



Navigating Tomorrow

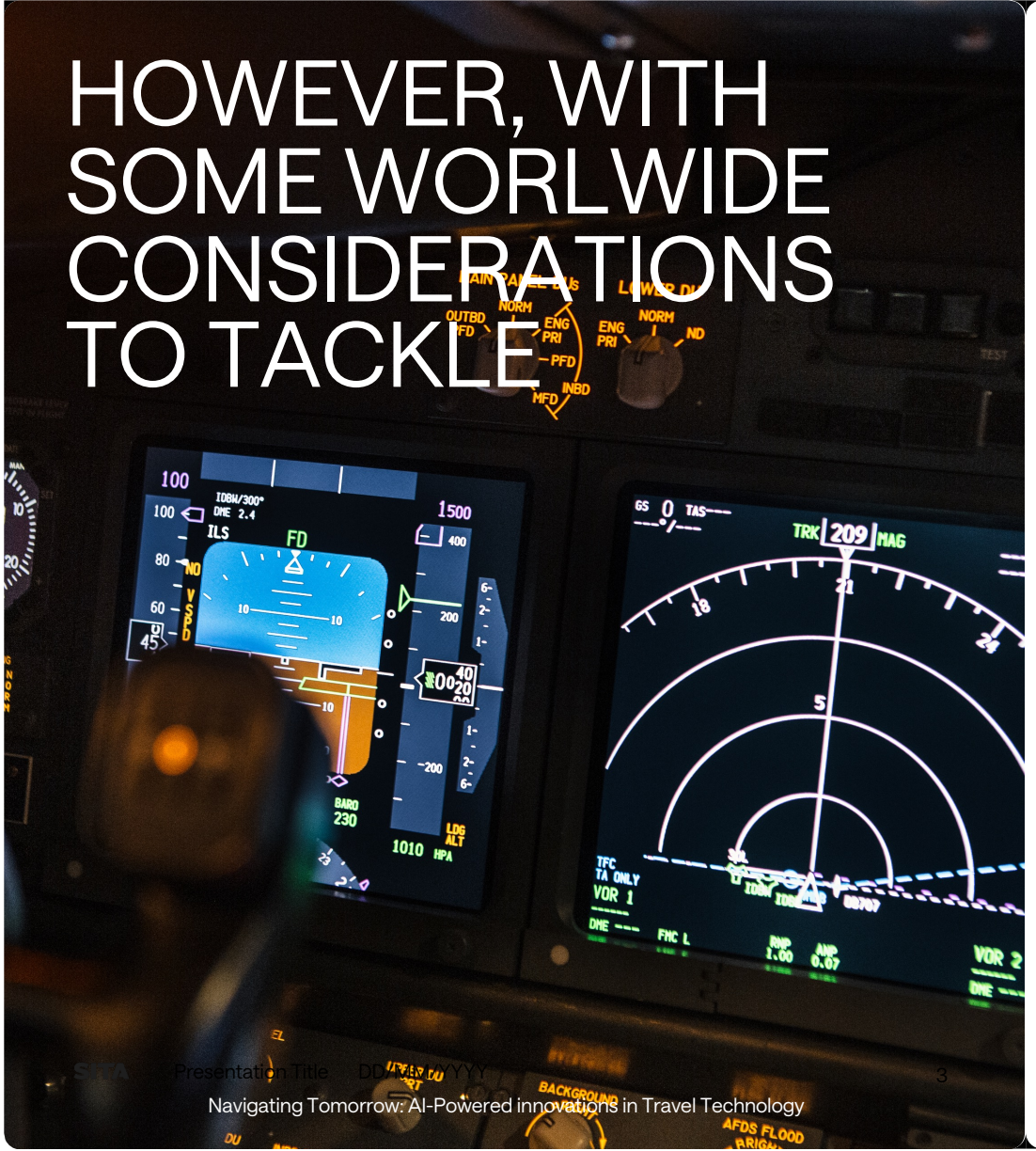
AI-Powered Innovations in Travel Technology

Rene Fourel

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It's not hype.
It's not coming soon.

It's here. NOW!



HOWEVER, WITH
SOME WORLDWIDE
CONSIDERATIONS
TO TACKLE

ROI ON TRILLIONS OF
INVESTMENT

REGULATION HURDLES

CARBON FOOTPRINT

Predict. Personalize. Empower.



Baggage Prediction

From Lost to Located



Passenger Flow

From Wait Times to Staff Allocation



Customer Service

From Customer issues to Faster resolution

SITA

Navigating Tomorrow: AI-Powered innovations in Travel Technology

LOOKING FORWARD: 3 AI Megatrends that will define the Next Decade of Travel

PREDICT EVERYTHING

Entering the Age of
Simulation and Foresight

SEAMLESS IDENTITY

Unlocking the Age of No
Friction

AUTONOMOUS GROUND OPS

Embracing the Age of
Automation



**BUILT ON
TRUST**

**ENGINEERED
FOR
COMPLEXITY**

**RUNS ON
CLEAN DATA**



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**Let's
Navigate
Tomorrow
Together.**

SITA CTO - Rene Fourel