



SITA

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SITA by the numbers

SITA is a global leader in developing purposeful, advanced travel tech. Our innovations unlock safer, easier, and more sustainable operations at scale, boosting economic development and human activities worldwide.

With 75 years of rich experience in global aviation, SITA stands out as one of the air transport industry's most trusted and longstanding IT partners. We don't just connect the global aviation industry—we apply decades of experience and expertise and a tireless commitment to innovation to address almost every core business, operational, baggage, and passenger process in air transport.

400

members own SITA, representing air transport and related industries across the globe

4,900+

SITA staff across the world representing 130+ nationalities – one of the most international companies on the planet

2,500

customers – almost every airline and airport in the world, as well as governments, ground handlers, and more

95%

of international destinations served – over 200 countries and territories

1,000+

airports use our technology and expertise to drive operational efficiencies

18,000+

aircraft receiving mission-critical connectivity

70+

governments – including all G20 nations – use our digital border solutions to strike the balance of secure borders and seamless travel

45%

of the air transport community's data exchange bridged

4,800+

biometric touchpoints revolutionizing the passenger journey across 40+ airports worldwide

Our story

Travel fuels the world today. Connecting us all. Building a better quality of life, and propelling our global economy.

Since the start, we've made it our life's work to build solutions that help every airline and every airport across the world. We made check-in easier. We let pilots talk to ground control. We delivered better ways to track down lost bags. Some of our solutions even contributed to the birth of the early internet back in the 1970s. We've been innovating for almost a century. Defying boundaries. Bringing our industry together. And that's just the beginning.

We've got seven and a half decades of groundbreaking innovation, unwavering commitment, and exceptional service to the aviation industry under our belt. And we're not stopping anytime soon. We'll keep building connections that bring our fragmented industry together. And we'll keep using those partnerships to deliver better solutions. This is what drives us. We don't just build networks. We make paths between your customers and their best travel ever.

SITA innovation timeline

The air transport industry's pioneering IT force since 1949

1949

SITA is founded by 11 pioneering airlines—owned by the air transport industry and driven by its needs since its inception

1950

SITA begins building the world's largest data network, which stretches across 75 communication centers for 52 airline members by 1957

1966

SITA launches the world's first working network to use packet switching principles, continuing to harness the most cutting-edge developments in IT and telecommunications

1969

SITA contributes to the creation of the internet by activating the world's first nodal distributed network

1984

SITA introduces its Common Use Terminal Equipment (CUTE) system which multiplies tenfold the number of airlines a domestic US terminal can handle, in time for the Los Angeles Olympic Games

2000

SITA develops the world's first e-visa system for the 2000 Sydney Olympic Games

2017

SITA introduces its ground-breaking biometric ID management technology SITA Smart Path for seamless passenger journeys, supporting airports' and airlines' shift to touchless, digital travel

2021

SITA becomes a certified CarbonNeutral® company, ahead of industry targets, in accordance with The CarbonNeutral Protocol – the leading global standard for carbon neutral programs

2023

The Science Based Targets initiative (SBTi) validates SITA's climate commitment and science-based targets, aligned with the SBTi Net-Zero Standard and Business Ambition for 1.5° campaign

2024

SITA acquires Materna IPS, creating the world's most powerful passenger portfolio for airports and digital travel

2024

SITA launches SmartSea to bring proven, globally trusted transport technology and innovation to the maritime sector

2024

SITA acquires ASISTIM, paving the way for airlines of all sizes to outsource part of their flight operations

Latest financial performance figures

Thanks to SITA's role in the recovery of air transport and in preparing for the future of digital and data-driven travel, we continued our trajectory of growth and landed remarkably strongly in 2023—a record year:

- Approximately US\$ 1.5 billion in revenue for the year – up by about 7% on the prior year
- We concluded many landmark deals for renewed and new business – with our record sales positioning us well for future customer business
- We grew our EBITDA – exceeding our plans by 4%
- We grew our margin, giving us the means to self-fund portfolio evolution, explore innovation opportunities, and fuel our organization's ongoing growth and transformation

Our internal acceleration program achieved a high level of success in 2023. It continues to help drive growth, accelerate portfolio development, enhance and better use customer-centric roadmaps, and further build SITA as a house of unmatched expertise, and a magnet for new talent.



Latest highlights

Since 2023, we have seen record contracts and partnerships to transform travel at airports and borders, through digital identities, biometric and mobile-enabled self-service, and digital borders:

- Delivering a biometric passenger journey at Frankfurt Airport
- A collaboration with the Arab Air Carriers Organization focused on digital travel and sustainability
- Continued world-leading trials in Aruba, using ICAO's Digital Travel Credential (DTC) standard
- An agreement with the Airports Authority of India to bring the latest passenger processing solutions and cloud-enablement to 44 airports across India, preparing the country for a future of increasing growth in passenger traffic

With industry decarbonization goals on the horizon, we are supporting airlines and airports with collaborative AI and data-driven solutions:

- In 2023, airlines eagerly took on SITA OptiFlight® to reduce fuel consumption and CO2 emissions by better planning flight paths. They include Azul, Singapore Airlines, AIX Connect, Vistara, and more
- 2024 has seen the launch of SITA Total Airport Optimizer. Using an AI-powered platform, it helps airports to manage every aspect of their operations. Through a partnership with Univers, the solution also brings sustainability into the heart of operational decision making. It means airports can monitor and report energy usage, emissions from aircraft and other vehicles, and their carbon footprint

Key acquisitions and partnerships are further allowing us to reshape travel and transport:

- Our acquisition of Materna IPS, leader in passenger handling for airports and airlines, and Self Bag-Drop market leader, will reshape aviation, creating the world's most powerful passenger portfolio for airports and digital travel
- With our acquisition of ASISTIM, a company renowned for its managed airline flight operations services, we are paving the way for airlines of all sizes to outsource part of their flight operations, through a fully-fledged airline flight Operations Control Center (OCC) managed service
- 2024 has also seen the launch of SmartSea through an agreement with Columbia Shipmanagement, world-class ship manager and maritime service provider. SmartSea will reshape the maritime industry by giving it access to the same advanced technology that is transforming the air transport industry. The launch comes as part of our expansion into cruise and rail, as well Urban Air Mobility

“With 75 successful years behind us, we’re looking to the future of travel. Our mission is to prepare our customers to deliver the ultimate travel and transport experience, with the most advanced, efficient, and sustainable technologies.”



David Lavorel
CEO, SITA



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For more information, see our latest [Activity Report](#)



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