



From Aviation IT Specialist to Travel Tech Partner:

Powering Seamless, Passenger-Centric Journeys

Stefan Tuchen

A photograph of an airport terminal with a family walking in the background and luggage in the foreground. The scene is dimly lit, with silhouettes of people and objects. In the foreground, there is a baby stroller and three suitcases. In the background, a family of four is walking, with the father waving. The area is paved with light-colored tiles and has several cylindrical bollards. Lush greenery is visible on the right side of the frame.

1. TRAVELLER EXPECTATIONS

WHO LIKES EEL?





You have 02:50 to pay

How to pay via PayNow



Screenshot PayNow
QR



Open bank app and
choose pay using QR

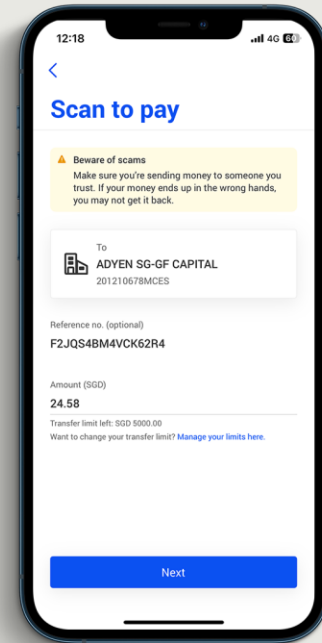
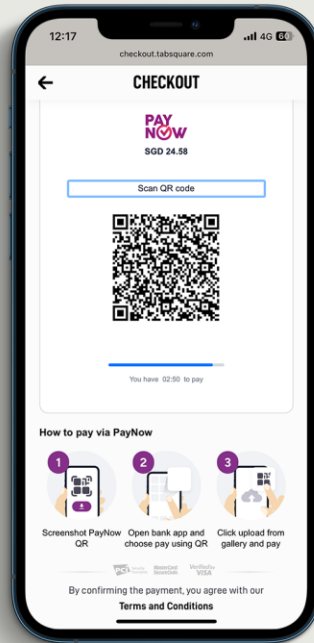
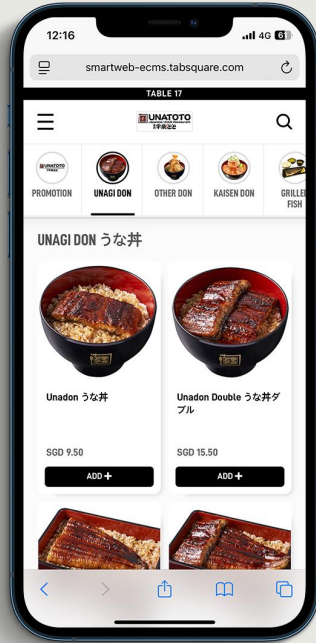


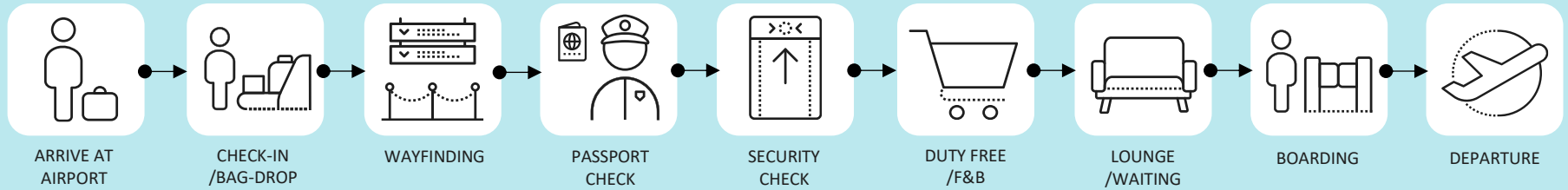
Click upload from
gallery and pay

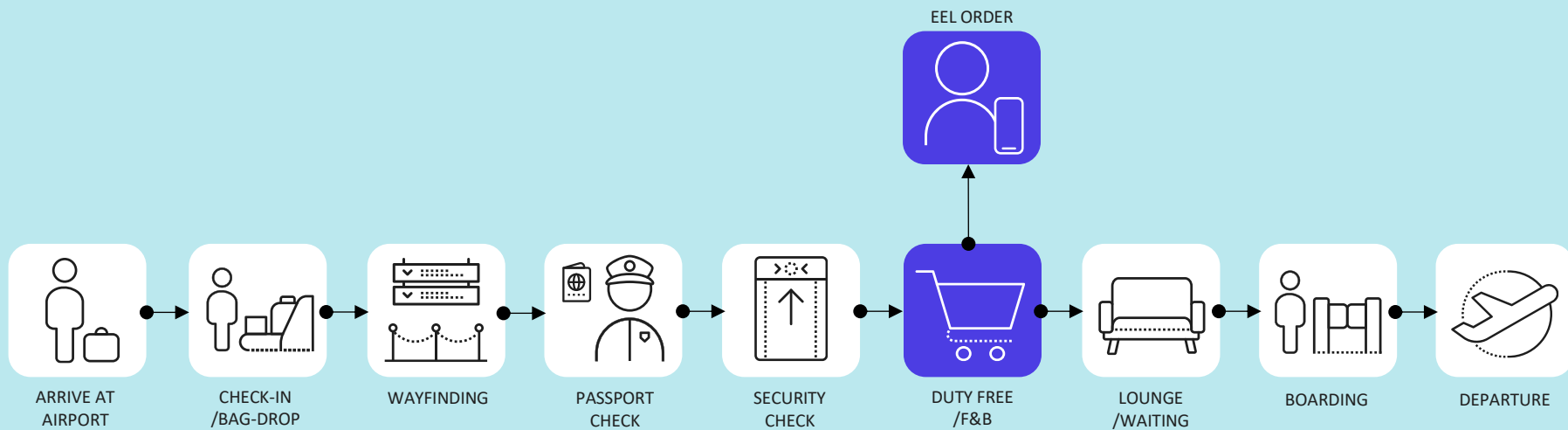


By confirming the payment, you agree with our

Terms and Conditions







2.SEAMLESSNESS

WHAT IS A SEAM?



IS SEAMLESSNESS AN ILLUSION?



IS SEAMLESSNESS EVEN NECESSARY?



SEAMS EXIST BETWEEN...

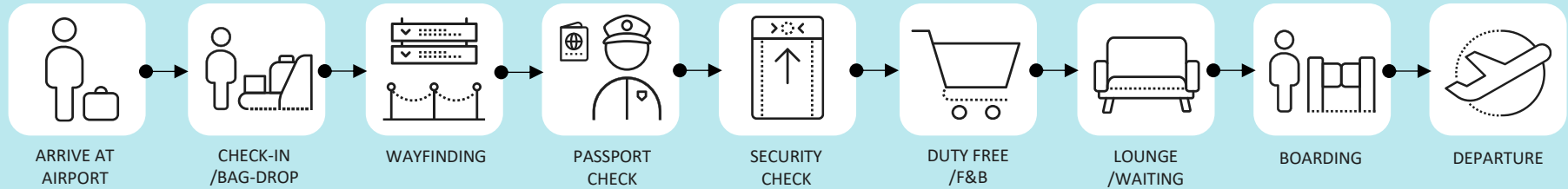
1. SERVICES/JOURNEY STEPS
2. COMPANIES/SYSTEMS (DATA SILOS)
3. TRANSPORTATION MODES
4. PHYSICAL AND DIGITAL EXPERIENCE
5. PASSENGERS AND BELONGINGS



3. BRIDGING THE SEAMS

SEAM 1:

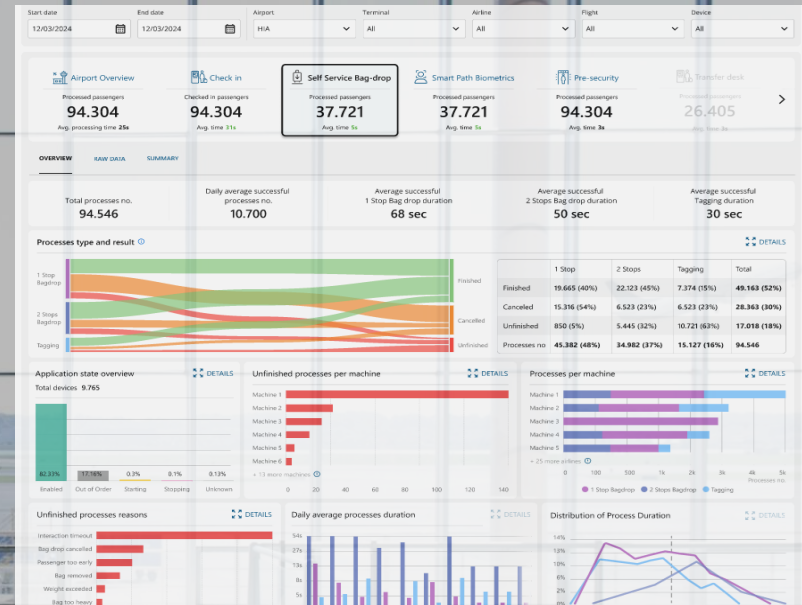
Between services/journey steps





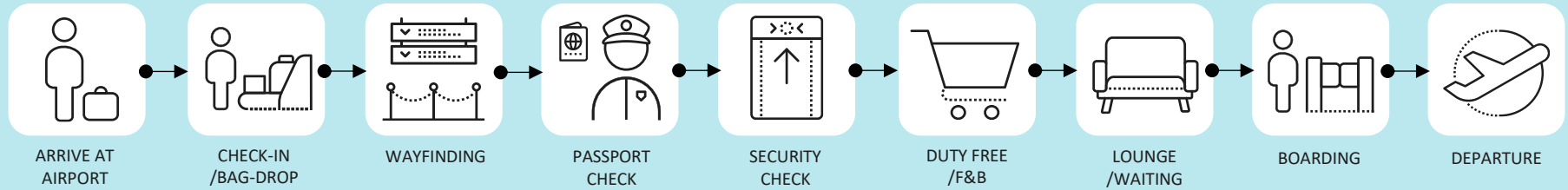






SEAM 2:

Between companies/systems



MATCHING THE BUILDING BLOCKS

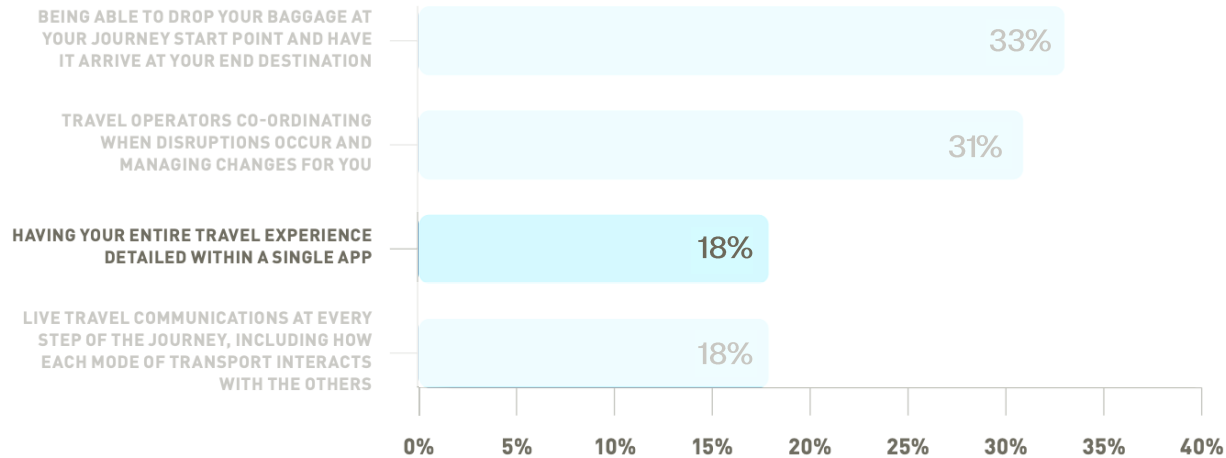
SITA APAC Aviation Tech Summit 2025

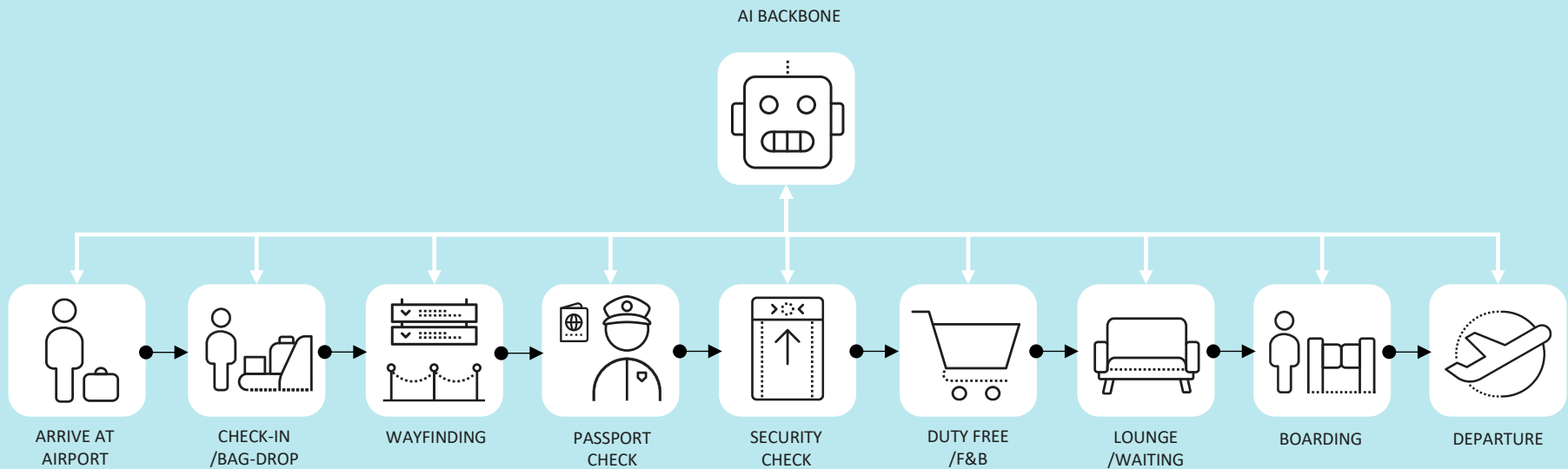


HUBS OF COLLABORATION?

SITA | APAC Aviation Tech Summit 2025







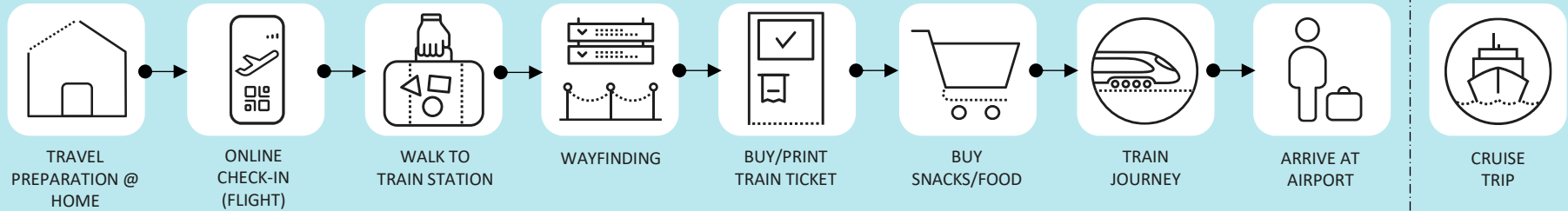
SEAM 3:

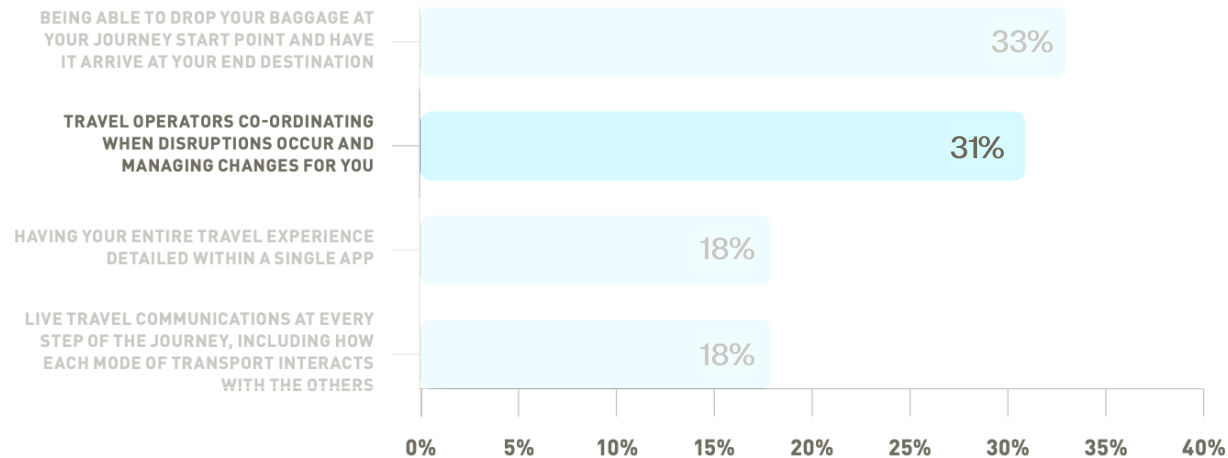
Transportation modes

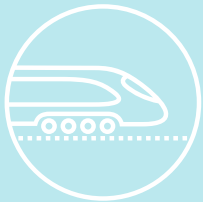


SEAM 3:

Transportation modes



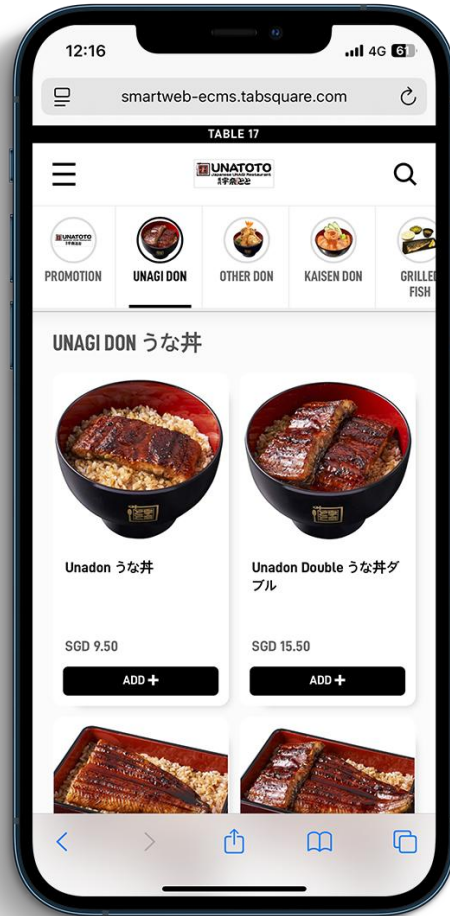




AEGEAN »



SEAM 4: Between the physical and digital experience



SITA GETS PHYSICAL

SITA | APAC Aviation Tech Summit 2025



NEW EXPERIENCES

SITA | APAC Aviation Tech Summit 2025

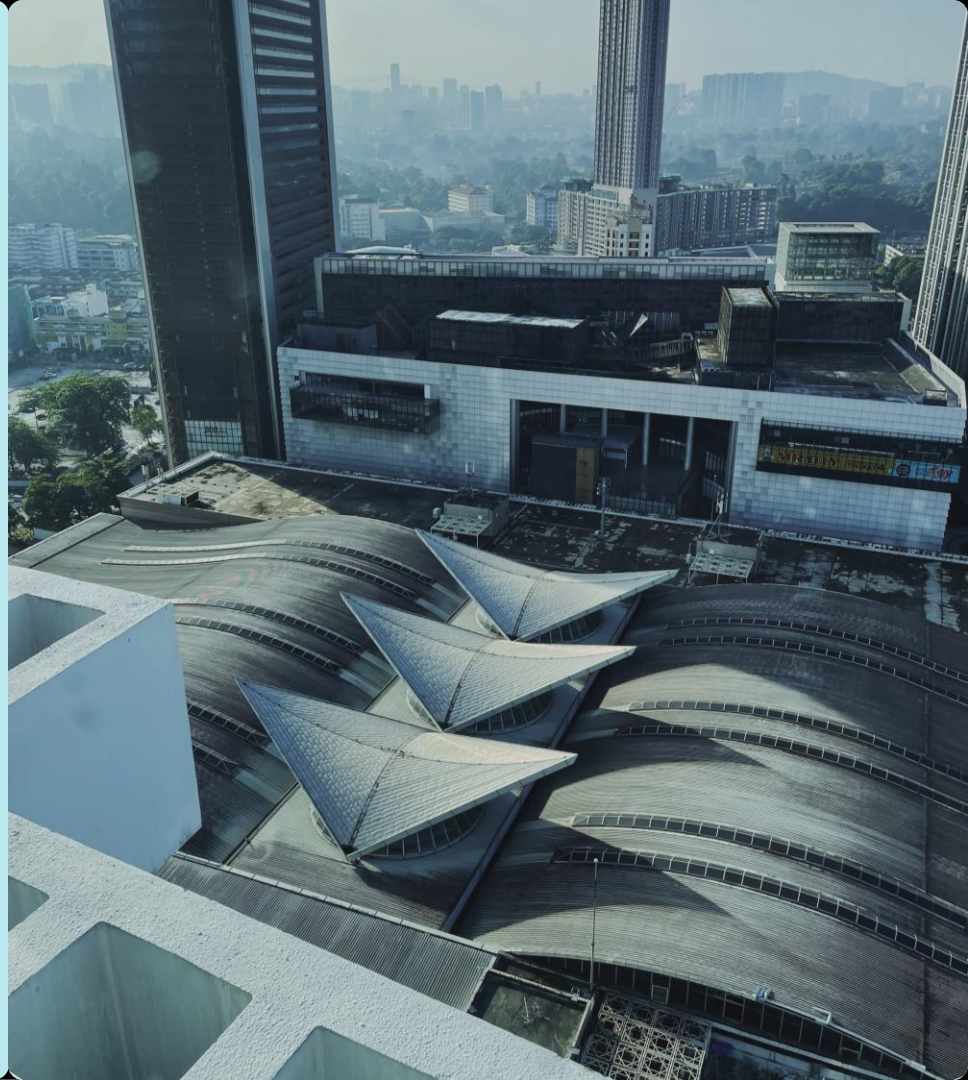


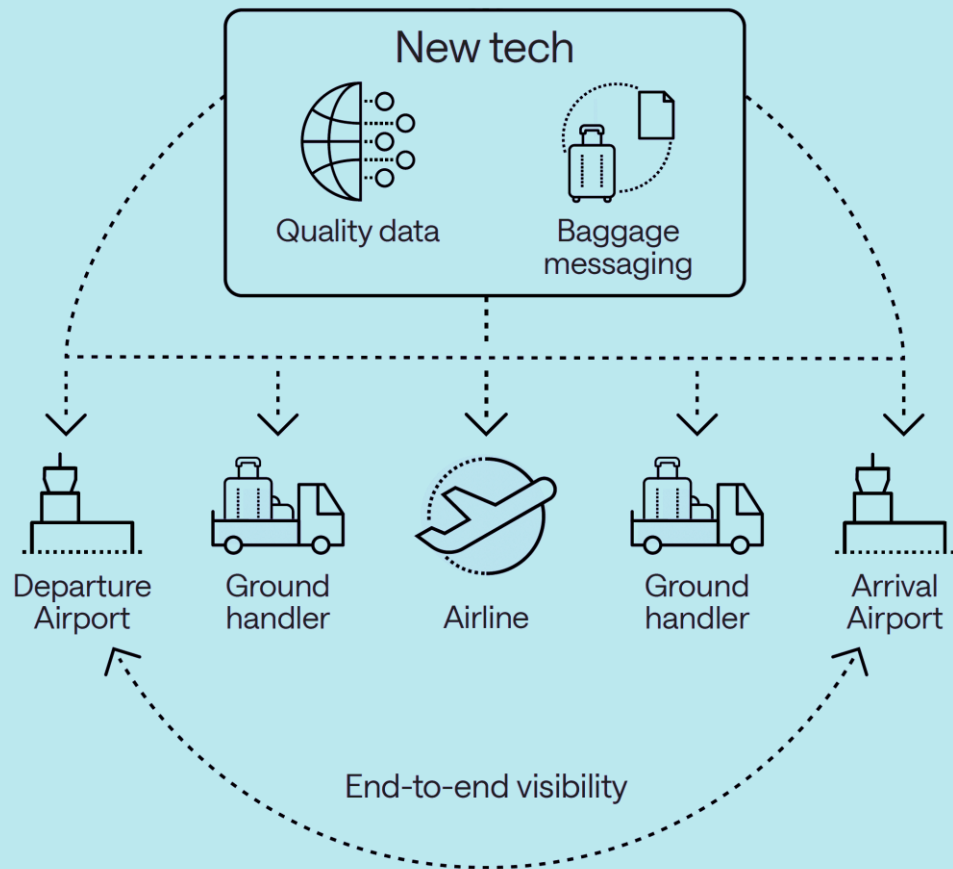
SEAM 5:

Between passengers and belongings



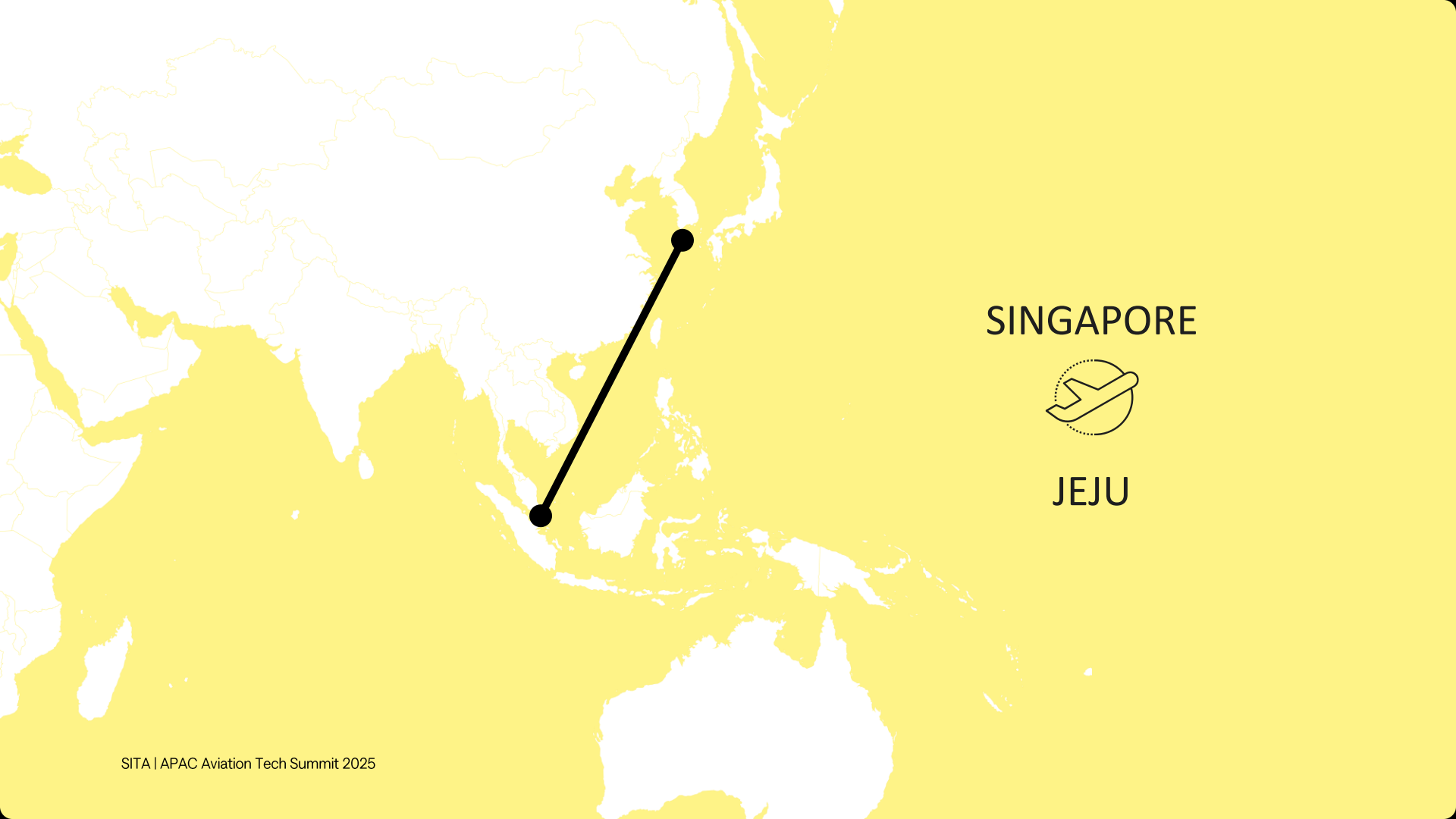
KL SENTRAL CHECK-IN





4.THE DREAM

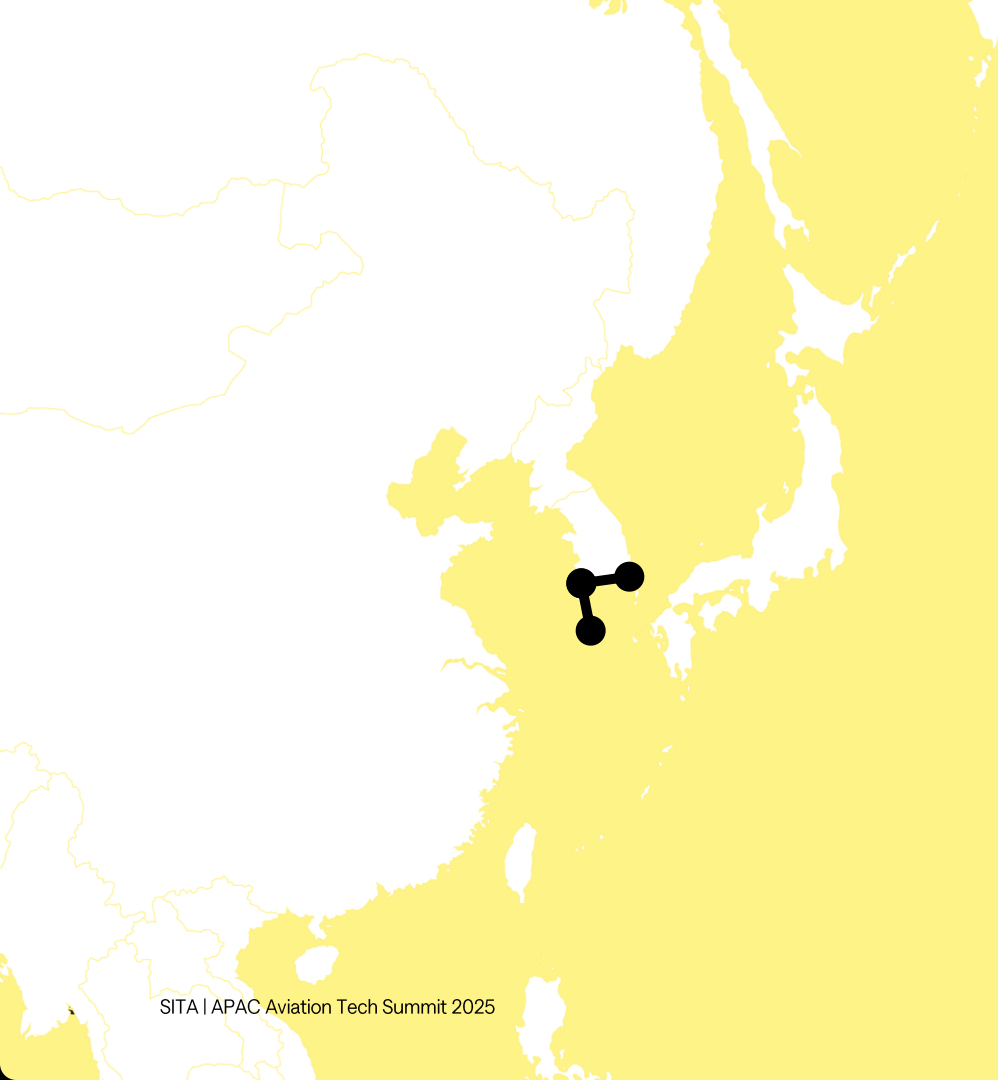




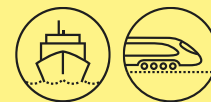
SINGAPORE



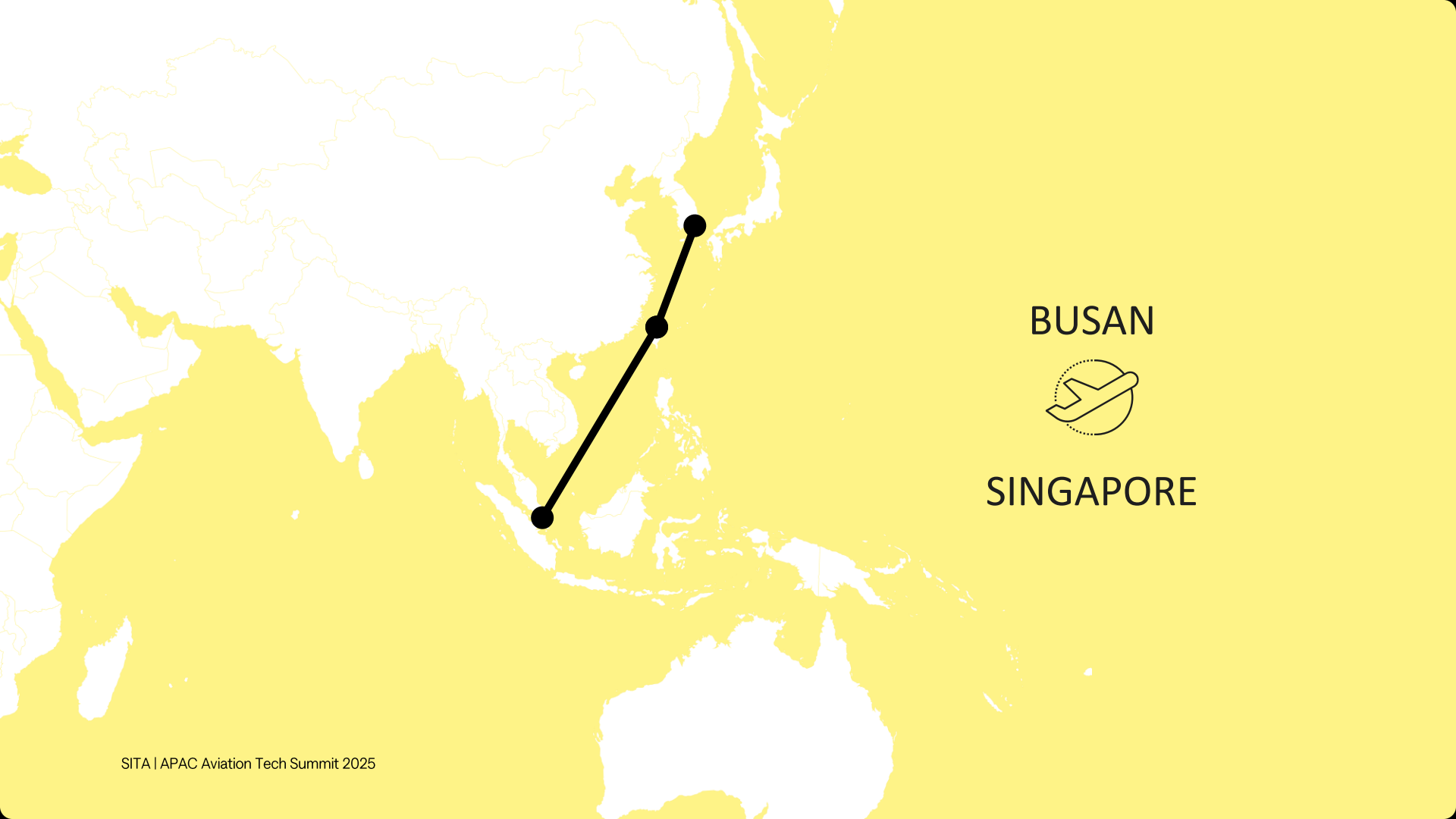
JEJU



JEJU



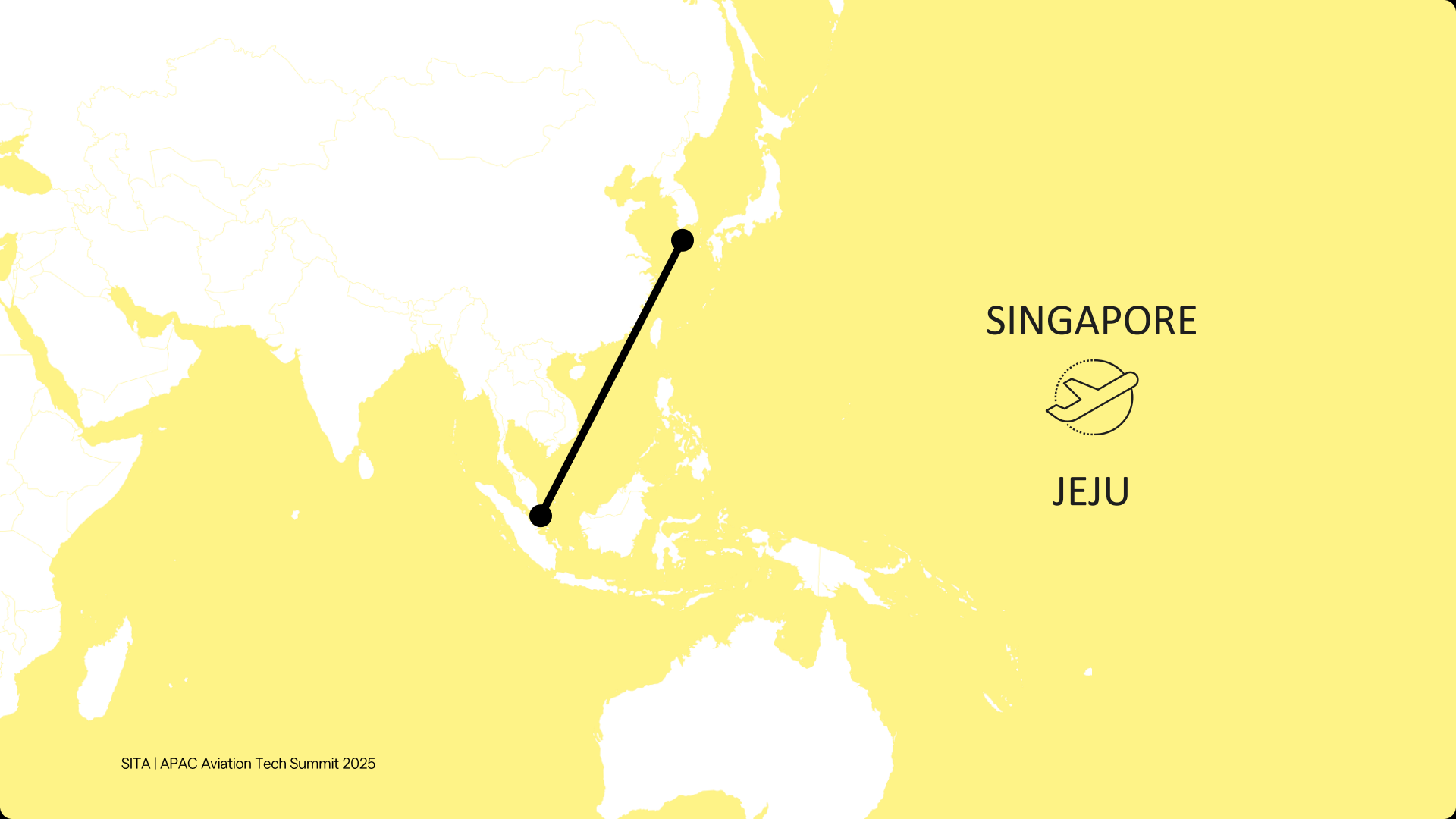
BUSAN



BUSAN



SINGAPORE



SINGAPORE



JEJU

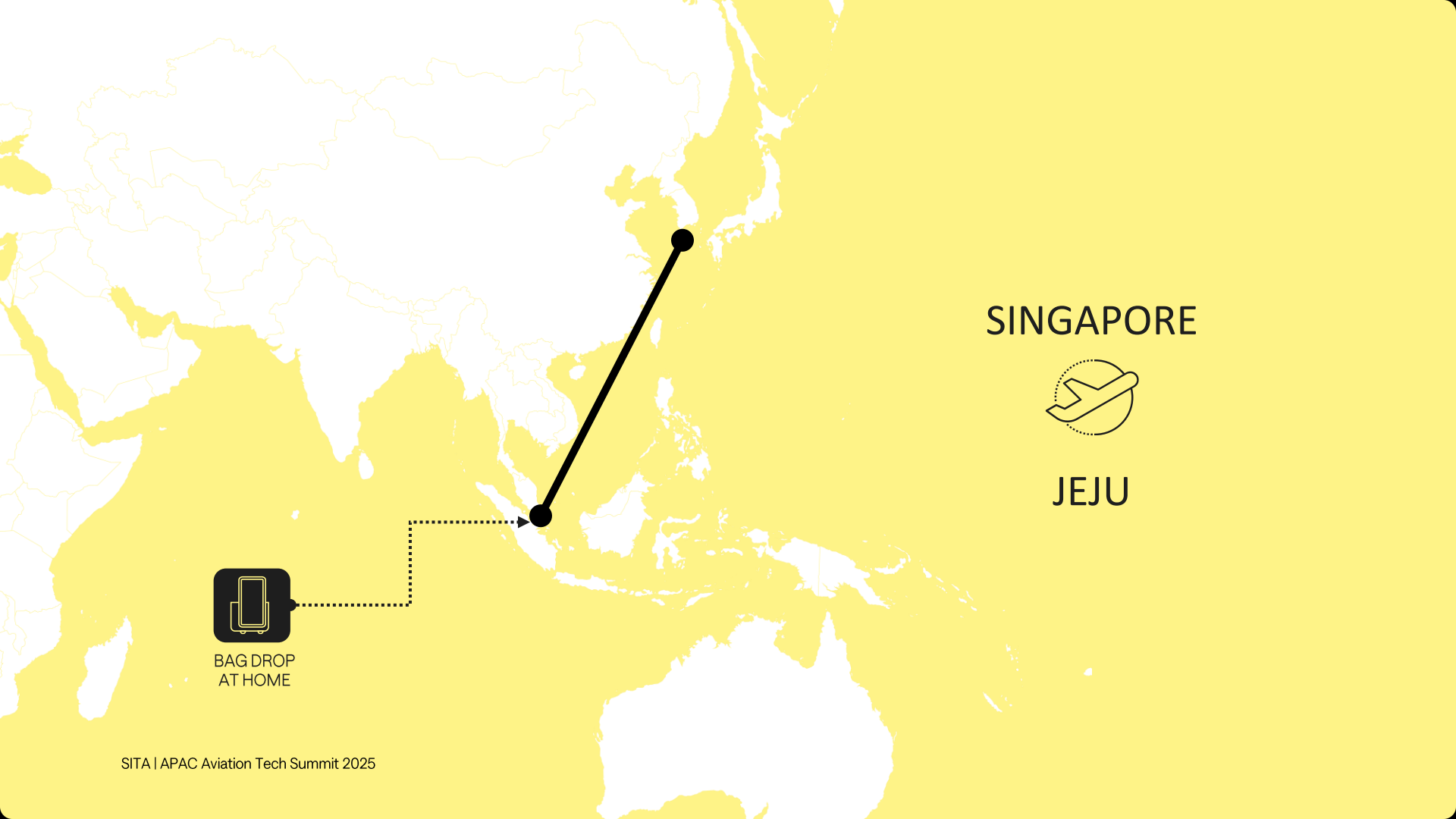


AI
POWERED

SINGAPORE



JEJU



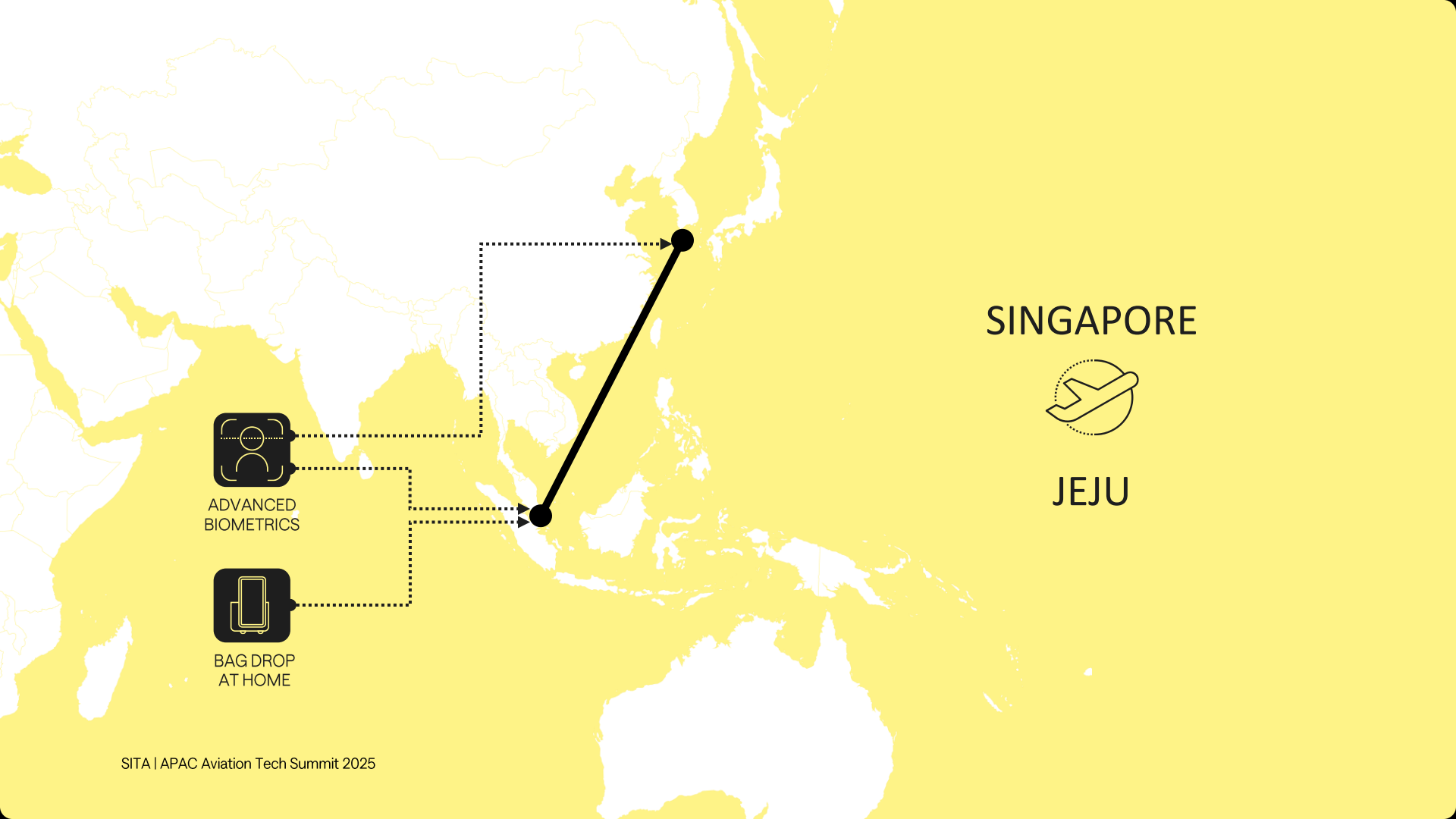
SINGAPORE



JEJU



BAG DROP
AT HOME



SINGAPORE



JEJU



ADVANCED
BIOMETRICS



BAG DROP
AT HOME



DRIVER'S LICENSE
IN TRAVEL VAULT



ADVANCED
BIOMETRICS



BAG DROP
AT HOME



SINGAPORE



JEJU



BAG TO RENTAL
CAR DELIVERY



DRIVER'S LICENSE
IN TRAVEL VAULT



ADVANCED
BIOMETRICS

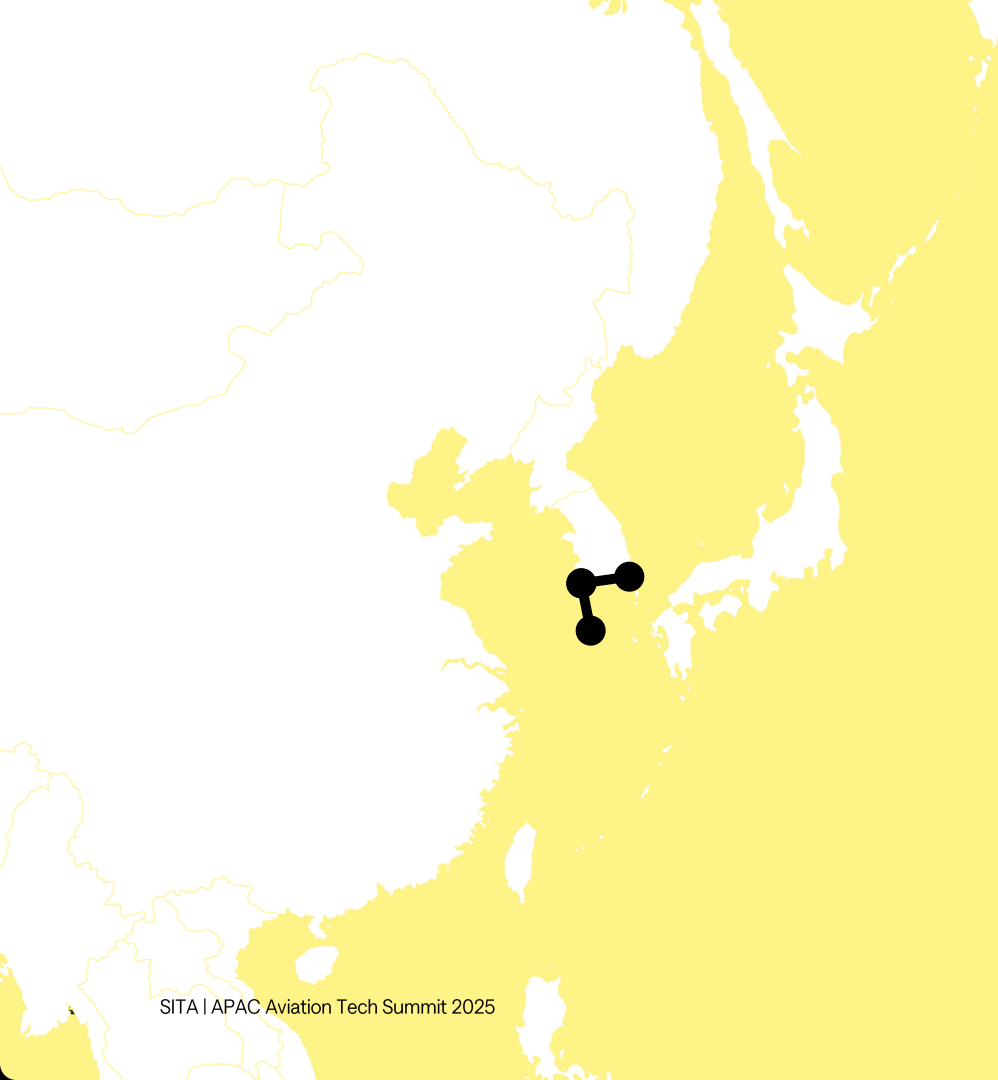


BAG DROP
AT HOME

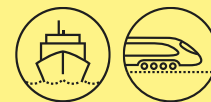
SINGAPORE



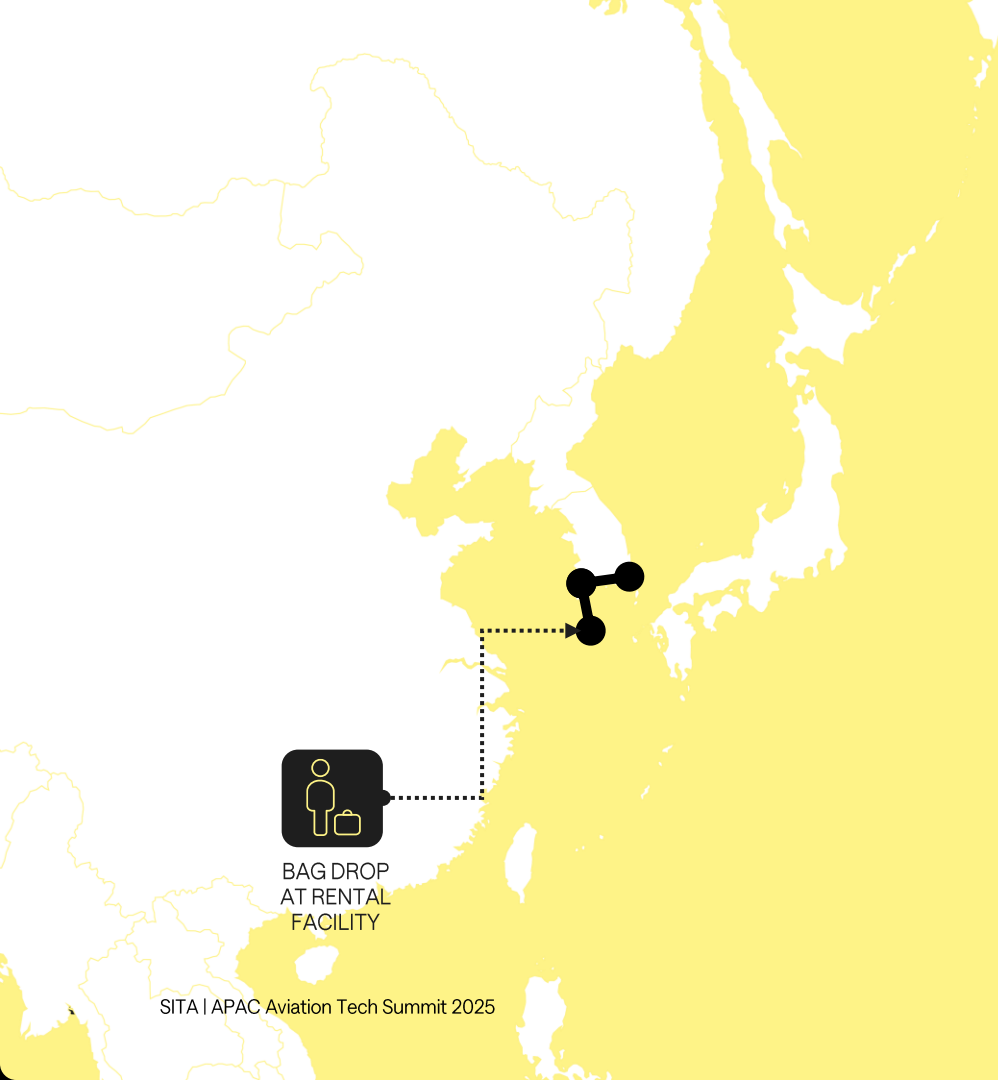
JEJU



JEJU

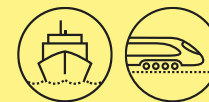


BUSAN



BAG DROP
AT RENTAL
FACILITY

JEJU



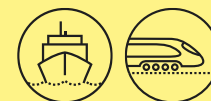
BUSAN



BIOMETRIC
PORTS



BAG DROP
AT RENTAL
FACILITY



JEJU

BUSAN



SMART TRANSFER



BIOMETRIC
PORTS



BAG DROP
AT RENTAL
FACILITY



JEJU



BUSAN



BAG TO HOTEL
DELIVERY



SMART TRANSFER



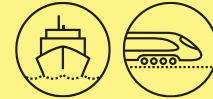
BIOMETRIC
PORTS



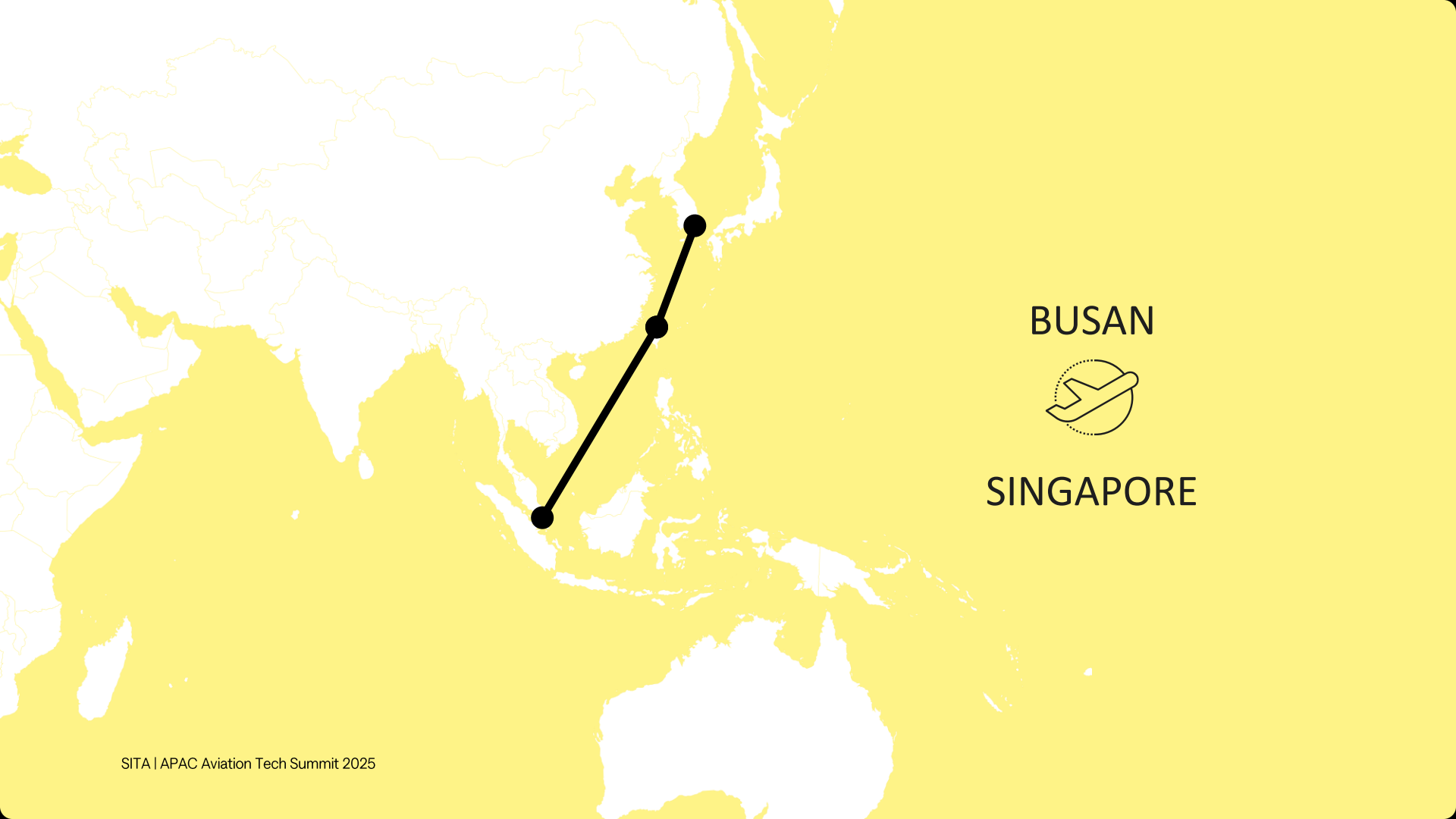
BAG DROP
AT RENTAL
FACILITY



JEJU



BUSAN



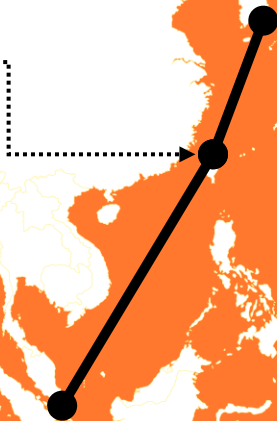
BUSAN



SINGAPORE



CONGESTION ALERT
REROUTE SUGGESTED



BUSAN



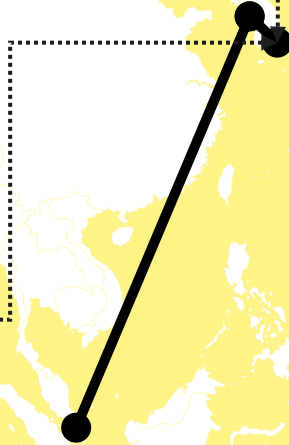
SINGAPORE



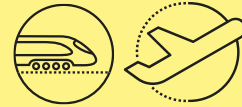
BAG CHECK AT
HOTEL



ADVANCED
BIOMETRICS



BUSAN



SINGAPORE



BAG CHECK AT
HOTEL



SEAMLESS BAG
TRANSFER



ADVANCED
BIOMETRICS



BUSAN



SINGAPORE



BAG CHECK AT
HOTEL



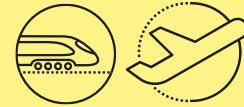
SEAMLESS BAG
TRANSFER



ADVANCED
BIOMETRICS



BAG
DELIVERY
TO DINNER



BUSAN

SINGAPORE

5.CONCLUSION

An aerial photograph of a tropical coastline. The water is a vibrant turquoise, transitioning to a lighter, sandy beach. Several small, lush green islands are scattered throughout the water. A white boat is visible in the lower left, leaving a white wake. The text "WHERE TO NEXT?" is overlaid in white, bold, sans-serif font.

WHERE TO NEXT?

SITA | APAC Aviation Tech Summit 2025



DATA-DRIVEN
USE-CASE-SPECIFIC
ECOSYSTEM-FOCUSED
CO-INNOVATION

Get in touch with me!



stefan.tuchen@sit.aero

SITA