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MEDIA RELEASE

FOR IMMEDIATE RELEASE

Cayman's Airports Launch Sunflower Programme to Support Travellers with Hidden Disabilities

Grand Cayman, Cayman Islands (1 May 2025) Travelling can be stressful and often times overwhelming, especially for individuals with disabilities that are not immediately visible. To foster a more inclusive and supportive airport experience, the Cayman Islands Airports Authority (CIAA) has joined the Hidden Disabilities Sunflower programme in offering a discrete way for those with non-visible disabilities to receive extra assistance at Owen Roberts International Airport (ORIA) on Grand Cayman and Charles Kirkconnell International Airport (CKIA) on Cayman Brac.

The Hidden Disabilities Sunflower is a globally recognised symbol that discreetly signals that a person may need additional support, extra time, or greater understanding during their journey. Worn as a lanyard or wristband, it allows airport staff and fellow travellers to offer assistance without the wearer having to explain their condition. Passengers can collect a free Sunflower lanyard or wristband from designated ORIA or CKIA staff members wearing the Sunflower Supporter lanyard or pin.

"Every traveller who passes through our doors deserves to feel comfortable and supported throughout their journey," said Bianca Moore-Downey, CIAA Chief Commercial Officer. "Through the Sunflower Programme, we're creating a more inclusive environment where passengers with hidden disabilities can navigate the Airports with greater ease and confidence, whether that means allowing extra time at security, offering clear instructions, or directing them to quieter spaces."

Hidden disabilities encompass a wide range of conditions that are not immediately recognisable. These include autism, learning difficulties, dementia, mental health conditions, sensory impairments, and chronic illnesses like asthma, diabetes, and chronic pain. While the CIAA and airport staff have undergone comprehensive training to recognise the Sunflower symbol and to provide appropriate assistance, the programme goes far beyond this. The project raises awareness in the community so that anyone travelling can lend a hand and show understanding to someone with a hidden disability.

“A small act of kindness or patience, or a simple gesture of assistance, can make a world of difference to someone traveling with a hidden disability,” said Ivis Matute, CIAA Customer Service Manager. “We encourage everyone to recognise the Sunflower symbol and extend understanding to those who need it.”

Paul White, CEO of Hidden Disabilities Sunflower, added: “We are proud to welcome Cayman Airports to the global Hidden Disabilities Sunflower, as it strives to enhance an accessible and inclusive travel experience. The Sunflower reinforces the excellent customer services already delivered by the airport teams. It is discreet and silently ensures that passengers with non-visible disabilities receive support, understanding and extra time.”



For more information on the Hidden Disabilities Sunflower programme, visit caymanairports.com/sunflower or email customerservice@caymanairports.com

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About the Sunflower

- Wearing the Sunflower lanyard enables individuals to discreetly indicate that they have a non-apparent disability and may need additional assistance, kindness, or simply a little more time.
- Since the Sunflower was established in the UK in 2016, it has been adopted globally by organisations to support their colleagues and customers. The Sunflower is recognised across a broad range of sectors -

ranging from retail, financial services, transport including over 300 airports and 18 airlines, travel and tourism, education as well as healthcare, emergency service and entertainment.

- The Sunflower is available globally and has been launched locally in Australia, Belgium, Canada, Denmark, Ireland, Latin America, the Netherlands, New Zealand, Mauritius, the UAE, the UK and the USA.
- The Hidden Disabilities Sunflower is part of Hidden Disabilities Sunflower Scheme Limited, a private company based in the UK.
- For further information, please visit hdsunflower.com