

A woman with long brown hair is seen from the back, sitting in an airplane cabin. She is holding a smartphone up to take a photo of the airplane's wing and the clouds outside the window. The word "SITA" is overlaid in large white letters on her back.

SITA

TRAVELERS' VOICE
SITA 2025 PASSENGER
IT INSIGHTS

When your daily life is digital, you expect the same from travel

David Lavorel, CEO SITA



Executive summary

People live through their apps. These apps have reset our expectations for how we consume and experience everyday life. Ordering a ride, for example, or asking AI for a dinner recommendation. A swipe on your phone should move you forward. Updates should arrive when you need them. Choices should be intuitive. When travelers are on the move, they bring those expectations with them on their journeys.

So, when we for the 16th time we asked more than 7,500 passengers around the world what matters most to them, their collective voice was loud and clear. They want three essentials:

- **Simplicity:** shorter wait times, one booking across different modes of travel, and real-time updates in one place.
- **Trust:** baggage visibility, digital identities, and confidence in how data is handled.
- **Sustainability:** this is no longer a side note for passengers, it's part of the decision to fly.

And here's a critical shift: Air travel growth isn't being driven by frequent flyers taking more trips — it's coming from people flying for the first time. In August 2025, passenger growth stood at 4.6% year on year, according to IATA. Yet, in 2025, passengers took about 3.8 flights each, almost unchanged from 2024 (at 3.7). This means that growth is clearly coming from new passengers. These new travelers have little patience for outdated processes. They're used to

seamless digital experiences in every other part of life — why should that be any different when they travel?

Changing passenger expectations also translates into business opportunities. Consider this:

- 66% of passengers say they would pay for faster, more convenient airport processing, up from 62% in 2024.
- 78% of passengers would pay for end-to-end tracking of their baggage, which is still the benchmark of trust in air travel.
- 79% of passengers are now ready to adopt digital identities on their phones, up from 74% in 2024. 66% would even pay this service.
- Passengers are also willing to support greener travel, with nearly nine in ten ready to pay more or adjust their behavior to reduce emissions.

At the same time, adoption of digital tools and services continues to grow relentlessly. The biggest jumps we've seen this year are mobile use for booking (+5pp), bag collection (+7pp), and onboard Wi-Fi (+4pp). Kiosk and eGate use at identity control also rose 4pp from 2024, reaching 39%.

In short, passengers are asking the industry to invest in cutting delays. Making identities and document checks digital. Making real-time updates the default. Joining up journeys across modes. And turning baggage into a predictable, visible service. When data moves smoothly between passengers, airlines, airports and ground handlers, journeys flow.

Our passenger survey is industry gold. It's a snapshot of real journeys, captured in real time. We listened to travelers as they waited to board or just landed in airports around the world. Their message is loud and clear: "Make my life easier by allowing me to use the same digital tools I already enjoy outside the airport." This report shows us what passengers truly value. These aren't just data points, they're passengers' voices.



This report has three main sections:

What passengers want — and what that means for you

Tech doesn't just support the experience, it is the experience

The journey should move like a swipe

Each section offers a clear view of today's challenges and opportunities, helping you to back up your decisions with data and the latest trends.

A woman with dark hair and glasses is looking out of an airplane window. The interior of the plane is visible, with rows of seats and overhead storage bins. The lighting is soft and warm, suggesting a sunset or sunrise view from the window.

WHAT PASSENGERS WANT— AND WHAT THAT MEANS FOR YOU

Meet the modern traveler. Here we give you a snapshot of today's passengers and the top opportunities for growth. It's based on the most up-to-date data and interviews of passengers from 25 countries around the world.

Behind the report: Our approach, and why it matters

Every journey tells a story. Listening to those stories is how we see where travel is heading and how we can shape the future. That's what makes our Passenger IT Insights report different. It's part of our IT Insights series, alongside our Air Transport and Baggage reports. **Together they've become a global benchmark, trusted across aviation for more than a decade.**

Their value is in the long view. Since 2010, we've asked passengers every year about the tech they use, the choices they make and the pain points they face. That continuity shows how habits shift. In just five years, in-flight mobile use has jumped 20 percentage points (from 37% in 2020 to 57% in 2025). At the same time, the share of passengers who haven't used biometrics dropped from 41% in 2024 to 31% today. **Numbers like these don't just describe today, they predict tomorrow.**

This year's report brings together insights from more than 7,500 passengers around the world. That global lens is matched by our footprint: 2,500 customers in over 200 countries and territories,

present at 1,000 airports, covering 90% of international destinations. It means we see the shifts first-hand, and we can connect the dots between what passengers want and what the industry can do next to respond.

We asked about every step of the journey — booking, bag drop, boarding, border check, baggage reclaim. We dug into the themes shaping tomorrow's experience:

- Biometrics and digital travel credentials
- Baggage handling and tracking
- Intermodal travel
- Sustainability
- The full end-to-end journey

Our point is simple: **these insights are designed to help airports and airlines prioritize.** They show where to invest, how to ease friction and how to prepare for the future. That's why **our Travelers' Voice – SITA Passenger IT Insights 2025 report is more than a study, it's an industry benchmark.**



New travelers, new rules: Growth fueled by digital-first generations

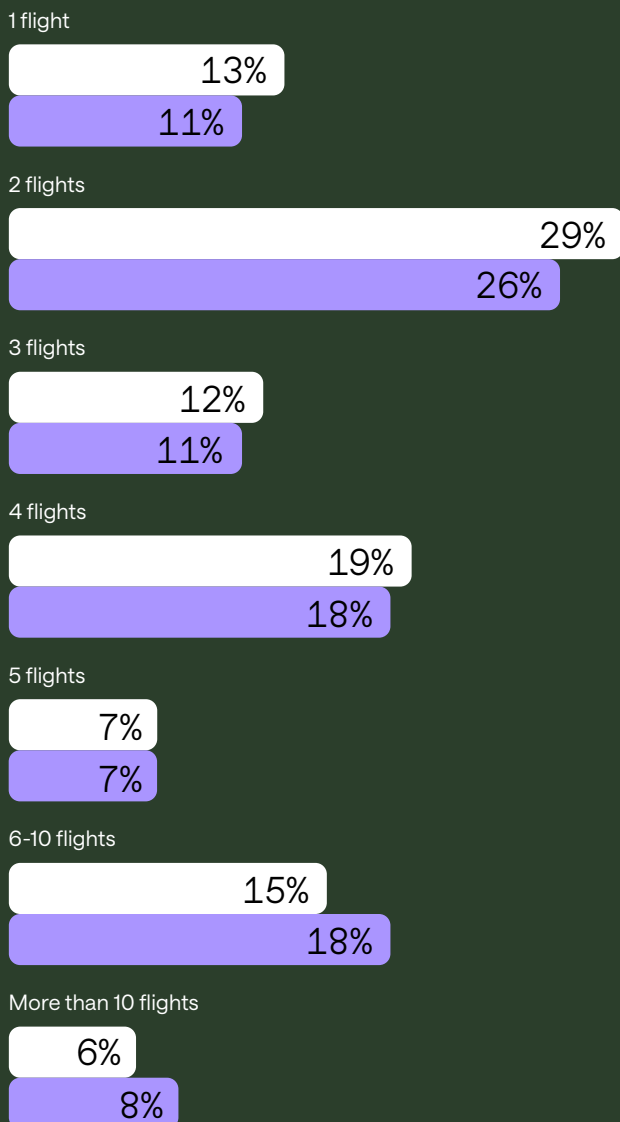
Passenger numbers just hit an all-time high. According to IATA's [Global Outlook for Air Transport](#), global traffic grew by 10.6% in 2024, a new record for aviation.

But here's the twist: the average traveler isn't flying more often than before. In 2024, passengers took about 3.7 flights each, almost unchanged from 2023. That means **growth is coming from more people flying the skies, not from existing travelers flying more.**

This shift is significant. **Each new journey means someone boarding a plane for the first time.** These new passengers are digital natives or they're returning to aviation after a long absence. If they're accustomed to the smooth experience offered by ride-hailing apps, food delivery services or mobile transit passes, they'll expect the same level of convenience when they travel by air.

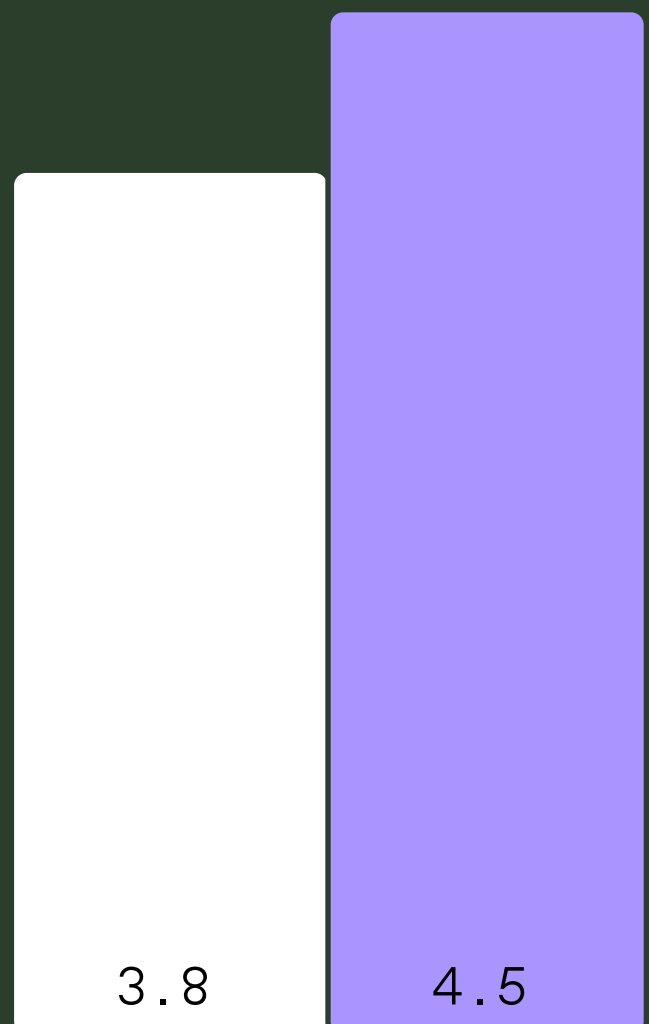
Flights per year: now vs. 2025+

● A typical year ● Looking to 2025 and beyond



Average flights per year: now vs. 2025+

● A typical year ● Looking to 2025 and beyond



So, who's flying most and what does it say about the future?

- **Men** are more frequent flyers: 23% take six or more flights a year, compared to 18% of women.
- **Travelers aged 25 to 44** lead the pack, taking six or more flights annually.
- **Business travelers** average 5.2 flights a year, versus 3.5 for leisure travelers.

Even so, leisure still dominates. In 2024:

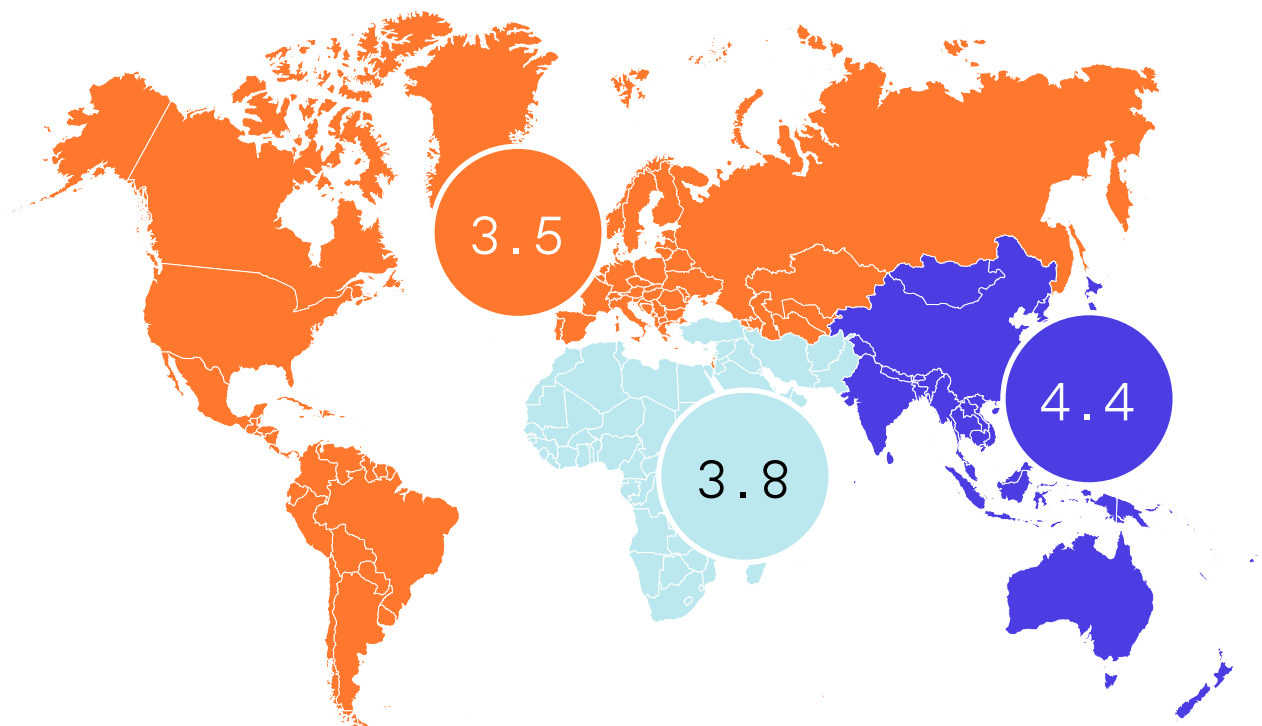
- 79% of trips were for personal reasons
- 21% were for business

That balance hasn't shifted much, but the long-term trend is clear: business travel has been slowly shrinking since 2020 as companies lean on digital tools to replace some of those face-to-face meetings.

Regional growth tells another story. Asia-Pacific leads with 4.4 flights per traveler, followed by the Middle East and Africa at 3.8. Europe and the Americas trail at 3.5. For APAC and MEA, this reflects strong economic momentum, fewer high-speed rail alternatives and younger demographics driving demand.

Average flights per traveler by region

● Europe & the Americas ● Middle East & Africa ● Asia-Pacific



And that's another critical shift: **Millennials and Gen Z are becoming aviation's majority.** They're mobile-first, app-driven and impatient with friction. They're far more likely to book and manage trips through apps (30% of them book flights via airline apps compared to 15% of Baby Boomers). Meanwhile, older generations still lean on websites or travel agents. This is part of that mobile-first trend where airline website use has dropped by 11pp since 2020 (35% now vs 46% in 2020), in favor of airline apps (14% in 2020 vs 23% in 2025). These younger, digital-first passengers are also the most open to biometrics, digital IDs, intermodal trips and sustainable travel choices.

This thread that runs through the rest of our report. **The same digital-first generations who are driving traffic growth are also the ones shaping expectations for identity, baggage, intermodal journeys and sustainability.** Their habits today signal where the industry is headed.

The message is clear: **the next wave of demand in air travel will be powered by generations who expect travel to flow as easily as their digital lives.**

For airlines and airports, this is more than a traffic forecast. It's a roadmap for what to prioritize next.



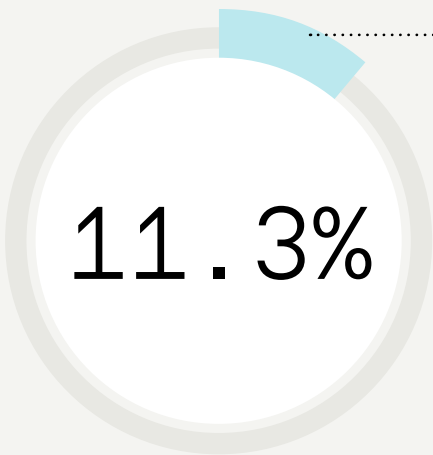
Responsible journeys: Why is sustainability now part of the ticket price?

Sustainability is no longer a side note in aviation.

For today’s passengers, sustainability is part of the decision to fly and they’re ready to act. As they do with clothes or food, they tend to prefer sustainable actions.

Nearly **nine in ten travelers say they’re willing to pay to offset their carbon footprint**, with only 13% unwilling to contribute. In 2025, passengers are prepared to pay an average of 11.3% more on top of their ticket price to reduce emissions. This is trending up from 10.8% in 2024.

Here’s how that breaks down:



Average **percentage of ticket price** passengers would be willing to pay on top of their ticket price to offset carbon emissions of their flights in 2025

Net Range	2025	2024
<10%	47%	49%
10-20%	39%	38%
21-30%	7%	6%
31-40%	3%	3%
41-50%	4%	4%

Note: Responses selecting 0% are included in the net range ‘<10%’

Younger travelers, frequent flyers, business passengers and those in premium cabins are the most committed, with business travelers willing to pay the most at 14.6% on average.



But it's not just about money. Passengers are even open to changing how they travel.

These aren't small gestures. They show passengers are ready to trade convenience for impact, especially among digital-first generations, who expect greener choices as standard.

That said, passengers don't expect to do it alone. More than half want airlines (58%) and airports (53%) to use technology to reduce their carbon footprint. Almost half want airports to invest in infrastructure for greener operations. Many also want guidance: nearly half expect airlines to educate them about travel's environmental impact, while 45% invite encouragement to make responsible choices. And 76% of passengers would even share their travel-related data (flight history, booking patterns, and carbon footprint) with third-party AI and analytical platforms to help optimize routes, reduce emissions, and enhance sustainable travel technology.

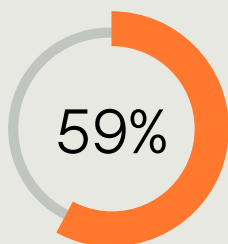
With 68% of the world online and mobile-first habits everywhere, airlines and airports can present greener options directly at decision points. From prompts to carry lighter baggage to integrated rail or bus alternatives — all explained clearly in real time on mobile devices. The same data flows that reduce waits and raise trust can also lower emissions.

The takeaway?

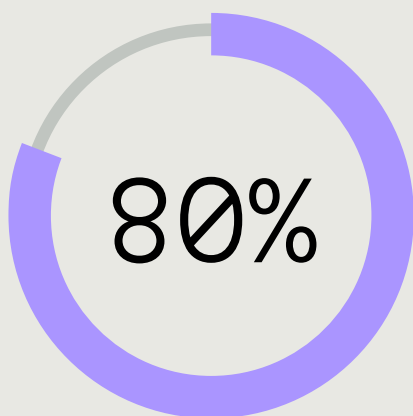
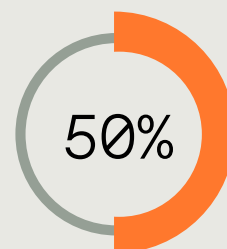
Ideally, sustainability is built into the journey, not bolted on. For younger, digital-first passengers, greener travel is part of the promise.

These findings connects back to the wider story of this report: when data flows seamlessly between passengers, airlines, airports and partners, journeys move faster, trust grows, and emissions fall too.

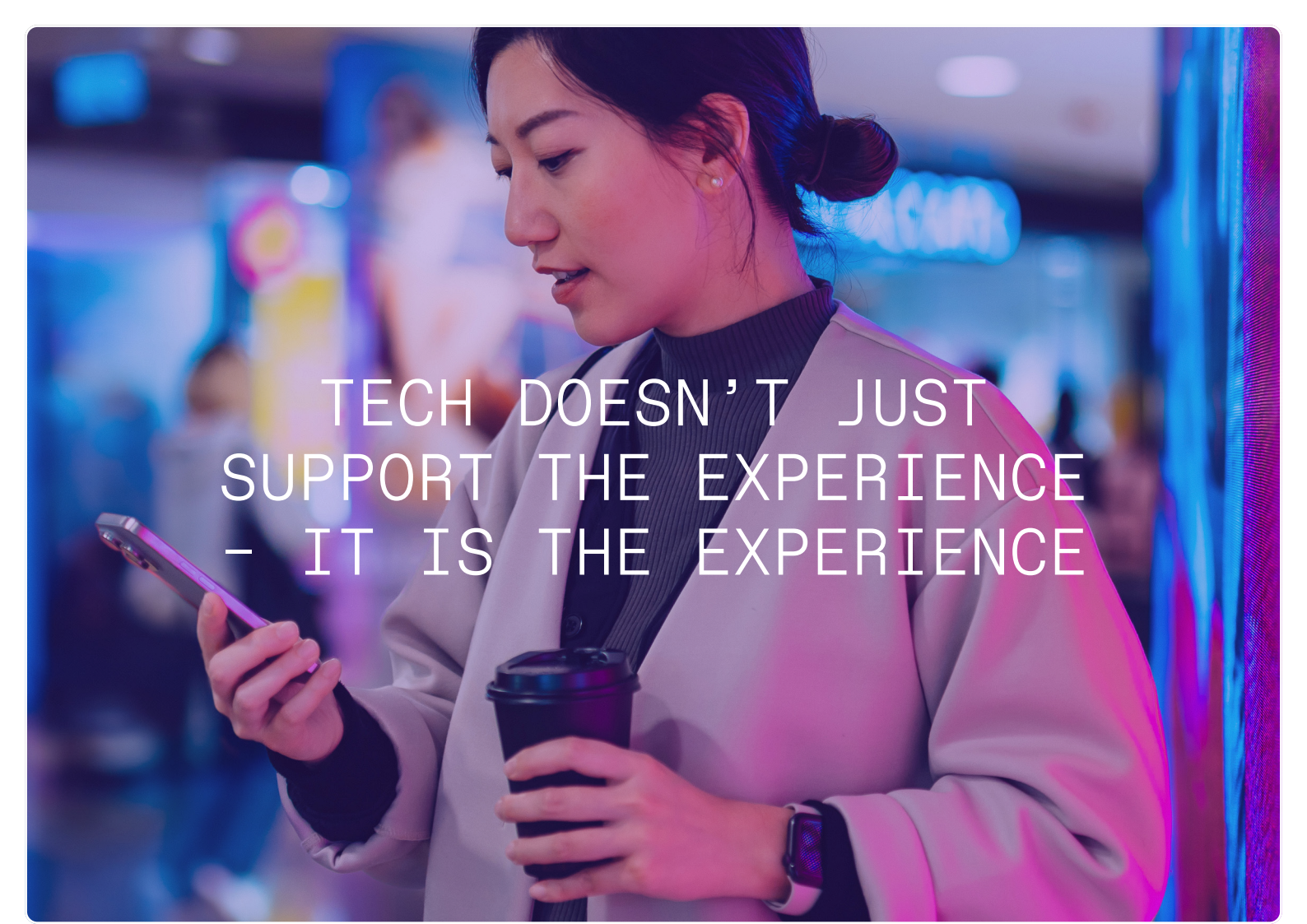
Over half of passengers would fly **an extra hour** to cut emissions by 25%



Half would fly **two hours longer** to halve emissions



Would reduce luggage or travel with carry-on only



TECH DOESN'T JUST
SUPPORT THE EXPERIENCE
– IT IS THE EXPERIENCE

In this section, you'll learn which tech solutions passengers are hoping to find, and how innovation is meeting their biggest challenges along the journey.

Transformational travel tech: Designed to keep things moving

Airports are busier than ever, and passengers feel the pressure where it hurts most — delays and queues. In 2024, 41% said delays and cancellations had the biggest impact on their trip, and 20% pointed to long lines. More than half experienced delays and ended up waiting.

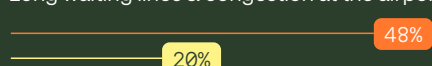
When asked what would make things better, passengers didn't hesitate. Almost two in three (64%) want shorter waits. Others want one simple booking for the whole journey (42%) and real-time updates through a single app (35%). The signals are clear and those who act on them will come out ahead.

Issues experienced in the past and their impact

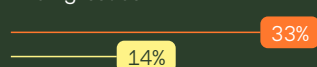
Delays & cancellations



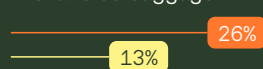
Long waiting lines & congestion at the airport



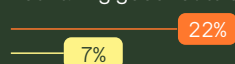
Pricing issues



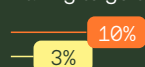
Mishandled baggage



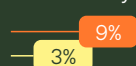
Not having good route options



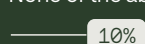
Having to go through health checks



Border entry disruptions



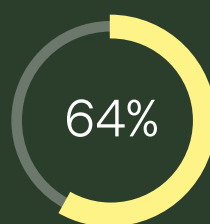
None of the above



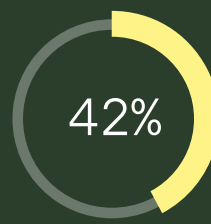
Issues experienced in the past

Greatest negative impact

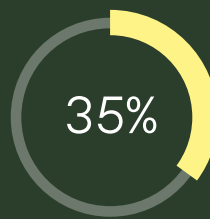
What are the 2 most important factors that you would like to see improved in the travel process overall?



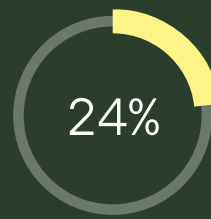
Shorter waiting times at the airport



Ability to use one single booking and ticket for the entire journey



Real time notifications about the travel journey through a digital app



Baggage handling door-to-door

Don't know 3%

Other 1%

The challenge is scale.

IATA forecasts global traffic will double in the next 20 years, meaning that the pressure is on. Smart and transformational decisions have never been more critical. The good news is that passengers have already made the shift. Our numbers for rising usage speak for themselves:

Identity control

+5pp

Boarding, on-board services & border control

+4pp

Bag collection

+7pp

Self-scanning during boarding

(from 16% in 2020 to 23% in 2025)

+7pp

This mirrors what's happening in daily life. People already expect instant updates from ride apps, real-time tracking from deliveries and seamless payments on their phones.

But not everything should be automated. Airport Council International's [ASQ 2024 Global Traveler Survey](#) shows many passengers still want someone nearby at stressful moments, such as tagging a bag, clearing ID checks or boarding. The sweet spot is balance: **self-service where it works, human support where it counts.**

Mobile is at the center. More than half the world now lives online, spending almost four hours a day on mobile internet. That expectation to be connected doesn't stop at the airport. No wonder onboard Wi-Fi and mobile connectivity have jumped 20 points since 2020, from 37% to 57% in 2025. Mobile usage has increased for bag pick-up as well, with 13% more passengers using their device to obtain this information (20% in 2020, 33% in 2025).

Added to that, airports are scaling up eGates, cutting queues and ID times while freeing staff to help where the human touch is irreplaceable.

The future isn't about replacing humans. It's about combining the speed of digital services with the care of human support. That's how journeys flow best.

From check-in to flight gates: Biometrics become the new normal

Passengers are now used to unlocking phones with a face scan or paying with a fingerprint.

They expect the same at the airport: identity that's digital, instant and secure. Consider this: **In the last year, biometric use jumped across check-in, border control and boarding.** The share of travelers who've never used biometrics dropped from 41% in 2024 to just 31% in 2025.

Certain groups are leading:

Younger passengers and men use biometrics more often

Frequent flyers (6+ trips a year) are the most engaged

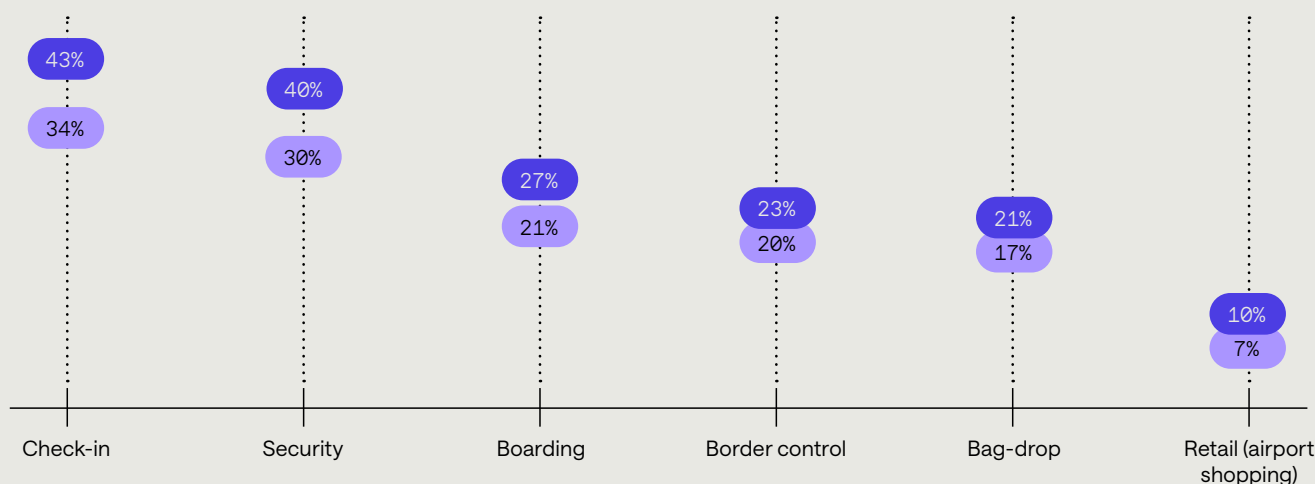
APAC and MEA outpace Europe and the Americas in adoption

Fewer passengers are having their identity verified by agents (59% now vs 65% in 2020), instead choosing automated gates (+2pp) and biometric technology (+3pp).



Usage of biometric technology at different travel points

● 2025
● 2024

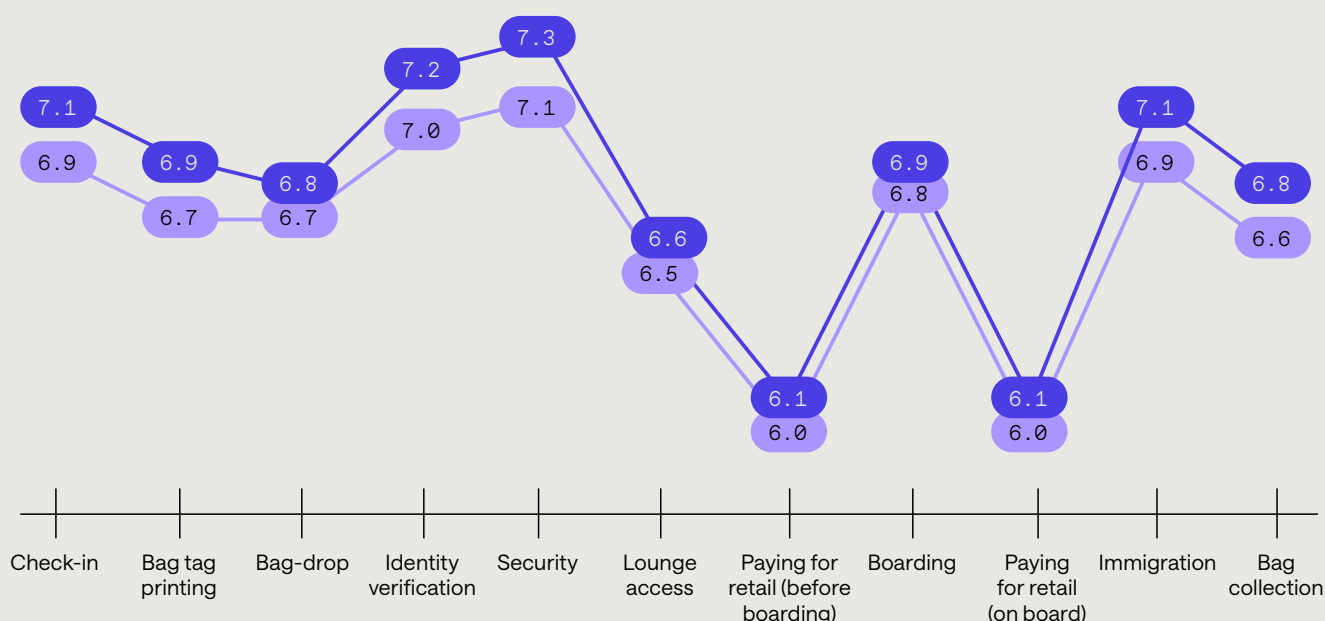


Familiarity builds trust. The more passengers use it, the more they like it.

Our data backs this up. As we saw earlier, during boarding, the number of passengers using a self-scanning gate has increased 7 percentage points. This trend is also true of border checks. Fewer passengers have their identity verified by border agents (59% now vs 65% in 2020) and instead opt for automated gates (+2%) and biometric technology (+3%).

Comfort levels using biometrics at various travel touchpoints

● 2025
● 2024



Average comfort scores rose again this year, with passengers most at ease at:

Security checks

7.3/10

Identity verification

7.2/10

Immigration control

7.1/10

That translates into
real preference:

62%

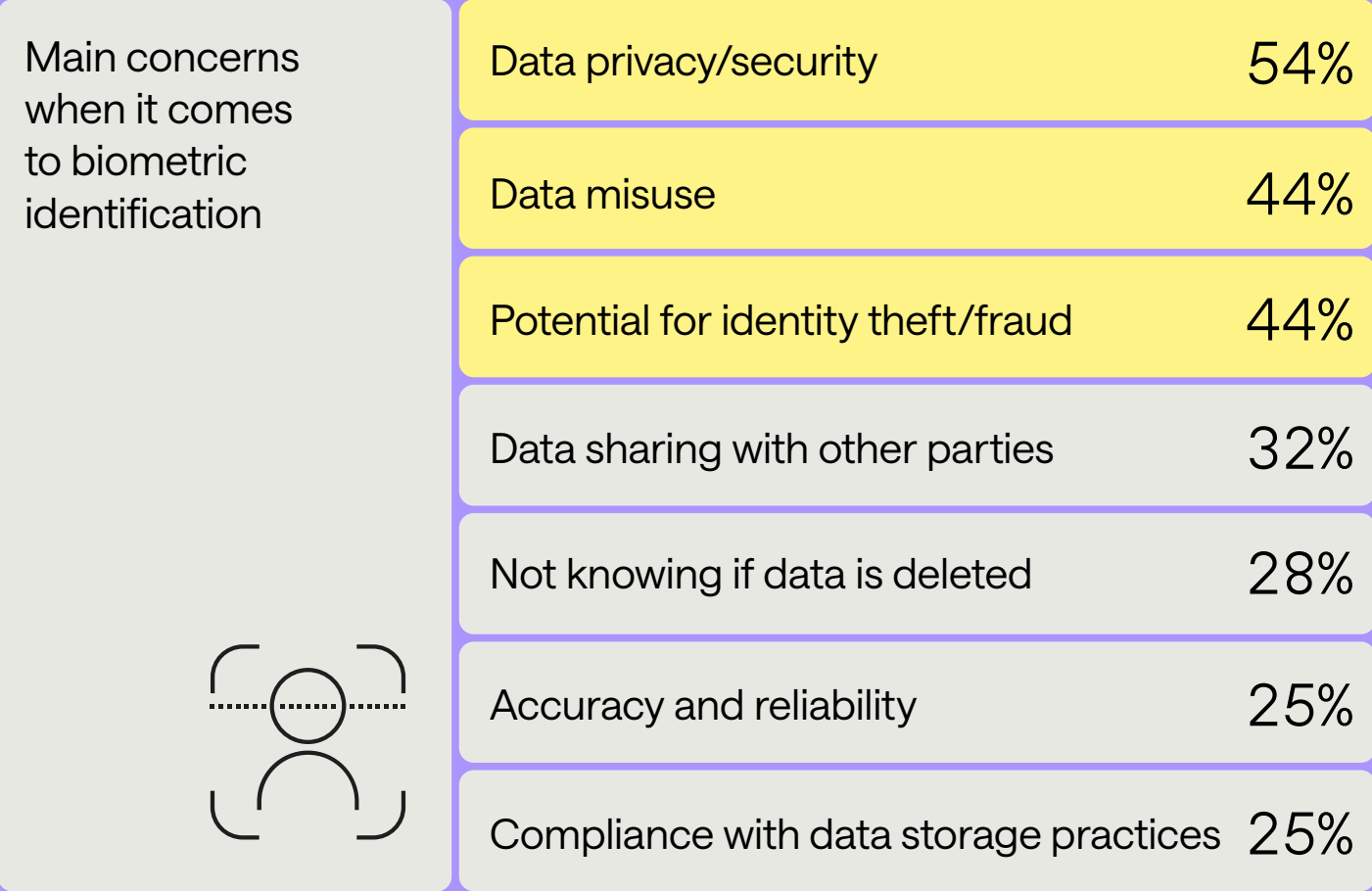
Would choose biometric checkpoints over traditional border counters

58%

Prefer biometric check-in to a staffed desk

Still, doubts remain. Only 3% have no concerns.

The top concerns are: data privacy and compliance (54%), identity theft (44%) and misuse of personal data (44%).



Trust in sharing data is relatively strong.

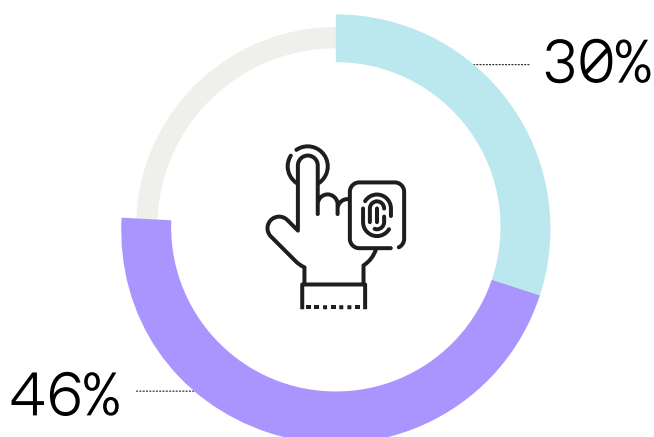
86% of passengers somewhat trust airlines, airports and border agencies with their data, though only one in five say they “trust a lot.” Trust drops further for rail and cruise.

But momentum is global. Digital identity users worldwide are forecast to grow from 155 million in 2024 to 1.27 billion by 2029. **The digital-first generations, who are today’s early adopters, will soon be the majority, setting the baseline for travel.**

Willingness to share travel related data with third-party AI and analytical platforms

- Yes, definitely
- Yes, probably

This chart excludes those who said they would not be willing to share this data, or don't know if they would be willing to share this data.



86% trust border control, airlines and airports with their data



Only 1 in 5 say they “trust a lot”



Willingness to share data with third-party AI platforms is highest among:

Younger travelers

Men

Business & premium travelers

Frequent flyers

Travelers from APAC and EMEA

Digital Travel Credentials: Travel IDs for a digital-first world

Passengers no longer start their journey at the airport. They start it on their phone days before. And that's the way they like it.

According to this report, passenger confidence is rising fast:

Total passengers who feel comfortable **storing their passport on their phone**

⬆ up from 74% in 2024 **79%**

Frequent flyers

87%

Infrequent travelers

77%

Total passengers who are happy to **share their digital identity and biometrics** ahead of travel

⬆ up from 73% in 2024 **78%**

Frequent flyers

87%

Infrequent travelers

75%

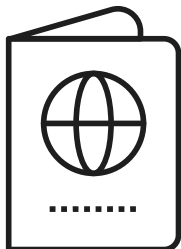
⬆ Both figures are up significantly from 2024

Global momentum backs this shift. As we just saw, it's expected that digital identity users worldwide will surge from 155 million in 2024 to 1.27 billion by 2029. This trend is likely to increase further as younger generations become the majority of travelers around the world.



Trust is the key. Passengers indicate they would be comfortable sharing their Digital Travel Credentials (DTCs) with travel stakeholders:

When asked who they would be comfortable sharing their DTC with travelers responded:



Airlines 80%

Airports 77%

Border control authorities 74%

Hotels 65%

However, hotels lag behind with 65% of passengers expressing comfort. Notably, 17% say they would feel uncomfortable sharing their identity there.

This aligns with IATA's 2024 Global Passenger Survey, where 86% of travelers said they were willing to share personal information in advance to speed up immigration processes.

Comfort providing Digital Travel Credential (DTC) to different operators

Very comfortable Somewhat comfortable Neither comfortable nor uncomfortable
Somewhat uncomfortable Very uncomfortable Don't know

Your airline



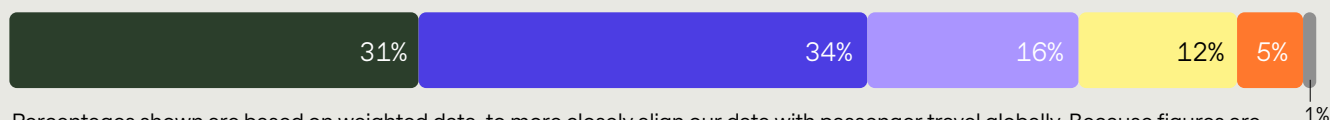
The airport



Border control



Hotels



Percentages shown are based on weighted data, to more closely align our data with passenger travel globally. Because figures are rounded to whole numbers, totals may not always add up to exactly 100%.

The value for passengers is crystal clear:

Passengers who said the service would be useful

87%

Rated it **very useful**

56%

Top benefits:

Convenience and ease of use

40%

A faster travel process

30%

Better security

11%

Top concerns:



30%

Data security



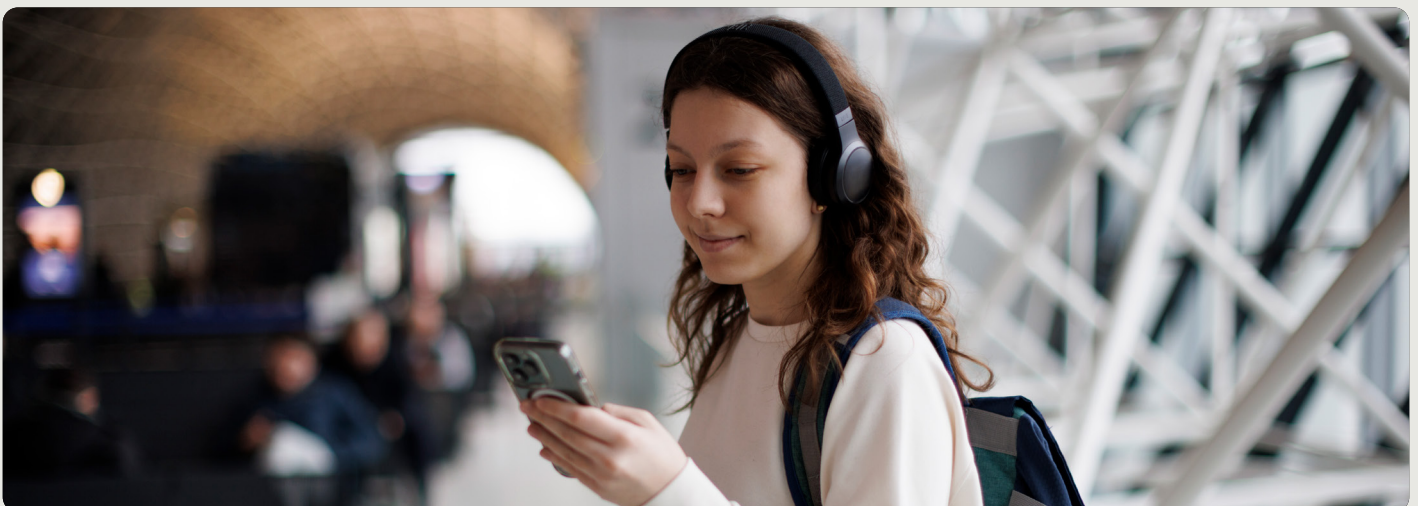
26%

Losing their phone



9%

Not seeing a need for the service

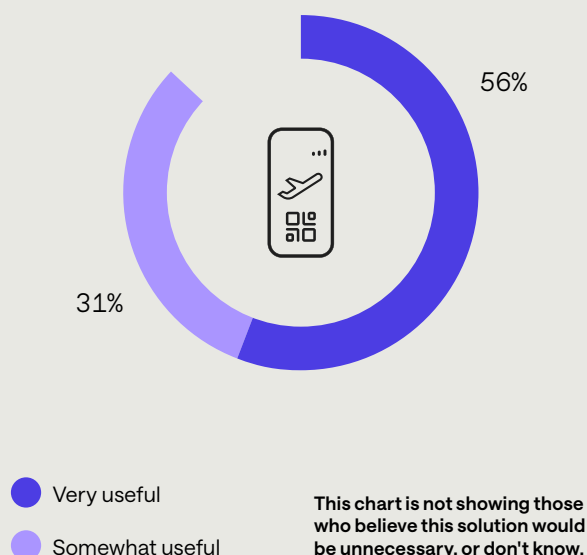


And passengers are ready to pay for the convenience:

- 66% would pay for a DTC service (up 4pp since 2024)
- Among frequent flyers, that jumps to 75%
- Even 63% of infrequent travelers are open to paying

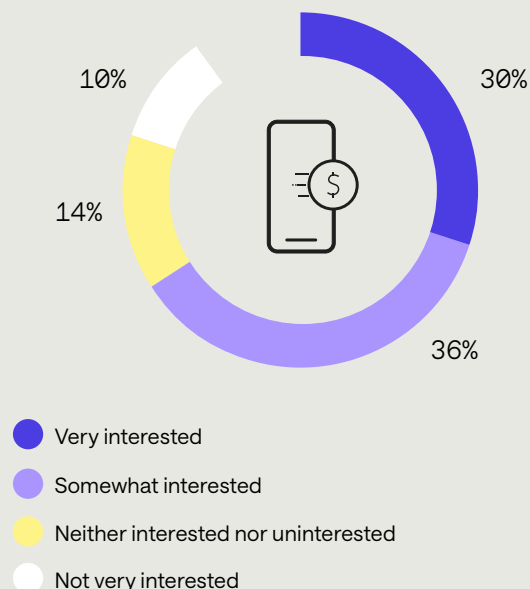
The adoption curve looks familiar. Younger passengers, frequent flyers and premium travelers are leading, especially in APAC and MEA, where mobile-first services are already the norm.

Perceived usefulness of having all travel documents automatically linked to digital identity and stored in a secure wallet on a phone



Interest in paying for a service that could issue a DTC

This chart is not showing those who are not interested at all in paying for this service, or don't know.



As with biometrics, willingness to adopt DTCs is highest among:

Younger travelers

Men

Business & premium travelers

Frequent flyers

Travelers from APAC and EMEA

Passengers are also open to who issues the credential:

30% say they would trust a private company as much or more than a government



42% would trust private companies less, but remain open to the idea



Only 21% would not trust a private issuer at all





DTCs have moved from “interesting idea” to urgent opportunity. The demand is there, global adoption is rising, and the business case is proven. Just as digital wallets transform payments, digital IDs will transform travel.

Passengers are ready. The only question is: How fast can the industry make it available?

To what extent would you trust a non-governmental entity to issue a Digital Travel Certificate (DTC)?



I'd trust them as much or more than a government entity

30%

I'd trust them less than a government entity, but I would still be open to it

42%

I wouldn't trust a private company to do this

21%

Don't know

7%

As governments, airlines and airports invest in digital identity infrastructure to handle growing passenger numbers with limited resources, industry readiness is growing fast

Source: IAG Digital Identity Presentation 2024

Airlines are also embracing DTCs to reduce inadmissible travelers (INADs), speed up boarding, and automate API submissions, boosting efficiency at the gate

Source: SITA Customer Success Story

Real-world proof of impact? In Aruba, SITA's use of verifiable credentials reduced fraudulent vaccine/recovery certificates from 50% to 0%, and cut border processing time by over **80%**

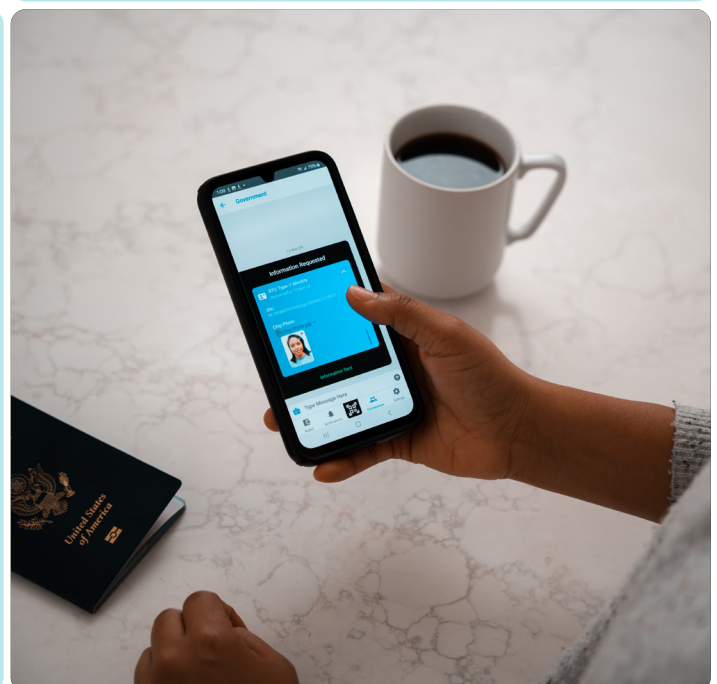
Source: SITA Customer Success Story

Meanwhile, the global market for digital identity solutions was worth \$42 billion in 2023 and is projected to reach \$115B by 2032. Digital wallet users are also growing—from 3.4B in 2022 to 5.2B by 2026—with transaction values expected to exceed \$16T by 2028

Source: SITA blog: The Explosion in the Digital Identity Market

And with 92% of travelers accessing the internet through their mobile device, it's clear the future of digital identity is mobile-first

Source: IAG Digital Identity Presentation 2024





THE JOURNEY SHOULD MOVE LIKE A SWIPE

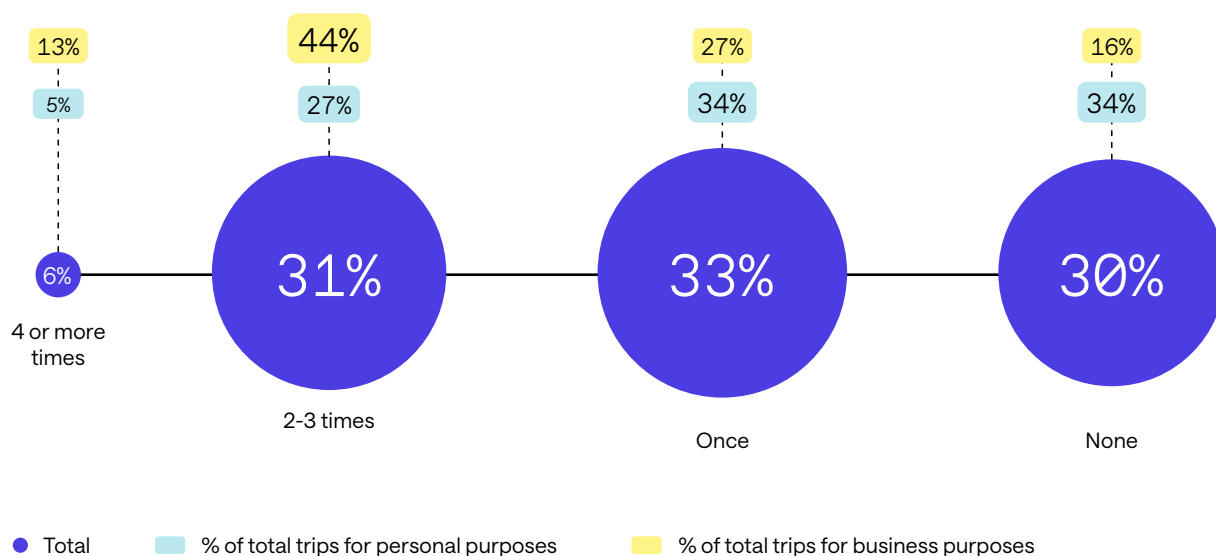
In this section, you'll find data and insights that highlight what passengers need at every step. These are the next big opportunities to shape the experience passengers want.

From plane to train: passengers want one digitally connected trip

Passengers don't think in segments. They expect journeys to work like the rest of their digital lives: one tap, one log-in, one flow. Nearly half of travelers (42%) say they want a single ticket that covers their entire journey across air, rail and road. It's second only to shorter airport wait times on their wish list.

The trend is already here. **As many as 70% of passengers plan at least one intermodal trip this year.** Younger, digital-native travelers, business flyers and men are more likely to book multiple trips. Their motivation is simple: saving time and cutting the wait. For 64% of passengers, faster travel is top priority.

Expected intermodal trips in the next 12 months



We're already seeing it in action. In Singapore, travelers can drop bags at a hotel and have them transferred directly to the airport with a SITA Flex solution prototype. That kind of seamless service sets the bar for what passengers will soon expect everywhere.

Regionally, the momentum is strongest in MEA (54%) and APAC (45%), where more passengers book multiple intermodal trips than in Europe (31%) or the Americas (31%). With younger demographics and fast-growing economies, these regions are showing what the future looks like.

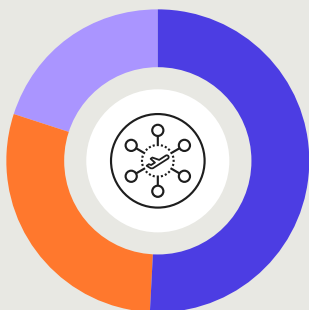


Air still dominates (82% of travelers), with rail and bus becoming the natural extensions of the journey. In APAC and MEA, where alternatives like high-speed rail are limited, connections tend to be predominantly by air but **passengers still want the whole trip managed as one.**

The real barrier is logistics. **Eight in ten travelers say they'd prefer someone else to build their itinerary, whether that's a travel agent, an airline or an app that bundles it all together.** Younger passengers lean toward digital platforms.

The future of intermodal depends on robust and resilient hyper-connected networks in which data flows.

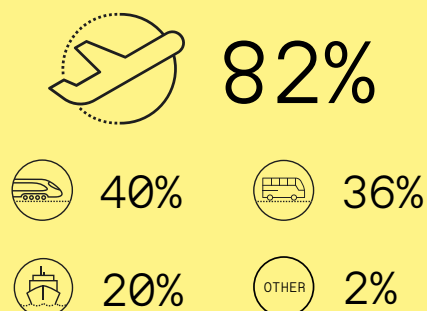
When booking an intermodal trip, which of the following options best represents how you build your itinerary?



- **51%**
 A travel agent (physical, web app) providing a combination of two or more travel modes
- **29%**
 One of the operators (e.g. airline, rail company) selling a combined ticket
- **19%**
 A self-constructed itinerary (going to each operator/agent individually yourself)



Thinking about your latest intermodal trip, which of the following modes of transportation did you use?



Smart baggage solutions: the final piece of the journey puzzle

Lost bags are no longer the top fear for passengers.

Only 8% of passengers say it worries them when booking a trip. That confidence reflects real progress. According to SITA Baggage IT Insights Report 2025, mishandling rates dropped to 6.3 bags per 1,000 passengers in 2024, down from 6.9 the year before, even as global traffic hit record highs.

But expectations are shifting. Reassurance is not enough. Travelers want visibility and control. Among those taking intermodal trips, more than a quarter (27%) rank end-to-end baggage handling as one of the most valuable smart travel services. It comes second only to better coordination between providers during disruptions.

If end-to-end baggage handling solutions existed,
where would you want it to be initially collected from?

At the first
terminal I visit
44%

From my home or the
hotel I'm staying at
44%

I wouldn't be
interested in this at all
12%



A full 78% of travelers say they'd be willing to
pay for end-to-end baggage handling



One in three
definitely would.

What does “end-to-end” look like?

Opinions are split. Forty-four percent prefer collection from home or hotel, while another 44% would rather drop off at the first terminal. Either way, demand is strong. A full 78% of passengers say they would pay for such a service, with more than one in three (35%) saying they definitely would.

Most useful ‘smart’ solutions when thinking about intermodal travel

Travel operators co-ordinating when disruptions occur and managing changes for you

33%

Being able to drop your baggage at your journey start point and having it arrive at your end destination

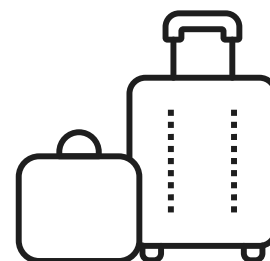
27%

Live travel communications at every step of the journey, including how each mode of transport interacts with each other

23%

Having your entire travel experience detailed within a single app

18%





Trust is the deciding factor.

More than half of passengers (52%) would feel confident using a service run by their airline or airport. Another 37% would trust an airport solution. But only 20% would trust an unaffiliated third party. That puts responsibility squarely on airlines and airports, because passengers hold them accountable for one of the most important parts of the journey: their baggage.

The appetite is strongest among younger passengers, men, frequent flyers, business travelers and premium cabin customers. Interest is also highest in APAC and MEA, where travelers are particularly willing to pay for added convenience. Yet there's a signal worth watching: the share of passengers uninterested in smart baggage services has doubled since last year. **That hesitation likely reflects unease with handing bags over to unfamiliar systems.**

The fix? Transparency.

Real-time tracking through mobile apps or digital IDs gives passengers the visibility they need to feel secure. As highlighted in the SITA Baggage IT Insights 2025 Report, when passengers can see where their bag is, trust follows. That kind of visibility turns smarter baggage handling from a “nice-to-have” into the new baseline. While 24% say not checking a bag has nothing to do with confidence, 72% say specific solutions would make them more comfortable. Mobile bag tracking tops the list at 49%, followed by digital ID tags linked to an app at 39%. **In a digital-first world, passengers expect to track bags as easily as a delivery or ride. Anything less feels outdated.**

Conclusion: the future of baggage is not just about moving bags from A to B. It's about giving passengers visibility, control and peace of mind. And just like biometrics, digital IDs and intermodal travel, it all comes down to one thing: data that flows cleanly between airlines, airports, ground handlers and passengers.

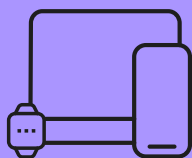


Key takeaways:

Passengers have spoken. Now it's your move.

Passengers don't want to just test the waters anymore. They're setting the pace: they want journeys that are digital by design, sustainable at heart and built on trust.

Digital-first journeys as the new baseline



What passengers want: Experiences that match the way they live — mobile-first, easy and intuitive.

How we turn insight into action: Design every step of the journey around digital processes, from booking to boarding, so it feels as natural as the apps passengers use every day.

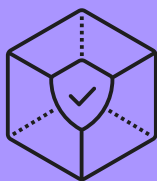
Fast, frictionless journeys



What passengers want: Not to be bothered by outdated and obsolete operations.

How we turn insight into action: Rethink passenger flow using automation, digital IDs and smart queue management to scale up without slowing down.

Visibility and trust at every step



What passengers want: Confidence that both their data and their journey are secure.

How we turn insight into action: Build transparency across identity, baggage and intermodal services. Make biometric and digital ID systems intuitive, explainable and trustworthy.

Baggage they don't have to worry about



What passengers want: Know where their belongings are, through real-time tracking, end-to-end services and full visibility.

How we turn insight into action: Close the gaps with predictive tracking, mobile updates and integrated handling that builds confidence and reduces disruption.

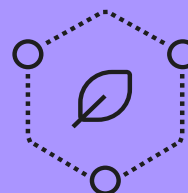
A fully digital, mobile-first experience



What passengers want: Control, connectivity and convenience on their own terms.

How we turn insight into action: Put smartphones and personal devices at the center of interconnected digital journeys, from check-in to arrival.

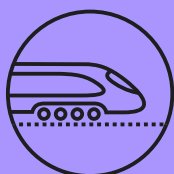
More sustainable travel that doesn't sacrifice convenience



What passengers want: Real ways to reduce their environmental footprint.

How we turn insight into action: Put smartphones and personal devices at the center of interconnected digital journeys, from check-in to arrival.

Simpler, smarter intermodal journeys



What passengers want: One booking. One bag drop. One connected experience.

How we turn insight into action: Work across modes to integrate systems, streamline baggage, and build a shared digital infrastructure that spans air, rail and road.

Support when it matters most



What passengers want: Help at stressful moments, from tagging a bag to clearing immigration.

How we turn insight into action: Pair smart tech with human support. Automation should simplify, not isolate the passenger experience. Staff need flexible tech to make it happen.

The bottom line?

Passengers want digital harmony in everything they do.

They've made it clear: **journeys should be as connected and intuitive as the rest of their lives.** The tech is here. What's the challenge? Investment and collaboration across the ecosystem.

This SITA report isn't just about data points, it's about real voices belonging to real people who, in the middle of their journey, are telling us what works and what doesn't along the way. They're asking for less friction, more flow. For travel that feels as easy as the rest of their digital lives. If the industry listens—and acts—this isn't just insight. It's a blueprint for better journeys.





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