporating local perspectives and expertise can significantly improve accessibility for disabled travelers. Engaging with local disability advocacy groups can help ensure that services align with both international standards and specific local needs.



UGC CONTENT



We're defining a global standard of inclusivity and inviting the world to adopt it, grow it, and make it Priceless.

Imagine a world where accessibility
became the new standard!

With The Priceless Star, ✨
Mastercard isn't just opening doors

it's opening the world for those who've long been
left out, making every journey truly Priceless