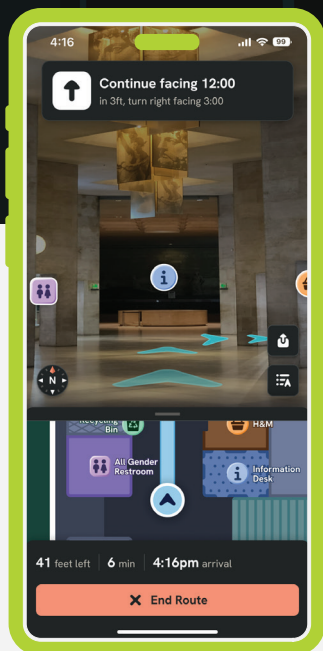


GoodMaps at Louisville Muhammad Ali International Airport



"Our airport is constantly evolving – sometimes overnight. GoodMaps allows us to keep our wayfinding current without missing a beat. That's vital for our team and for every traveler who relies on us to provide a seamless experience."

- **Megan Atkins Thoben,**
Vice President of
Operations and
Customer Engagement,
Louisville Muhammad Ali
International Airport



Louisville Muhammad Ali International Airport (SDF) is in the midst of its most ambitious transformation yet. With record-breaking passenger growth and a multi-year, \$1 billion modernization program underway, SDF is not just improving its terminal and making its airfield more efficient – it's reimagining what it means to be a truly accessible, welcoming gateway for all. At the heart of this vision is a unique, evolving partnership with GoodMaps, a Louisville-based company spun out of the American Printing House for the Blind (APH).

Unlike a one-time technology rollout, SDF and GoodMaps have built a relationship defined by ongoing adaptation, trust, and a shared commitment to inclusion. This partnership is about more than deploying an app – it's about rethinking how people move through public spaces that are, by their nature, always changing.

Meeting the Moment: Growth and Disruption

SDF's story is one of constant motion. In 2024 alone, the airport welcomed 4.8 million passengers – a 3.6% year-over-year increase and its highest total ever. With more than 35 nonstop destinations, 145+ daily flights, and a terminal in flux due to construction, SDF faces the daily challenge of ensuring every traveler can confidently find their way, even as familiar routes shift overnight. And one of the key areas that kept coming up was wayfinding.





For travelers with disabilities, construction can turn an already complex journey into an obstacle course. Traditional wayfinding – static signs, paper maps, or even hardware-based digital systems – simply can't keep up with the pace of change. SDF needed a solution as dynamic as the airport itself.

SDF × GoodMaps

- **Annual total passengers:**
4.8 million (2024).
- **Terminal mapped:**
300,000 sq. ft.
- **Points of interest:** 170+
- **GoodMaps' Routes:** 750+
- **Hardware required:**
None.
- **Map updates:** Real-time,
by airport staff.

GoodMaps: Adaptable Navigation for All

What sets the SDF-GoodMaps partnership apart is its focus on resilience and flexibility. GoodMaps' infrastructure-free navigation platform leverages LiDAR mapping and camera-based positioning, requiring no beacons, sensors, or physical installations that could be disrupted by construction. As the airport's layout evolves, the navigation experience remains seamless.

The GoodMaps app offers audio, haptic, and visual guidance, supporting blind and low-vision users, those with reduced mobility, deaf travelers, and anyone seeking a smoother journey. With support for over 18 languages, the app also meets the needs of SDF's growing international audience.

"We now have an app that can navigate anyone, regardless of their requirements or needs, to an indoor destination of their choice."

– Theresa Reno-Weber, CEO, GoodMaps –

Facility managers can update digital maps in real time, reflecting new detours, amenities, or temporary closures – ensuring travelers always have the most accurate information at their fingertips. Behind the scenes, SDF staff utilize GoodMaps Studio, a powerful mapping platform, alongside a dedicated mapping revision ticketing system to ensure navigation remains current. When tenant changes occur, such as when several shops near security check-in closed during renovation, airport managers quickly updated the system with new tenant names, menus, websites, and operating hours. This seamless process ensures that travelers arrive at their intended destination, even when the airport's retail landscape transforms overnight.





Empowering Every Traveler

For Kevin Kline, who lost his vision six years ago, navigating a busy airport once felt impossible. Now, with GoodMaps, he describes a new sense of independence:

*"I can get through security. I can pull up my phone, and I can go anywhere.
I can now travel by myself across the country with confidence."*

But the impact goes beyond accessibility. Families with strollers, first-time flyers, and travelers anxious about finding their gate all benefit from the clarity and reassurance that GoodMaps provides. The app's step-free routing and multilingual support ensure that no one is left behind, regardless of needs or familiarity with the airport.

Partnership in Action: Adapting Through Construction

What makes this partnership fundamentally different from a traditional technology deployment is its ongoing, collaborative nature. As SDF's modernization progresses – with state-of-the-art updates to its terminals, including new baggage systems, an expanded security checkpoint, passenger boarding bridges, and even the largest geothermal wellfield at any U.S. airport – GoodMaps remains a living part of the airport's infrastructure. Updates are made quickly and remotely, with no need for costly hardware changes or disruptions to passenger flow.

This adaptability has proven invaluable as SDF manages the dual pressures of record growth and major construction. The airport continues to deliver a world-class passenger experience, even as its physical environment shifts beneath travelers' feet. This adaptability is particularly evident during major events like the Kentucky Derby, when Louisville welcomes hundreds of thousands of visitors. GoodMaps and SDF form a special operations team to rapidly adjust wayfinding to accommodate increased traffic, temporary construction pauses, and event-specific facilities. Once the Derby festivities conclude, the system can be quickly reconfigured back to...





... standard operations – a flexibility that would be impossible with traditional static wayfinding solutions.

A Model for Inclusive, Future-Ready Travel

The SDF-GoodMaps partnership is more than a local success story – it's a blueprint for how public spaces can remain accessible and navigable, no matter how much they change. By prioritizing infrastructure-free, instantly updatable navigation, SDF has set a new standard for airports everywhere.

“Travel is about freedom. It's about the ability to have experiences and to explore, and everyone deserves that kind of experience.”

– Anne Lancaster, American Printing House for the Blind –

Looking Ahead

As SDF's transformation continues, the partnership with GoodMaps will keep evolving – ensuring that every traveler, regardless of requirements or familiarity, can move confidently through the airport that serves more Kentuckians than any other in the State. In summer 2025, the partnership will reach new heights with the introduction of GoodMaps' mobile scan functionality that will allow airport staff to update construction areas themselves via a smartphone app. This innovation will enable quick mapping and updates for refurbished areas or new spaces, further reducing the time between physical changes and navigation updates. In a world where change is the only constant, SDF and GoodMaps are proving that accessibility, adaptability, and innovation can go hand in hand.

“Our goal is to make SDF a place where everyone feels welcome and empowered to travel independently – no matter what changes tomorrow brings.”

– Darrell Watson, Senior Vice President and Chief Experience Office, SDF –

