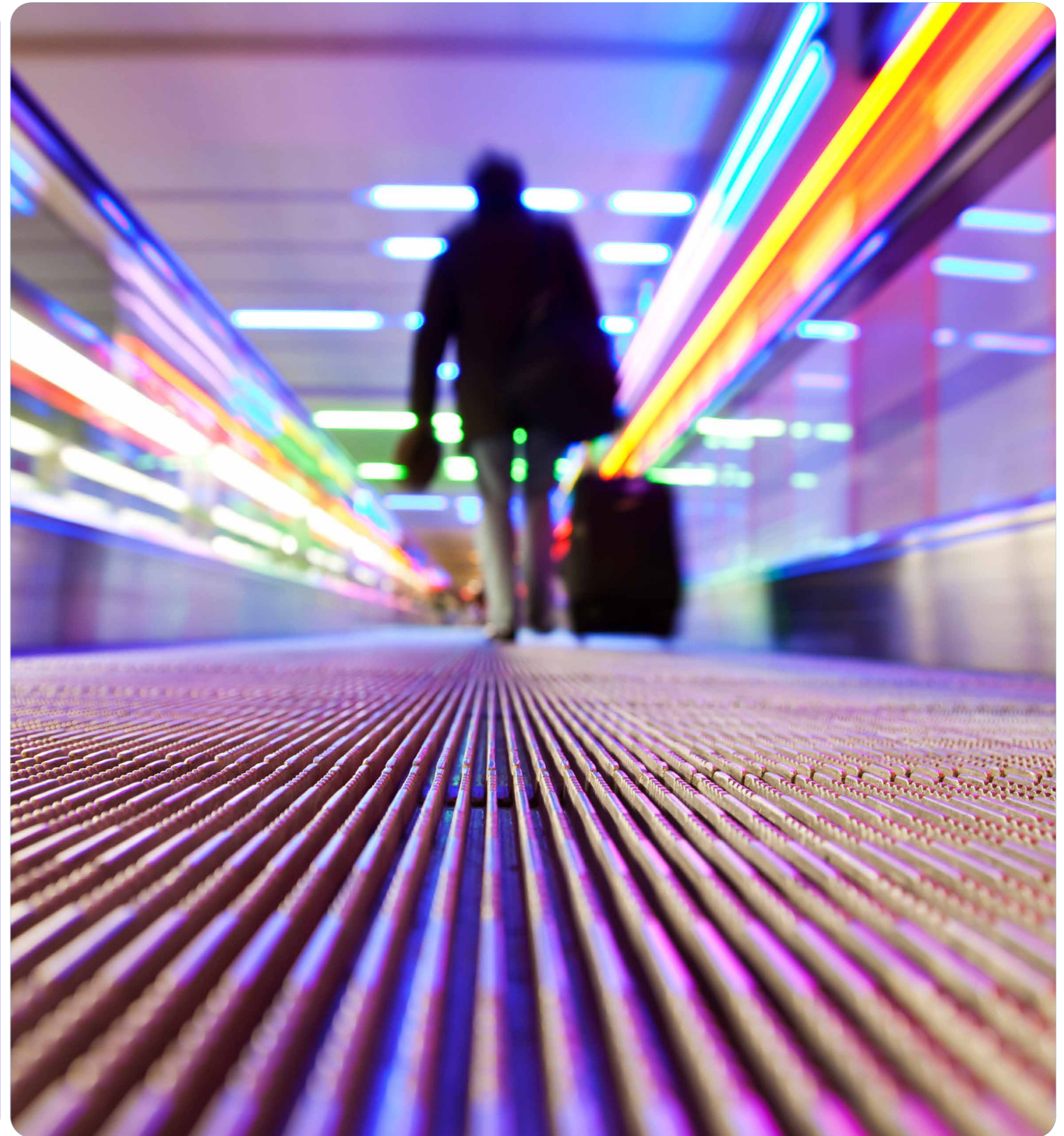
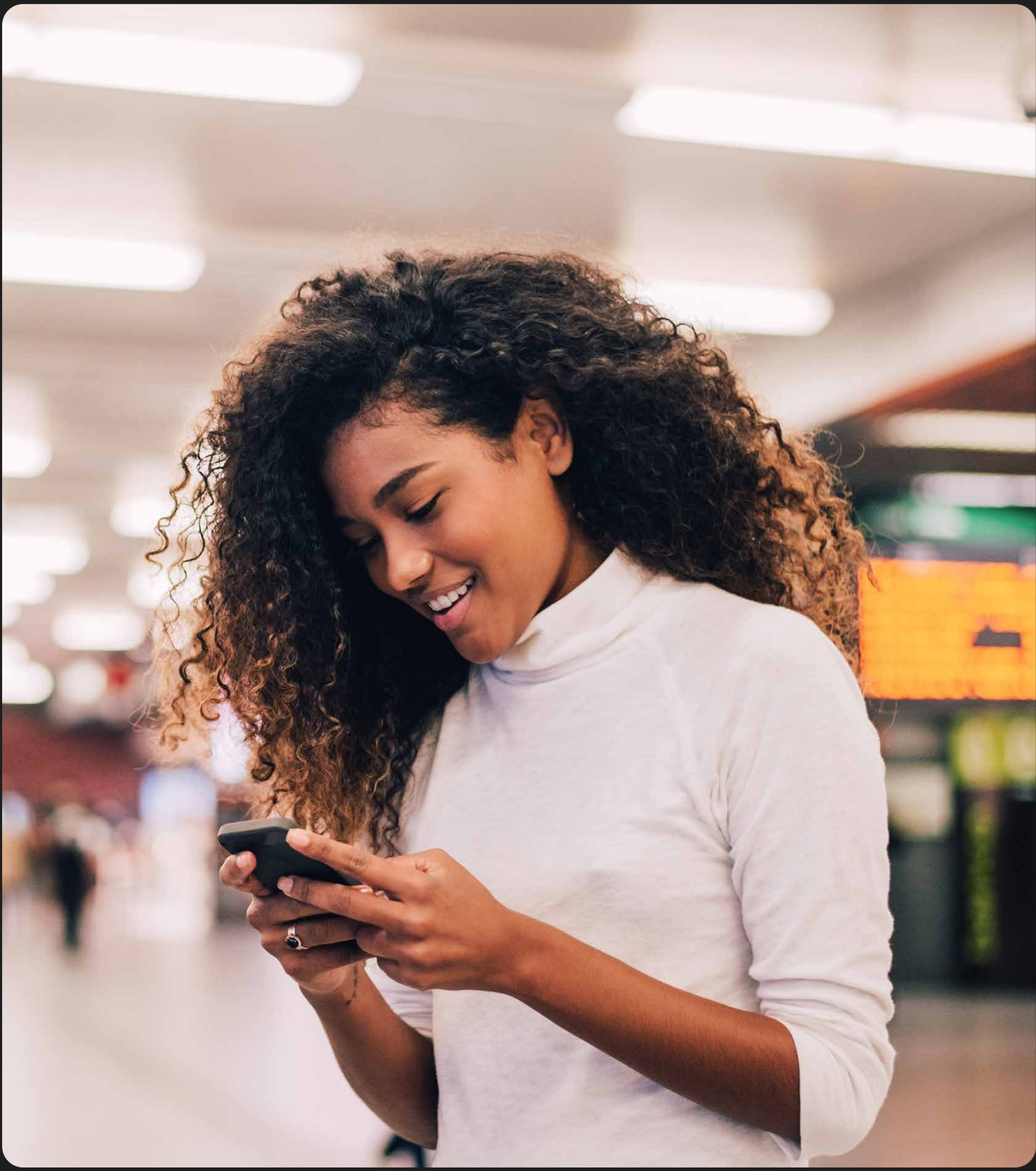


SITA

FIND YOUR FLOW

Boundless opportunities
to optimize your airport





SHAPING
THE FUTURE
AT AIRPORTS

SITA

Rediscover the lost art of airport management

There was a time when running an airport was relatively straightforward.

You had an operating manual with fewer parameters to juggle. Flights were well spaced out. And there was time to enjoy the experience. Airports had plenty of people on hand to manage customers' expectations of a jet-set lifestyle.

Fast forward through the decades and you can see how the task became more complex. Increasing passenger numbers. Soaring expectations of customer experience. Low-cost carriers. Climate change. Issues of ageing infrastructure. The internet and its increasing presence in daily life. Especially now anyone can connect through their smartphones.

And then, just when travel was booming, on top of all the complexities and operational challenges, along came Covid.

Great staff were let go. Knowledge was lost. Decades of operational wisdom walked out of your airport doors. Finding roles in other sectors, many of those experienced staff never came back. As airports opened again and passenger flows increased, the impact was obvious. Small problems could snowball into operational nightmares and PR disasters.

Even though the ideas and the technology existed to fill the gap in human resources, not all airports were ready for this shift. At a crunch point in live environments, the challenge was too big, too overwhelming for airports to adopt at speed. And the issues are still in a holding pattern for every airport right now.

The airport remains a complex system of businesses and stakeholders. Global sustainability challenges are reshaping the industry. Energy costs are sky high, influenced by geopolitical events.

Airports in public ownership also face growing pressure to report to stakeholders and assess socioeconomic impacts.

Making progress isn't helped by siloed data or hesitation in deploying new technology. How do you handle increasing passenger flows, enhance the passenger experience and maximize airport profitability and sustainability?

That's why we're here. SITA has pulled together a go-to guide for airports on emerging trends. Across the globe, SITA is making innovation happen. We're exploring future-proof solutions that can be deployed today, and providing a pathway for what's to come. Because, like it or not, the future is coming in to land.

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01. It's time

Airports and airlines have done a remarkable job in recent years. You've pulled off the seemingly impossible – navigated a global pandemic and made it back to pre-2020 passenger numbers.

It's been very hard, of course. People leaving the industry. Serious financial pressures.

The pandemic proved that the industry could and would adapt. The demand for touchless, germ-free journeys brought about a wider acceptance of digital technologies. This drove changes in processes across airports, airlines and governments. It accelerated the role of the CIO. And ensured innovation was more than just a buzzword.

In 2023, demand for air travel soared. At 5.2 billion, the surge in passenger traffic was even stronger than the air travel industry expected. By 2040, the volume of passengers passing through airports is set to double.*

* WATS Passenger Traffic, IATA forecast

The needs and expectations of passengers are also growing. As the average global life expectancy increases, more and more older people and people with mobility issues choose to fly. Regulations such as the Americans with Disabilities Act (ADA) place serious obligations on airports and airlines to serve such passengers. At the same time, younger travelers anticipate more from their interactions with the passenger journey. They want to feel in control and expect to be well-informed, especially when something goes wrong.

We need to meet the evolving needs of customers. And address the ever-present need to ensure safety and security. Now is the time to lean into the challenges. How do you protect and grow the airport financial model? Together, how do we optimize the flow and experience of passengers to enable seamless digital travel?

The answer is to think outside of our physical boundaries. With new technologies that fully leverage the power of the devices already in the hands of travelers and staff. Sharper technology, innovative ways of working and greater collaboration provide the opportunity to create a smarter, friction-free travel future.



IT'S TIME FOR
NEW IDEAS
TO TAKE FLIGHT.

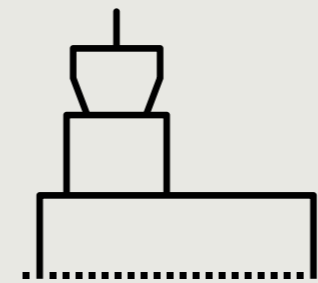


EXPAND
YOUR MIND.
AND AIRPORT
BOUNDARIES.

SITA

02.
FRICTION FREE
AIR TRAVEL.

NOT FICTION.



Biometrics have been a talking point in the travel industry for years. And now friction-free travel is no longer science fiction. At airports across the globe, SITA makes biometric travel a reality today.

As passenger numbers increase – and their service expectations rise – how are you supposed to cope? You’ve already invested in new products and solutions. But travelers still need to produce their travel and identity documents multiple times, causing queues and frustration.

What if you could speed your airport up? With their faces connected digitally to their travel credentials, your customers can fly through the airport. You can provide simplified checkpoints and personalized service.

You also benefit from a more efficient airport. You’ll need fewer staff manually processing passengers, so you can deploy the staff you have where they are most needed. And you’ll have happier travelers who can spend more time on shopping, food, and other revenue-generating services.

Biometrics are becoming more widely accepted. In this emerging market, SITA are years ahead with proven delivery of an end-to-end seamless journey, from home to hotel. With digital travel solutions deployed worldwide, SITA offers biometric expertise that’s scalable to your airport and interoperable with your existing systems, and across borders.



Increase and smooth the flow of passengers through your airport.



Open new opportunities to enhance customer experience and grow revenues.



Protect your investment in existing assets, hardware and software.



Our biometric solution sets the global standards for digital travel.



There’s no need to hold back any longer. Together, we can face the future.

03 . WORKING TOGETHER

There's an increasing need to push functionality outside of the physical boundaries of the airport. Improved collaboration between airports, airlines, hotels and intermodal travel will transform all parts of the passenger transport industry and significantly improve the customer experience.

It works and passengers love it.



Progress is already happening with biometrics. Implementing trusted technology at some of the world's busiest airports, we are years ahead in digital travel. We have end-to-end, fully automated solutions in place. We enable various aspects of the airport to work together.

You can extend the use of Digital ID – from home to hotel and all the way to borders and beyond – while easing pressure in your airport. And it starts outside of the airport via mobile enrolment.

Why ask passengers to queue and present the same information multiple times when their face can be their passport and their boarding pass? What if the biometric journey began at the hotel and facilitated bus travel?

Why be held back by local working hours? Picture a customer, late in the evening, having issues at a kiosk. Why not enable them to have a videocall via the device with someone in a different part of the world? Someone who can immediately help them during their normal working day.

Why must technology be tied to physical desks? Think how big tech companies offer mobile customer service in their stores. So, if a passenger turns up at the boarding gate with an oversized bag, you could enable the agent to bring up the booking from their mobile device and print off a bag tag without using a desktop computer. Saving time for all.

Why not avoid baggage issues in the airport altogether? By tagging and collecting luggage on airport buses? Or at hotels? Or from passengers' homes? In Europe, SITA has already trialed off-airport baggage handling on buses – and it works. In the Middle East we're pioneering a program where luggage is delivered direct from the airport to 25 different hotels – and collected on return. By decoupling passengers from their luggage, and working with partners outside of the airport, we can ensure smoother, faster customer journeys with greater down time.

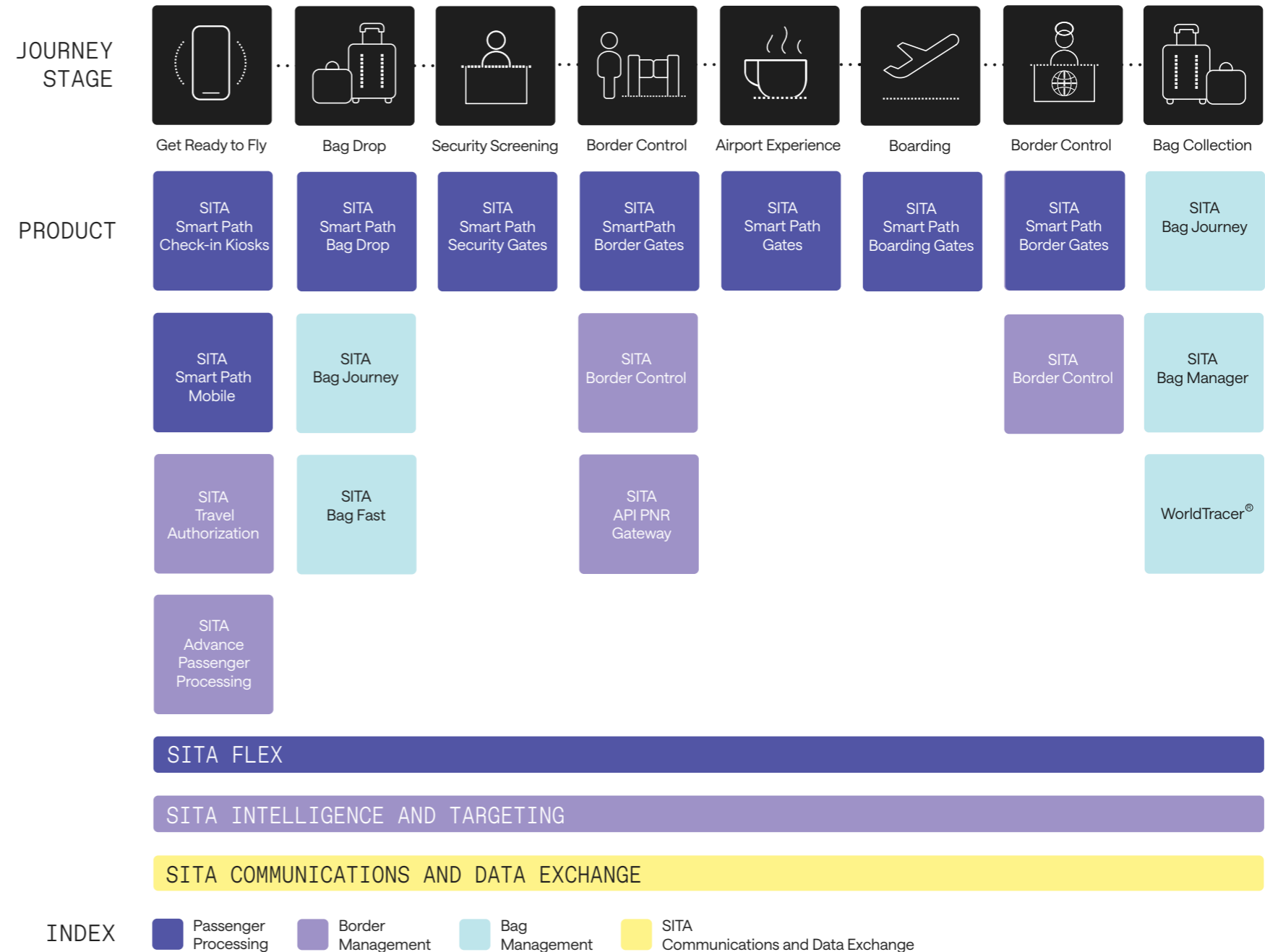
So, whether you're improving passenger throughput with biometrics or enabling bag drop outside of your own walls, we're here to work with you. And we're asking the right questions now, to ensure our solutions are future ready.



SITA
 A SOLUTION
 FOR EVERY NEED

Our end-to-end capabilities

FIND YOUR FLOW



CASE STUDY

SITA FLEXBOX WITH PRINT&GO AND COPENHAGEN AIRPORT

Copenhagen Airport (CPH) is the largest airport in Scandinavia, serving 26.8 million passengers in 2023.

SITA partnered with Copenhagen Airport's A/S, SAS - Scandinavian Airlines, and Scandinavian Baggage Service to demonstrate their revolutionary off-airport passenger processing.

SITA's FlexBox is a versatile touchpoint that opens new opportunities for airports and airlines to process passengers in almost any location. A small form factor that's simple to deploy, the SITA FlexBox can be easily moved to new, previously difficult locations to reduce congestion and better manage the passenger flow.

Copenhagen Airport - Terminal 3 and Clarion Hotel were home to SITA's Proof of Concept (PoC) showcasing the universal touchpoint. The SITA FlexBox with Print&Go allows agents and passengers to print boarding passes and baggage tags, and weigh and pay for luggage, if needed, from locations such as hotels or buses to the airport.

With a 100% success rate in passenger processing in Copenhagen, SITA FlexBox boosted efficiency and convenience, while also relieving the pressures of day-to-day operations at the airport. This demonstration supports SITA's end-to-end, innovative, and touchless passenger services.





04. SEIZE THE DATA

It all starts with data.

Data is the starting point for unlocking the potential of our airports. With good secure data and detailed insight into customers and operations, we can harness the power of new technologies such as AI, machine learning, and digital identities to create seamless, secure and safe airports.

The technology and methods are already here. SITA can show you how to mine value from data to improve customer experience and airport efficiency.

Critically, SITA has real experience of the specific needs of airports worldwide. This means that our technology is tuned to data regulations. Whether you need General Data Protection Regulations (GDPR) in Europe or controls for cloud technologies in the Middle East, SITA has the solutions.



JOINING
THE DOTS

SITA

Airports, airlines and their partners are awash with data. Yet it's not always understood, used or shared to its full potential. It's a missed opportunity.

We know airlines have data, lots of it. Customers give it to them freely to buy flights. So do hotels, taxis and buses. But only some of that data is shared with airports.

Passengers expect, no, demand that you connect them seamlessly, painlessly to their plane. And help them on to their destination, connections or journey home. When exactly will they turn up, and with how much luggage? It's guesswork.

That's a data issue.

If you order food online, you can track its delivery to your door on your phone. Imagine if you could see passengers coming your way in real time?

One of the obvious benefits is that real-time data can facilitate dynamic staffing. You can resource more effectively to control queue times and enhance customer experience. For example, if you knew in advance which passengers had mobility issues, you could properly resource them for assistance (or even just locate a wheelchair).

What if you could automatically collect customer delivery details for mishandled baggage? You'd save time and money rectifying issues. SITA's WorldTracer Auto Reflight proactively notifies passengers and collects customer data, without the need for human intervention. By digitalizing the previous manual process, you optimize your resource allocation and improve the passenger experience in a commonly stressful situation.

Similarly, with smart data strategies, you can track incoming cars and taxis to help control congestion and react quickly when problems occur.

Data can help you at the most basic operational level too. For example, you could upgrade your washroom cleaning regime by switching to usage-based cleaning instead of time-based operations – thereby improving customer satisfaction while reducing labor and cleaning costs.

There are also commercial opportunities. Do you know which airline passengers spend most in duty-free? You can plan their departure gates to be closer to retail.

By sharing data, airports and airlines would ensure a smoother customer journey.

CASE STUDY

SITA AIRPORT OPERATIONS TOTAL OPTIMIZER AND TORONTO PEARSON INTERNATIONAL AIRPORT

Toronto Pearson International Airport (YYZ) is the largest airport in Canada, and the 30th busiest airport in the world for passengers.

SITA partnered with the Greater Toronto Airport Authority (GTAA) to pilot one of the biggest revolutionary innovations yet in airport management.

SITA's Total Optimizer allows airports to dynamically align operations, including operational performance, capacity provision, revenue generation, cost efficiency, passenger experience, and sustainability.

Previously airports worked hard to optimize individual workstreams. However, lack of synchronization and conflicting KPIs have held back progress, potentially costing airports millions of dollars in lost efficiency.

SITA's innovative system overcomes barriers to better performance. In Toronto, Total Optimizer was integrated with GTAA data sources. Simply by setting relative priorities for the airport, the GTAA team dynamically optimized stand allocation plans. The pilot program delivered predicted savings, operational efficiencies, and additional revenues for Toronto Pearson.





THE SKY IS
THE LIMIT

SITA



05. FLIGHTS OF FANCY?

From science fiction to daily fact

The future isn't what it used to be: it's getting closer and arriving faster.

A year ago, few people had given much thought to AI. Now, it's doing the thinking for us. Crunching numbers and pattern-seeking on a vast scale, AI now has predictive power and the ability to handle complex tasks.

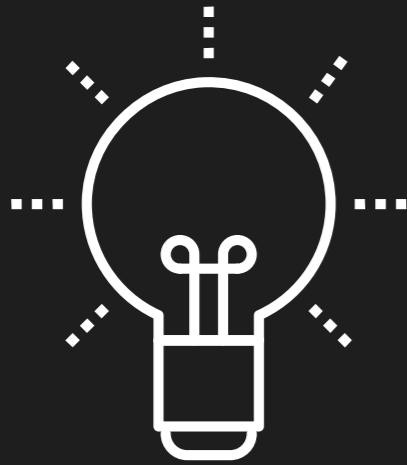
Once the stuff of science fiction, today we all hold a small powerful computer in our hands. We call it a phone, but we check the screen compulsively. Thanks to maps and travel apps, we're literally lost without it.

Electric cars are commonplace too – which impacts the air travel industry in unexpected ways. What if every car in your car park were an electric car? You'd need to provide a very large number of super-fast charging points. What kind of electrical infrastructure will you need?

As aircraft design changes, what happens when regional airports can handle long-haul flights? When hydrogen becomes a feasible zero-emissions fuel for airlines, how do you plan to manage ammonia?

It's comforting to think that change happens slowly, but tomorrow tends to sneak up on you fast if you're unprepared. SITA has been at the forefront of aviation for 75 years. That's why we've partnered with, and invested in, Volocopter urban air mobility – the next generation of 'flying taxis'.

SITA Labs.



No one has a monopoly on great ideas, but in our 75 years in air travel, we've had quite a few ground-breaking, world-beating innovations.

Because we ask great questions.

DRONING ON ABOUT THE FUTURE

The Volocopter is here. Drone transport is around the corner. We can foresee its impact on short-hop flights. And the potential of intermodal travel in relieving pressure on passenger flows. How else will the future of the transportation sector impact air travel?

Baggage handling is the obvious way in which self-driving vehicles and robots can help solve some of the challenges of airport efficiency. Yet that presupposes an intelligent, data-driven, living map of the entire airport and its operations.

The first impact of autonomous vehicles may be more challenging. Parking is a significant revenue stream for airports. What happens when every car drops its owner at the airport and drives itself back home again?

Autonomous vehicles and the acceleration of tech in other sectors will fundamentally shape the future of the ATI. We need to think outside of our sector. And outside of the box.

06. FLYING HIGH

We've been working in the air travel business since 1949. And we've been thinking about it intensely too.

We developed the global standard for baggage management and tracking. We have the market leading solution for integrated airport management. We created our first electronic identity system back in 1996 for the 2000 Sydney Olympics. We have biometrics working in some of the world's busiest airports.

We've made our biggest acquisition yet. Acquiring IPS (formerly Materna IPS), market leaders in Self Bag-Drop, we're embarking on an exciting new era of travel. Combining our solutions and expertise, we're driving towards a future in which passengers have full control of their journeys. And where airports have a comprehensive view across their domain, from whatever perspective they need. Together, we can transform airports from simple transit hubs into digital, personalized experiences for travelers across the world.

We've done a lot of thinking and what we've discovered is that ideas are easy. It's implementing them in a risk-free way in the live, no-fail, secure environment of air travel that's incredibly hard. That's where SITA's experience and industry know-how makes all the difference.

We find answers that work.



AS THE PHYSICIST NIELS
BOHR ONCE REMARKED
"IT'S HARD TO MAKE
PREDICTIONS, ESPECIALLY
ABOUT THE FUTURE".

SITA BY NUMBERS



- **13 billion air passengers** a year are processed via SITA systems.
- **100 million passengers** are boarded with our common-use systems every year.
- More than **20 million identities** are managed using Smart Path Hub.
- We have delivered **5,500 kiosks** at more than 250 airports worldwide.
- More than **35,000 check-in desks** at 430 airports.
- **1040 aircraft** self-boarding gates at 18 airports.
- **640 Automated Passenger Control (APOC)** for borders at 15 airports.
- We provide self-service and agent-assisted passenger processing to **over 300 airlines**.
- **120+ airports** use our self-bag drop solutions.
- **115 security access control kiosks** at five airports.
- **69 security access control gates** at six airports.
- **40+ governments** use our border management solutions.

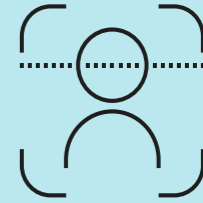
SITA: YOUR PARTNER

Industry-leading
footprint



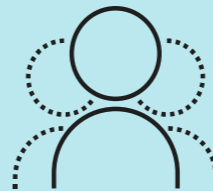
We have biometric solutions operational around the world. Including major airports such as Beijing (PEK) and Bangkok (BKK). And **more than 10 deployments** integrated with US Customs and Border Protection (CBP).

End-to-end
biometric expertise



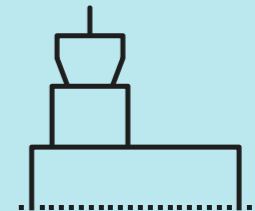
In use at more than **40 airports worldwide**, including around **5,000 biometric touch points**.

2 billion
passengers



More than **70 governments** and all G20 nations use SITA's digital border solutions, representing **85% of international air passengers** globally.

Unique
in the industry



In the emerging market of digital travel, we have already **proven delivery** of an end-to-end **seamless journey**, from home to hotel.

Recognized as world leader in digital travel



FAST »
FORWARD

For airports

SITA FLEX

How SITA brings innovative ideas to life – on and off airport.

Next generation common use passenger processing you can trust.

Every airport is different. Some want cloud solutions, and some don't. Some need common use systems, and some don't.

SITA's world-leading tech stack lets you connect everything anywhere. That's why 470+ airports already rely on SITA Flex to meet their precise operational and compliance needs – and future-proof their business.

In the cloud, on prem or hybrid, SITA Flex has been re-designed as a modular platform to help you:

- Enhance operational efficiency
- Reduce costs
- Deliver friction-free passenger processing
- Enhance the passenger experience
- Manage fluctuating demand
- Guarantee flexibility, agility and scalability
- Increase staff loyalty and retention
- Improve sustainability
- Speed up innovation

Click here for more information on SITA Flex:

[Find out more](#)

WE'RE HERE TO ANSWER YOUR QUESTIONS

So come and talk to us.
Let's create that end-to-end, biometrically enabled,
mobile-powered, digital journey.
Together.

SITA



For more information [click here](#) or email us info@sitaaero.com



Registered Office

SITA SC

2 Avenue des Olympiades
B-1140 Brussels
Belgium
Tel: +32 (0) 2 745 0517

Geographic Offices

Americas

600 Galleria Parkway SE Suite 1000
Atlanta GA 30339
United States of America
Tel: +1 770 850 4500

Asia Pacific

11 Loyang Way
Singapore 508723
Republic of Singapore
Tel: +65 6545 3711

Europe

26 Chemin de Joinville
B.P. 31, 1216 Cointrin
Geneva
Switzerland
Tel: +41 22 747 6111

Middle East & Africa

Holcom Building
Cornich Al Nahr
Beirut - Lebanon

[WWW . SITA . AERO](http://WWW.SITA.AERO)