

**SITA**

MEET THE

# MEGATRENDS

SITA's innovation report explores  
12 key trends that will shape the travel  
industry over the next decade

# Meet the Megatrends

Emerging technological, societal, traveler, and economic trends have **significantly morphed the travel landscape over the last few years**, forcing industry, governments, and workforces to adapt rapidly. **A new era of travel is fast emerging**, featuring trusted digital identities, hyper-efficient metaverse-like airport operations, sustainable aviation, a full digital economy, and air taxis.



The air transport industry is at a post-pandemic crossroads, facing challenges from all sides. While domestic and international travel recovery accelerates globally, airports and airlines are scrambling to provide the seamless travel experience passengers expect, often with slashed workforces and squeezed budgets. Health status verification issues still affect some parts of the world, while the climate crisis demands swifter and more decisive industry action and collaboration to make travel more sustainable.

Passenger expectations are also changing with the development of new technologies, while societal and generational shifts, along with new working practices, are affecting all of us, while at the same time evolving the role of the workforce in the transport industry. We now have an opportunity to re-imagine the world of travel, connect the dots, and transform travel with bold solutions that cross sectors and exploit the latest technologies. We must collaborate today and build agility and resilience into the transport industry to make travel seamless, trusted, safe, and sustainable for all.

These Megatrends do not exist in silos but operate in an evolving ecosystem where emerging technologies interconnect the trends and help drive them forward. Data is at the heart of this ecosystem. The increasing willingness of providers to share data across the transport industry will help further accelerate these trends and pave the way to the more connected, seamless travel experience that passengers want. These trends are shaping SITA's own innovation agenda. Underscoring SITA's commitment to innovation, SITA revised its internal innovation model with bolstered resources, additional R&D investment, and best-in-class ideation models in 2022.

In SITA's 'Meet the Megatrends' innovation report, we take a closer look at 12 key trends shaping the future of travel and explore how technology is responding or influencing these trends. This report was developed by the SITA Lab team and draws upon insights from across the travel industry, new SITA global research, and the latest cutting-edge Proofs-of-Concept to identify the most powerful shifts that will drive the industry's evolution by 2033.

I hope you find this report useful.

**Ilkka Kivelä**

VP Strategy and Innovation Strategy Management

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MEET THE  
MEGATRENDS

## Methodology

▼  
SITA's 'Meet the Megatrends' report draws upon insights from across the travel industry and the latest Proofs-of-Concept from the SITA Lab

▼  
We have identified powerful shifts that will drive the travel industry's evolution by 2033

▼  
The report cites SITA's unreleased 2022 IT Insights research

## The Trends

▼  
SITA identified 12 trends across four categories: emerging **technology**, **societal**, **traveler**, and **economic** trends

▼  
Ranked by impact from 1-5 (with 5 representing most impactful), how much they will drive change in the air transport industry

▼  
The SITA Lab's projections span a 10-year view

▼  
The trends are forcing a rapid adaptation by industry, governments, and workforces

▼  
Each trend in the following report is ranked by impact, time, and how it maps to the above categories



**SITA**

2023

2027



1/12

Societal Trends

IMPACT ●●●○○○

# The shifting staff culture and Great Resignation

Airports and airlines will have to **restructure their workforces using technology to work differently**. Technology means achieving more scalable operations and upskilling employees to support these changes, **with a more significant focus on service**.

Automation will **allow operations to be scaled, enabling a more agile workforce**, with employees' value shifting to highly skilled, empowered decision-makers and service-orientated roles. Peaks and troughs of work will be **addressed through digitalization**.



The pandemic decimated workforces globally, and the air transport industry was particularly hard hit, with 62 million Travel & Tourism jobs lost in 2020. Many workers who resigned or lost their jobs have not returned, leaving a workforce shortage in critical areas like ground handling. The US reported that about 50 million employees resigned last year; the same trend is happening in the UK, France, and Singapore, where work patterns are no longer the same as in the pre-COVID days. The experiment of working from home and remote locations has changed company culture, likely permanently.

Issues stemming from reduced or inexperienced labor forces in the air transport industry include cancellations, delays, mishandled baggage, or long queues at security – all of which threaten long-term industry recovery.

The industry is responding by investment in digitizing the passenger journey and the operations supporting that experience. This gives airlines and airports more agility and scalability in their operations, enabling them to better respond to rapidly changing situations. This is being driven through the wide-spread adoption of biometrics and mobile passenger journeys, as well as more automated operations. This means that fewer employees are needed to complete mundane tasks, and that airports and airlines can direct people to manage more complex or service-orientated tasks.

At the same time, younger generations have embraced the shift to task/outcome-based flexi jobs, prioritizing health and wellness and harnessing technology to work more efficiently and flexibly. Airports and airlines must examine how technology can drive more rewarding outcomes for workers, explore how robotics or automation can replace laborious facets of their roles, and offer remote working via increasingly immersive experiences like Virtual Reality (VR) and Augmented Reality (AR).

Tellingly, SITA's 2022 IT Insights survey reveals a new investment priority for airlines this year: augmented VR for staff, with 9% of airlines confirming major programs and another 55% confirming R&D programs for 2022.



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Traveler Trends

IMPACT ●●●○○○

# The Millennial and Gen Z Travelers

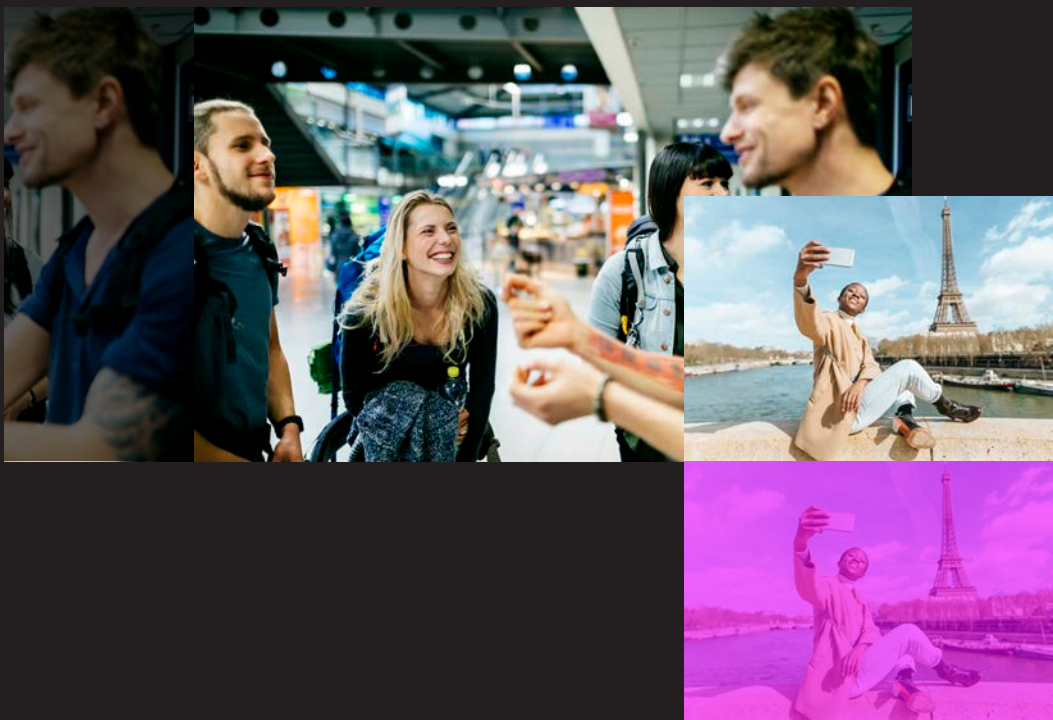
Younger travelers demand a more integrated digital journey, and the industry will be forced to respond. They will **accelerate the digital way of life and popularize fringe technologies** by 2027. Many are frequent travelers who are 'self-service first,' and they **embrace biometrics and digital passes** to benefit from travel efficiency and convenience.

Digital identities, border crossings, and mobile platforms **offer ample opportunities for younger digital native travelers** who are familiar with using their mobile phone as a remote control for travel; market share will increase as **digital natives become a more significant proportion of the passenger demographic**, creating a seismic shift towards 'digital first.'

According to the WTTC 2022 Global Trends report, younger travelers were the first to drive industry recovery and steer post-pandemic travel trends.

There are encouraging signs toward 'mobile-first travel.' Apple Wallet's support for digital identity and mobile driving licenses/US State IDs for travel marked an important milestone. The digital identities that underpin Digital Travel are part of a much bigger ecosystem, which relies on the next generation of self-service technology infrastructure, featuring integrated cloud, mobile, and biometric-enabled self-service touchpoints for check-in, bag-drop, border control, and boarding. The combination of digital identities with this infrastructure provides a seamless, touchless, and personalized travel experience while allowing travelers to remain firmly in control of their data.

Governments, companies, and standards bodies have been working hard to create the next generation of self-service travel infrastructure. SITA leads in delivering solutions where 'your face is your passport and boarding pass' and 'your mobile is your remote control for travel,' in a new paradigm underpinned by digital identity.



**SITA**

**2027**

**2030**



# Privacy, digital identity rights, and controls for passengers

We are moving towards a future where **passengers can travel from anywhere to everywhere without ever needing to present travel documents** and without needing to stop to confirm their identity, check-in, cross a border, or access any number of services at their destination – all **while keeping control of where and when data is shared**.

SITA believes that **digital identities are the key enabler of Digital Travel**. But they must be more secure and trustworthy to be a true replacement for their physical equivalents. Only once identity data is freed from the limitations of physical documents can we truly realize the revolution of a **seamless, secure, and safe travel journey for all**.



Today, nearly 140 countries have enacted laws and regulations to protect consumer data. Europe's General Data Protection Regulation prompted governments worldwide to create similar legislation. There is a justifiable growing concern around data protection, and with increasing regulation, organizations and compliance teams must be prepared to face evolving challenges in the future.

For travel, protecting passenger data and identity is a crucial focus, and SITA believes the future of travel is digital. Across the world, SITA is digitally transforming the journey from end-to-end today or enriching the digital experience at key steps. Digital Travel will enable passengers to travel from anywhere to everywhere without needing to show a travel document, such as a passport, visa, health form, boarding pass, or driver's license. Governments will continue to adjust their entry requirements based on political and security rationale, but where travel is permitted, Digital Travel will deliver significant efficiency benefits for passengers, airlines, airports, and governments. However, passengers' privacy concerns remain front of mind, and the trust framework must be addressed alongside data security and regulations.

SITA stands with industry bodies such as ICAO, IATA, and ACI, advocating for global standards and initiatives like ICAO's DTC. SITA also helps develop the Safe & Seamless Traveller Journey (SSTJ) initiative of the World Travel & Tourism Council (WTTTC). Working collaboratively with airlines, airports, border agencies, industry bodies, and other international partners will be pivotal to success.

By 2030 digital identities will be interoperable and universal, usable on a global basis, allowing the identity credential to be securely shared with all those involved throughout the journey, including government visa issuance and border control authorities, as well as all other stakeholders from the start to finish, and for the onward journey. It will respect privacy, safeguard personal information, and operate based on informed consent.

For example, our pioneering digital travel work with the Government of Aruba and Indicio Tech has piloted the pre-clearance of travelers visiting the island using a mobile app and a secure SITA Trust Network. With a verified, durable, and privacy-preserving digital identity on their mobile devices, travelers can enjoy fast-tracking entry upon arriving at Aruba's airport and access to many of the island's participating venues, such as restaurants, shops, and clubs.



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Traveler Trends

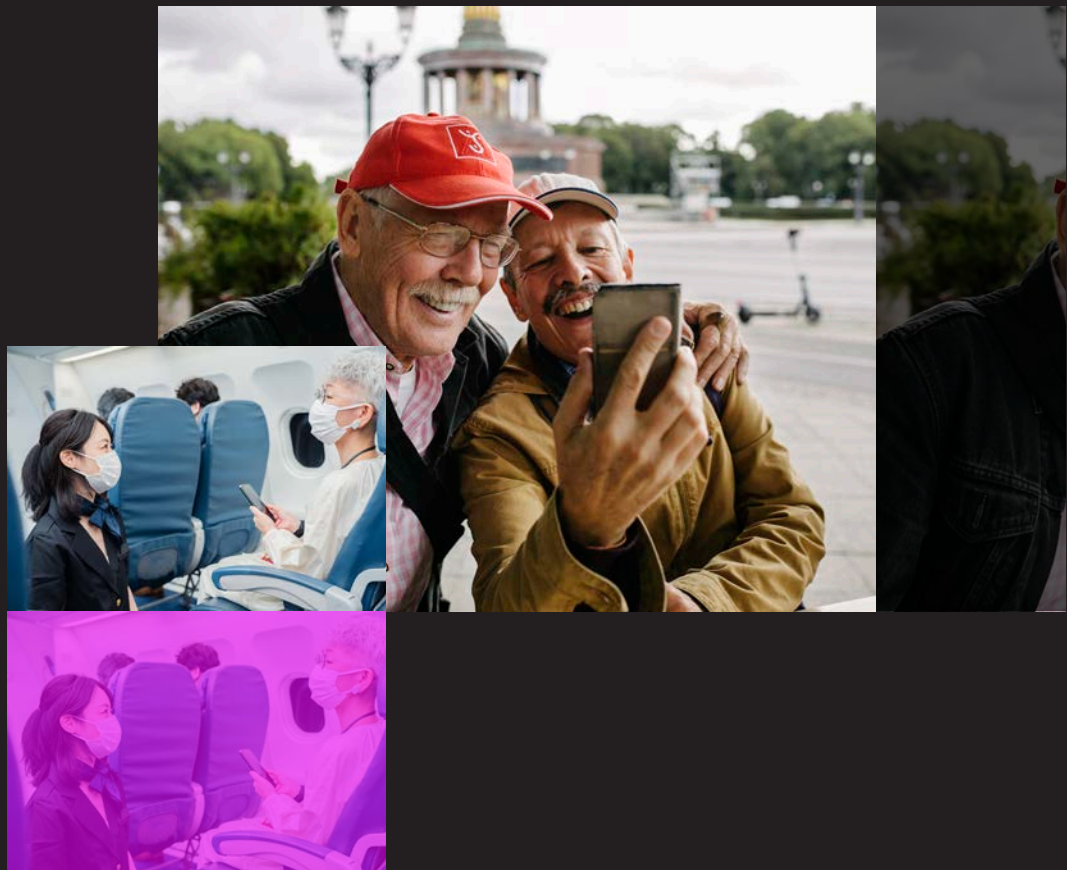
IMPACT ●●●○○

# The Aging Traveler

We will travel longer into our old age and with more disposable income. This will **deepen the demographic of aging travelers who require more assistance throughout the journey**. Bespoke technological solutions and bolstered staff resources at airports will be dedicated to supporting the aging traveler by 2030. A subsection of technology innovation will emerge **designed to address the needs of the senior traveler** specifically.

Airports and airlines will initiate **dedicated teams, training, and processes to cater to a growing demographic** of aging travelers, including passenger processing solutions, airport experiences, and **end-to-end reliable customer support services**.

Despite the impact of the pandemic, IATA research showed an increase in older passengers traveling, with 36% of passengers aged 56 and above in 2021 compared to just 25% in 2019. Aging travelers make up a growing proportion who spend more on travel but also require travel concierge, itinerary management, mobility service, and baggage assistance. The industry must harness suitable technologies to enable them to connect with friends and family quickly, to address travel stress and confusion, and mobility.



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Economic Trends

IMPACT ●●●●○

# Full Digital Economy

Airports are looking to fill pandemic-inflicted revenue holes: **enabling mobile payments, improving personalization, and increasing ancillary services** are focus areas for most airports. Mobile commerce (m-commerce) and buy now pay later (BNPL) services will drive eCommerce growth and **transform purchasing experiences throughout the passenger journey.**

Biometrics and mobile technologies will make it seamless to access, pay, and track the journey purchases and experiences. Passengers will be able to walk out with purchases without stopping to verify identity or complete transaction processes. The interconnected nature of the ecosystem will mean **passengers can seamlessly book all elements of their trip, whether hotel, excursions, or tickets for events, at a kiosk or on their smartphones.** Reward schemes will allow faster purchases, for example, buying a meal while going through security, so it's ready when they arrive airside.

By 2030 we will see strides forward in retail optimization with smart retail for terminals, featuring traveler profile and behavior-sensitive retail with spending data analyzed for specific flight paths, passenger profiles, and spending habits. Airports will embrace technology like Amazon's 'Just Walk Out' solution, which uses computer vision, sensor fusion, and deep learning to enable shoppers to simply walk out of the store with their purchases. Today non-aeronautical activity accounts for 40-60% of an airport's revenue, and smart retail technology will further increase this.

According to the latest research, there were 295 million crypto users worldwide as of 29 December 2021. The increasing acceptance of cryptocurrencies on traditional payment platforms and the rise of central bank digital currencies (CBDCs) will push the air transport industry to incorporate digital currencies.

Digital currency will also impact the financial side of the industry. Proofs of Concept are already underway to explore the potential for digital currency transformation and benefits in the air transport industry, for example, IATA Coin. Currency and exchange rates will perform interline invoicing and settlement between airlines, settling loyalty points or rewards, insurance, airport fees, and taxes.



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Economic Trends

IMPACT ●●●●○

# Flattened Business Organizations

The automation and emergence of smart airports will give rise to a new flattened business organization, eliminating the more mundane and laborious work through technology.

Staff will become more specialized in skilled labor and customer service, increasing job satisfaction and efficiency. More efficient working, more specialized skill sets, and focused roles in the workforce will reduce friction points between layers of staff existing in the hierarchical models seen today.

We will see increased intelligent operations flattening the organizations of airports and airline workforces. The organizations that drive successful agile transformations will do so by building an effective, stable backbone, harnessing agile technology and optimizing the full operating model from strategy and structures to people and processes. Machine learning models are already being explored in the air traffic control tower to predict variables in landing patterns, when, and how much delay to expect. This iterative process removes the need for physical staff monitoring with binoculars. It enables flights to be arranged so they have close to zero holding time, providing significant cost and time savings. Airports today are using ultra-high definition cameras and Artificial Intelligence (AI) technology to help human controllers land more planes with better efficiency.

We will see this trend toward automation increasingly span across international and regional airports and operations, changing the workforce profile.





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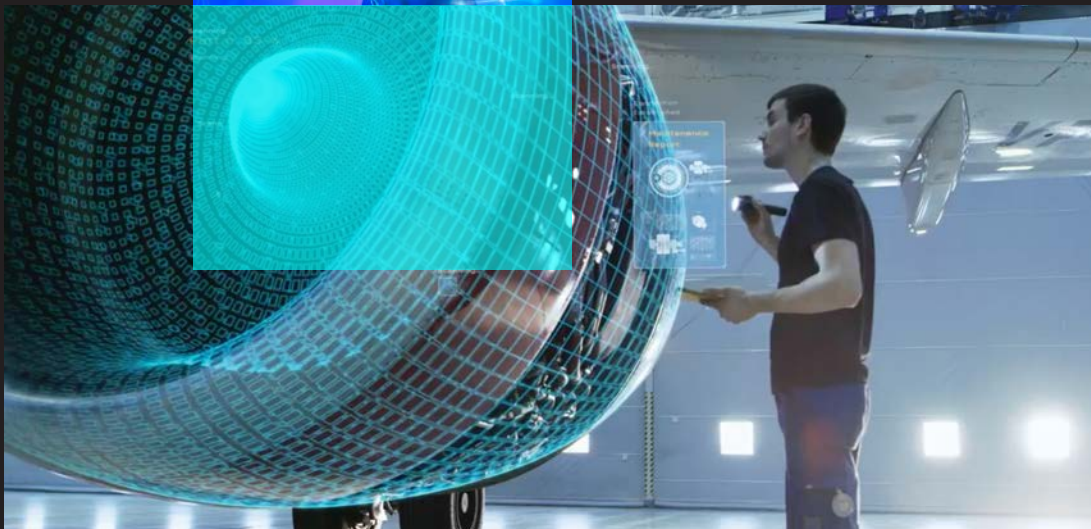
Technology Trends

IMPACT ●●●●●

# Airport Operations Metaverse

By 2030, metaverse operations will be commonplace at leading airports, playing a vital role in optimizing processes, avoiding disruption, and facilitating intuitive, immersive control of intelligent airports. Metaverse training courses for operational staff will ensure an in-situ experience in an immersive and realistic simulated environment.

VR and AR will be used for auxiliary and off-site working processes, engaging workforces remotely in an efficient and stimulating format.



As the metaverse seeps further into public consciousness, airports and airlines will continue to evolve their use of AR and VR for the real-time simulated situational perception that can optimize operations and reduce costly disruptions.

SITA has been working with leading airports in the US and Europe, Middle East and Africa to provide its Digital Twin solution. This virtual representation of the airport allows stakeholders to quickly view operational status, identify any operational challenges, and address them before they impact the passenger or operations, ensuring a smoother airport experience.

Coupling this visualization with the integration of data from various service providers and SITA's platform means the operations teams can run historical analysis, view the real-time status of operations and facilities, or quickly run 'what-if' scenarios with predictive analytics to anticipate potential issues, such as passenger bottlenecks or resourcing constraints. This data can highlight opportunities for potential efficiencies and improvements, as well as scenario-based planning to include gate management, aircraft movement, passenger flow, and facilities management. Companies and brands will invest in compelling, utility-based AR experiences to drive consumer engagement and fuel brand loyalty.

According to SITA's 2022 IT Insights survey, 35% of airlines have long-term metaverse plans, with only 1% having already confirmed major programs. On the airport side, 23% have long-term plans, with 9% having already confirmed major programs.



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Traveler Trends

IMPACT ●●●○○○

# Multimodal Travel

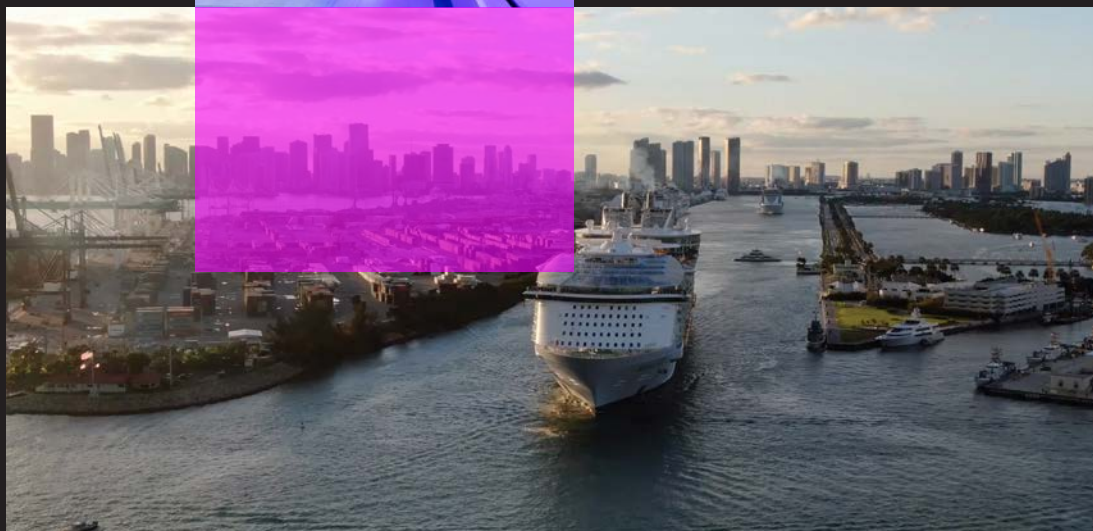
Over the next seven years, **seamless intermodal travel will emerge with single processing and verification points** that enable a fluid end-to-end journey across land, sea, and air.

There will be a push to allow more connected journeys with **sustainable operations and new collaboration models using trusted data exchange** for the broader end-to-end travel ecosystem. We will move from a community of 10+ players to take care of a single flight offer from A to B, towards an ecosystem of 100+ active contributors **to deliver a door-to-door seamless travel experience.**

As travel becomes more connected and intermodal, having unified digital systems that simplify the passenger journey across land, sea, and air will become increasingly important. The challenge ahead is to best service broader intermodal door-to-door products, creating seamless, near-walkthrough digital experiences in a multimodal context, combining Air&Rail, Air&Cruise (or even Air&Events) to help the 'connected travel' concept become a reality. Whatever the form of travel, there is the need for safe and seamless automated journeys, smarter, more efficient operations and borders, better on-time performance, and greater capacity. In the future, when passengers book a multimodal door-to-door ticket, delays to a train service could automatically trigger alerts to the airline to provide alternative replacement flight options and notify transfer providers at the destination airport. A trusted sharing of data in an ecosystem of 100s of travel and related players needs to be organized and enabled for this to become successful.

In the UK, SITA is an active member of Fly2Plan, a consortium led by Heathrow to learn how new technologies, such as cloud infrastructure and blockchain, could use the airport's data more efficiently, creating a decentralized, resilient, and efficient operating model to support cross-company collaboration.

Intermodal travel ranks high on the investment agenda for airlines, according to SITA's 2022 IT Insights, with 67% of airlines confirming development programs, including 25% with major programs and another 42% with R&D plans.



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Technology Trends

IMPACT ●●●●●

# Autonomous, Electric Vehicle growth supported by AI and 5G

In the airport, the arrival of 5G and the maturation of AI solutions will see **connected autonomous robots, vehicles, and mobility equipment** to support passengers and staff. The result will be more autonomous tracking and controlling of **autonomous activities and vehicles that assist passenger journeys** at major international airports.

**Connected smart tugs and baggage carts** will serve vehicles on the ramp. Wheelchairs, mobile kiosks, and robotic assistants will be **controlled remotely**.



With the arrival of 5G, connectivity is becoming more fluid and flexible. The new networks will enable larger data flows, providing secure, real-time, predictive, and historical views of airport operations. This will make collaboration between airports, airlines, ground handlers, air traffic managers, and concession holders easier and more effective.

5G and the Internet of Things (IoT) can benefit every aspect of an airport – whether airside, in-terminal, or landside – to achieve critical objectives such as safety, efficiency, cost-effectiveness, and profitability. Airports of the future will benefit from efficient energy management through intelligent water usage, sensor-equipped lights and devices, vehicle management through smart tracking, connected hangars, and digital parking. Thanks to the superior coverage of 5G, airports can provide connectivity that is more secure and reliable than Wi-Fi. It means that:

- Ground services staff can do their jobs more effectively (thanks to extended coverage)
- Pilots and onboard crew can receive real-time data and updates on their devices (even while inside the plane)
- Airlines can offload aircraft diagnostic and operational data

Airports have become more like mini-cities or business activity hubs involving retail, business centers, and hotels. Each of these individual businesses has its connectivity requirements, where 5G allows the spectrum slicing to dedicate service to each business unit, separating traffic for private and public (or passenger) use. 5G enables IoT to provide predictive data to be informed of a potential crisis earlier and remote HD video to better handle situations even on the apron where traditional public or wired networks may not provide coverage.

SITA has been developing AI and machine learning use cases. This includes on-time-performance to predict and avoid delays and manage disruption. We are also leveraging Computer Vision to optimize aircraft turnaround activity and simulating passenger flows through a terminal to optimize asset allocation and predict and prevent the formation of bottlenecks.

Aircraft turnaround emerged as a key business intelligence focus area for airlines in SITA's 2022 IT Insights survey, with 39% of airports implementing BI solutions to date and 34% confirming plans to do so by the end of 2025. The survey also reveals that 5G and AI are key innovation investment areas for airports and airlines to collaborate with technology partners. 5G communications networks are a key focus for airports, with 22% having implemented plans with collaboration partners and 59% having plans by the end of 2025. For AI technology, 28% have already implemented solutions, and 38% have plans to do so by the end of 2025. For 82% of airlines, AI ranked as the top priority for working with technology partners to innovate.

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Societal Trends

IMPACT ●●●○○○

# Sustainability

We believe that by **2030, sustainability will be at the heart of travel**. During this decade, scrutiny over the entire aviation industry supply chain will increase. Fully efficient operations will be critical for the air transport industry to meet its net-zero by 2050 goal. Using data to understand the drivers of **emissions across the air transport ecosystem and inform operational decisions** will be a critical enabler of these efficiency gains.

The emergence of zero-emissions propulsion solutions coming to fruition will **begin to disrupt the market**. Commercial-grade sustainable aviation fuels will become more affordable and accessible. Hence, the businesses that can demonstrate their sustainability credentials will be **the businesses of choice for climate-conscious consumers**, while those that fail to demonstrate this will endure mounting pressure from investors, governments, and the industry.



The 2022 UN Climate Change Conference (COP 27) saw renewed commitment to achieving net-zero carbon emissions by 2050. Passengers' growing awareness is one of the most significant shifts in recent years. According to SITA's 2022 Passenger IT Insights survey, almost all passengers are ready to pay to offset the carbon emissions generated by their flights. More than 9 out of 10 passengers stated they would be willing to pay to offset emissions. On average, passengers are willing to pay approximately 11% of their ticket price for offsetting.

Operational improvements are a primary measure to enable the industry to directly and more immediately reduce its emissions by up to 10% – efficiencies that can be achieved through today's technology. For example, airports can process passengers swiftly, even enabling remote check-in before arrival, by deploying passenger processing and self-service technology. This enables airports to maximize their existing investment without having to invest to expand their physical footprint.

Using technology to harness data for greater situational awareness and more informed decision-making is also key to realizing efficiencies and emission reductions. For example, SITA is trialing a new emission management capability, as part of our Airport Management solution, to enable Palermo Airport to improve the measurement and optimization of emissions in and around the airport. Carbon capture, utilization, and sequestration (CCUS) is an important emissions reduction technology that can be applied across the energy system. Data tracking is key for CCUS and future market-based mechanisms.

We are also helping airlines to improve situational awareness and reduce fuel burn, emissions, and costs, while building climate resilience by integrating solutions such as SITA's eWAS Pilot and OptiFlight applications. The results are immediate and concrete. Climb fuel savings of 5% are possible for each flight without affecting passenger safety or comfort.

Improvements in aircraft design, fuel efficiency, engines, and materials will significantly affect efficiency and sustainability and will be a key focus for airlines. Sustainable Aviation Fuels will become ubiquitous and substantially cheaper than they are today, while hydrogen and electric engines for commercial use promise even more efficiency when these technologies mature in the following decades.



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Economic Trends

IMPACT ●●●●○

# Supply Chain Transformation

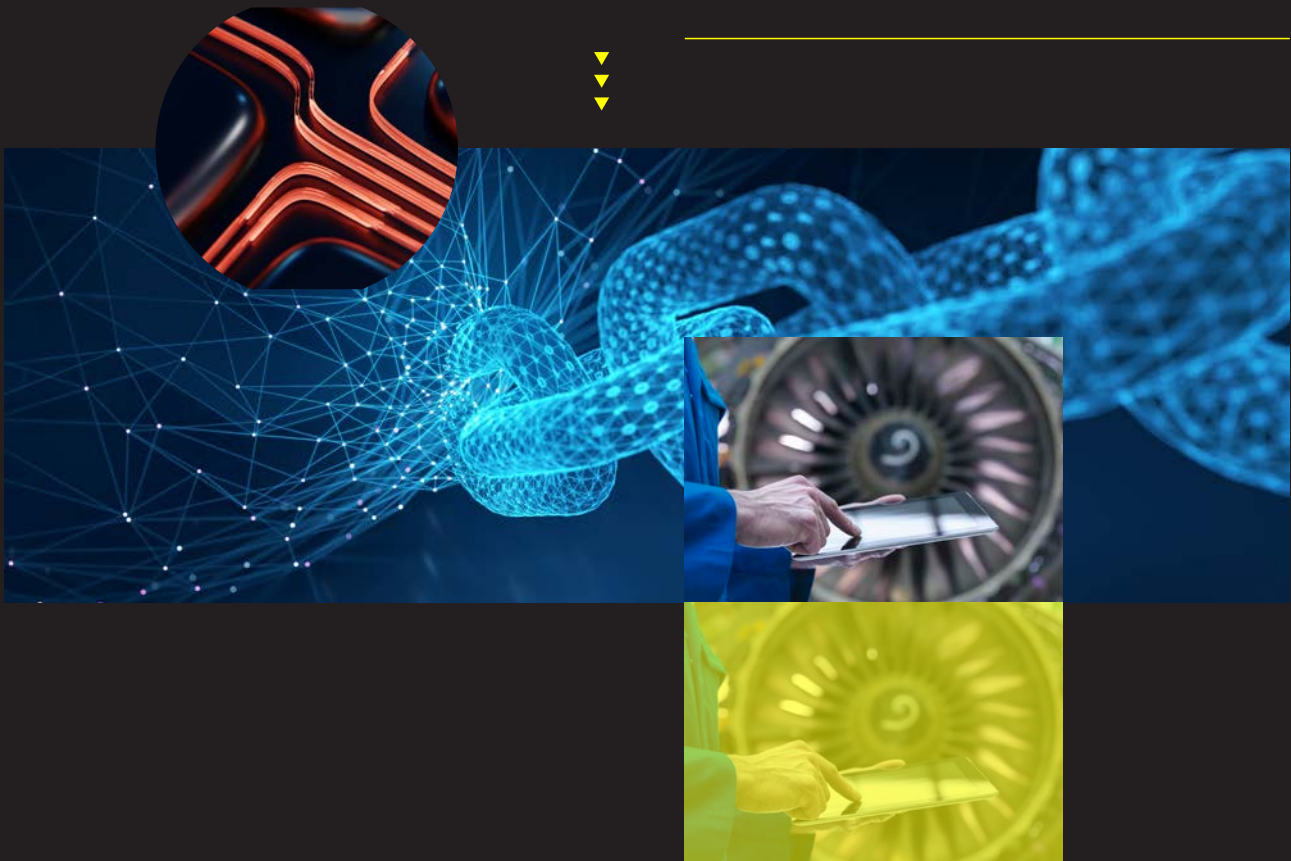
The travel industry will experience a **sharp shift from simple forecasts and demand plans to an agile supply chain based on real-time data. Digital chain of custody and Non-Fungible Tokens (NFTs)** will supersede traditional processes, where instant and verifiable data can be accessed digitally.

Maintenance, Repair, and Overhaul (MRO) will be entirely **automated through blockchain, resulting in significant cost savings**, supply chain efficiency, and increased safety. Air transport has lagged behind other industries due to its complex and disparate supply chains, but the hurdles will be overcome through technology.

During the post-pandemic recovery, supply chain disruptions have been a major focus for the air transport industry. The industry spends US\$50bn a year on aircraft spare parts, yet the tracking and tracing of these spare parts as they move between airlines, lessors, and original equipment manufacturers (OEMs) remains primarily a manual process. There is no single view of how to track hundreds of millions of records of transactions between these entities, exacerbating risk and cost. And if there is any inconsistency between stakeholder systems, the risk of data overlap increases – as does the price.

Airlines face some of the most complex issues related to spare part management, from a lack of digital records to supply chain difficulties, system inconsistencies, and burdensome costs. At SITA, we believe that blockchain will be vital to solving these challenges and help airlines address the challenges for MRO buyers, engineers, and relevant admin teams.

According to Oxford Economics, 49% of supply chain leaders can capture real-time data insights and act on them immediately, while 51% use AI and predictive analytics to capture insights. This trend will continue throughout the supply chain as supply chain leaders develop their data capabilities by converting real-time data into real-time analytics that, in turn, will be converted into real-time decision-making, enabling automated execution of planning, inventory optimization, and other vital processes.





**SITA**

**2030**

**2033**



12/12

Technology Trends

IMPACT ●●●●●

# Urban Air Mobility (UAM)

By 2032, electric air taxis will be ubiquitous at major international airports and operate as an effective auxiliary service and revenue stream for airports and airlines. The services will push travel closer to a seamless journey with short transfers and speedy passenger processing on top of added sustainability and energy cost benefits.

Intermodal connected and seamless travel will become a reality with passenger processing and ease of checking in and baggage handling harmonized between the modes of transport.



SITA anticipates UAM becoming more widely available and popular in the next 10 years, with major airports easing road transport congestion to and from the airport and enabling a faster alternative for passengers.

UAM is a growing mode of short-distance transport, the need for which has been accelerated by increasing road congestion in large cities. Large-scale operations are planned to take off in 2030, but the first new commercial route is already planned for 2024. This year, investment in the UAM industry has skyrocketed, with \$4.7 billion announced for developing eVTOL (Electric Vertical Take-off and Landing) vehicles. In November 2022, NEOM, a city being built in Tabuk Province in northwestern Saudi Arabia, announced a US\$175m acquisition in Volocopter, a pioneer of UAM, marking the first time that eVTOLs are being factored into the design of a region from the outset.

In July 2022, SITA partnered with Skyports, a best-in-class owner and operator of vertiport infrastructure for the Advanced Air Mobility (AAM) industry, to provide digital solutions at Skyports' vertiport locations. Investing in infrastructure today will ensure passenger processing can match the speed and ease promised by UAM. Ankit Das, CTO at Skyports Infrastructure, said: "Autonomy, ease, and convenience are central to the success of the industry and the widespread adoption of urban air mobility. Working at the forefront of aviation innovation, we are embracing new technologies at every point in the industry's journey. Biometric technologies such as SITA Smart Path will be an essential part of this and will help to shape the future travel experience at vertiports globally."



# Find out more about Innovation at SITA

## SITA AT A GLANCE

### Easy and safe travel every step of the way

- ▶ Through information and communications technology, we help to make the end-to-end journey easier and safer for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.
- ▶ We work with over 400 air transport industry members and 2,500 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA, and nearly every passenger trip relies on SITA technology.
- ▶ Our customers include airlines, airports, ground handlers, aircraft, air navigation service providers, and governments.
- ▶ Our solutions drive operational efficiencies at more than 1,000 airports, while delivering the promise of the connected aircraft to customers of 17,000 aircraft globally.
- ▶ We help more than 70 governments to strike the balance between secure borders and seamless travel.
- ▶ Created and owned 100% by air transport, SITA is the community's dedicated partner for IT and communications, uniquely able to respond to community needs and issues.
- ▶ We innovate and develop collaboratively with our air transport customers, industry bodies and partners. Our portfolio and strategic direction are driven by the community, through the SITA Board and Council, comprising air transport industry members the world over.

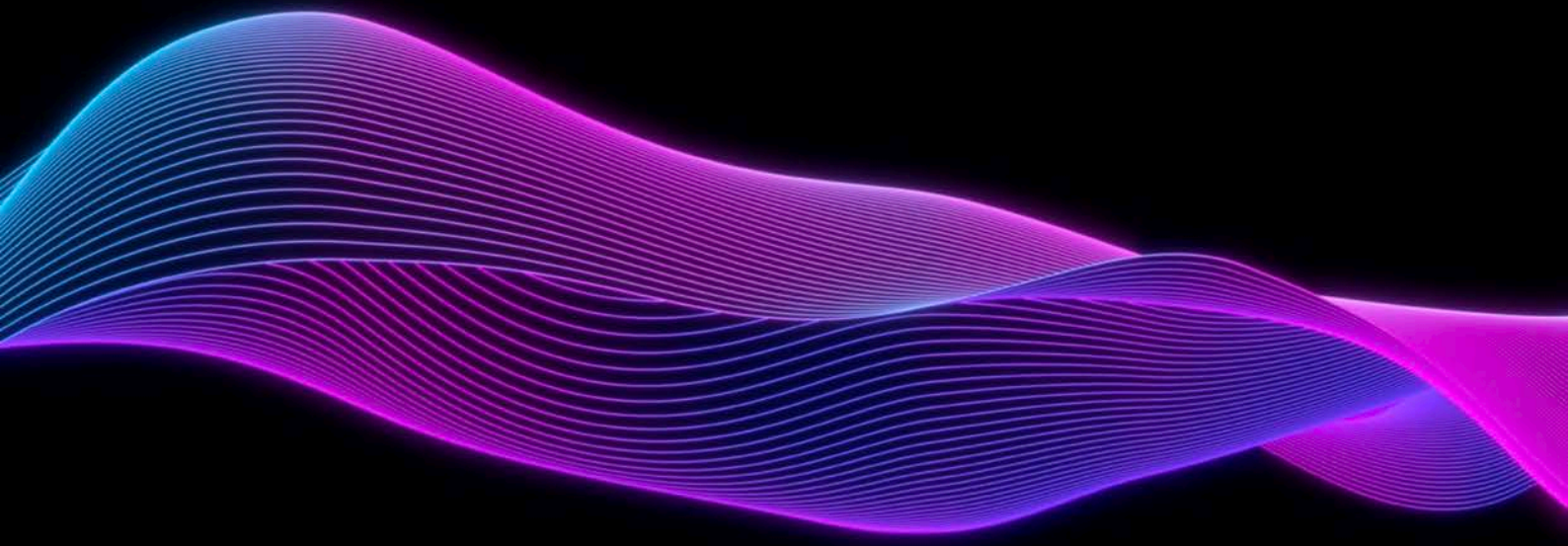
- ▶ We provide services over the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected in every corner of the globe and bridging 60% of the air transport community's data exchange.
- ▶ With a customer service team of over 1,700 people around the world, we invest significantly in achieving best-in-class customer service, providing 24/7 integrated local and global support for our services.
- ▶ Our annual Air Transport and Passenger IT Insights reports for airlines, airports and passengers are industry-renowned, as is our Baggage IT Insights report.
- ▶ We are a certified CarbonNeutral® company, reducing greenhouse gas emissions for all our operations through our UN recognized Planet+ program. In 2022, we committed to setting science-based emission reduction targets aligned to the Science Based Targets initiative Net-Zero Standard.
- ▶ We also develop solutions to help the aviation industry meet its carbon reduction objectives, including reduced fuel burn and greater operational efficiencies.

For further information, please visit [www.sita.aero](http://www.sita.aero)

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