SITA

MEET THE

MEGATRENDS

SITA's innovation report explores 12 key trends that will shape the travel industry over the next decade

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Meet the Megatrends

Emerging technological, societal, traveler, and economic trends have significantly morphed the travel landscape over the last few years, forcing industry, governments, and workforces to adapt rapidly. A new era of travel is fast emerging, featuring trusted digital identities, hyper-efficient metaverse-like AI powered airport operations, sustainable aviation, a full digital economy, and air taxis. The air transport industry is at a post-pandemic crossroads, facing challenges from all sides. While domestic and international travel recovery accelerates globally, airports and airlines are scrambling to provide the seamless travel experience passengers expect, often with slashed workforces and squeezed budgets.

With the arrival of Generative AI in 2023, the technology has surged to the top of airport and airline agendas, with 97% of airlines planning a program to develop the technology. This has taken the limelight away from Metaverse, which was the focus for 2022.

Passenger expectations are also changing with the development of new technologies, while societal and generational shifts, along with new working practices are affecting all of us. We now have an opportunity to re-imagine the world of travel, connect the dots, and transform travel with cross sector solutions exploiting the latest technologies. We must collaborate today and build agility and resilience into the transport industry to make travel seamless, trusted, safe, and sustainable for all.

Similarly, Urban Air Mobility has seen surging interest from airlines and airports, with the first flights due to take off in 2024. As a result, investment in the space across all stakeholders (including OEM, infrastructure, and systems) is projected to accelerate from $5 billion in 2022 to $28 billion in 2030.

The increasing willingness of providers to share data across the transport industry will help further accelerate these trends and pave the way to the more connected, seamless travel experience that passengers want.

These trends are shaping SITA's own innovation agenda. Underscoring SITA's commitment to innovation, SITA revised its internal innovation model with bolstered resources, additional R&D investment, and best-in-class ideation models in 2023. In SITA's 'Meet the Megatrends' innovation report, we take a closer look at 12 key trends shaping the future of travel and explore how technology is responding or influencing these trends. This report was developed by the SITA Lab team and draws upon insights from across the travel industry, new SITA global research, and the latest cutting-edge Proofs-of-Concept to identify the most powerful shifts that will drive the industry's evolution by 2033. I hope you find this report useful.

Patrik Svensson Gillstedt

Senior Vice President, Strategy and Growth Enablement

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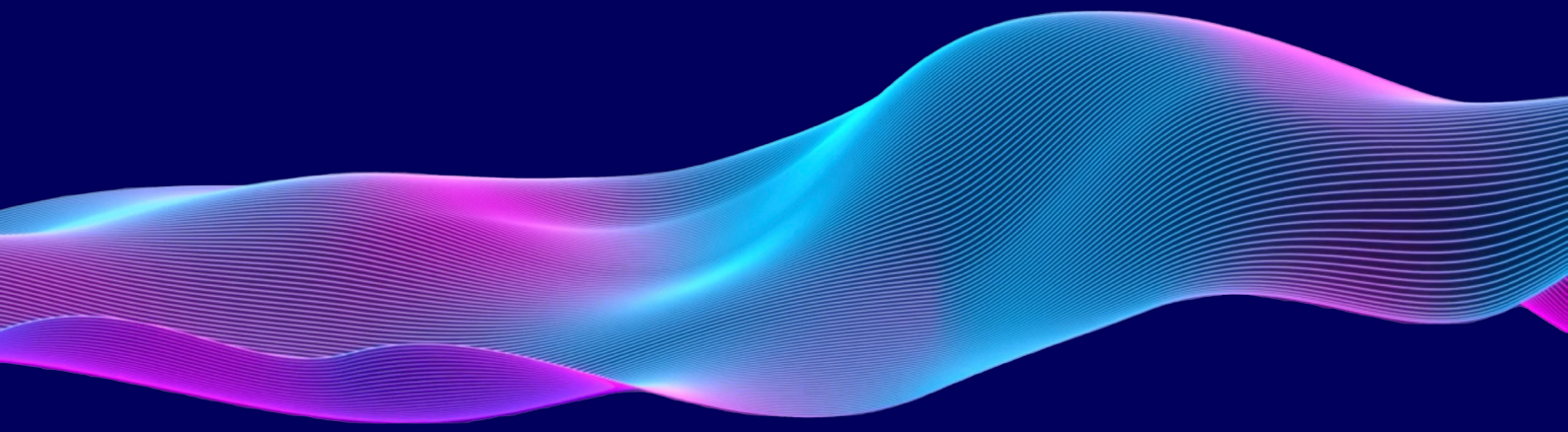

Methodology

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SITA's 'Meet the Megatrends' report draws upon insights from across the travel industry and the latest Proofs-of-Concept from the SITA Lab

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We have identified powerful shifts that will drive the travel industry's evolution by 2033

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The report cites SITA's unreleased 2023 IT Insights research

▼

Ranked by impact from 1-5 (with 5 representing most impactful) on how much trends will drive change in the air transport industry

The Trends

▼

SITA identified 12 trends across four categories:

emerging technology

societal

traveler

economic trends

▼

The SITA Lab's projections span a 10-year view

▼
▼
▼

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2023 — 2027

1/12	Societal Trends
	IMPACT ●●●○○

The shifting staff culture and Great Resignation

Airports and airlines will have to restructure their workforces using technology to work differently. Technology means achieving more scalable operations and upskilling employees to support these changes, with a more significant focus on service.

Automation will allow operations to be scaled, enabling a more agile workforce, with employee value shifting to highly skilled, empowered decision-makers and service-orientated roles. Peaks and troughs of work will be addressed through digitalization.

The pandemic decimated workforces globally, and the air transport industry was particularly hard hit, with 62 million Travel & Tourism jobs lost in 2020. Many workers who resigned or lost their jobs have not returned, leaving a workforce shortage in critical areas like ground handling. According to a report by Oxford Economics, the aviation sector has lost more than 2.3 million jobs since 2019. This is 21% less than pre-pandemic levels. The experiment of working from home and remote locations has also changed company culture, which is likely to be permanent.

Inexperienced labor in the air transport industry include cancellations, delays, mishandled baggage, or long queues at security – all of which threaten long-term industry stability.

The industry is responding by investment in digitalizing the passenger journey and the operations supporting that experience. This gives airlines and airports more agility and scalability in their operations, enabling them to better respond to rapidly changing situations. This is being driven through the widespread adoption of biometrics and mobile passenger journeys, as well as more automated operations. This means that fewer employees are needed to complete mundane tasks, and that airports and airlines can direct people to manage more complex or service-orientated tasks.

At the same time, younger generations have embraced the shift to task/outcome-based jobs, prioritizing health and wellness and harnessing technology to work more efficiently and flexibly. Airports and airlines must examine how technology can drive more rewarding outcomes for workers, explore how robotics or automation can replace laborious facets of their roles, and offer remote working via increasingly immersive experiences like Virtual Reality (VR) and Augmented Reality (AR).

2/12	Traveler Trends
	IMPACT ●●●○○

The Millennial and Gen Z Travelers

Younger travelers demand a more integrated digital journey, and the industry will be forced to respond. They will accelerate the digital way of life and popularize fringe technologies by 2027. Many are frequent travelers who are 'self-service first,' and they embrace biometrics and digital passes to benefit from travel efficiency and convenience.

Digital identities, border crossings, and mobile platforms offer ample opportunities for younger digital native travelers who are familiar with using their mobile phone as a remote control for travel. Market share will increase as digital natives become a more significant proportion of the passenger demographic, creating a seismic shift towards 'digital first.'

The digital identities that underpin Digital Travel are part of a much bigger ecosystem, which relies on the next generation of self-service technology infrastructure, featuring integrated cloud, mobile, and biometric-enabled self-service touchpoints for check-in, bag drop, border control, and boarding. The combination of digital identities with this infrastructure provides a seamless, touchless, and personalized travel experience while allowing travelers to remain firmly in control of their data.

Governments, companies, and standards bodies have been working hard to create the next generation of self-service travel infrastructure. SITA leads in delivering solutions where 'your face is your passport and boarding pass' and 'your mobile is your remote control for travel,' in a new paradigm underpinned by digital identity.

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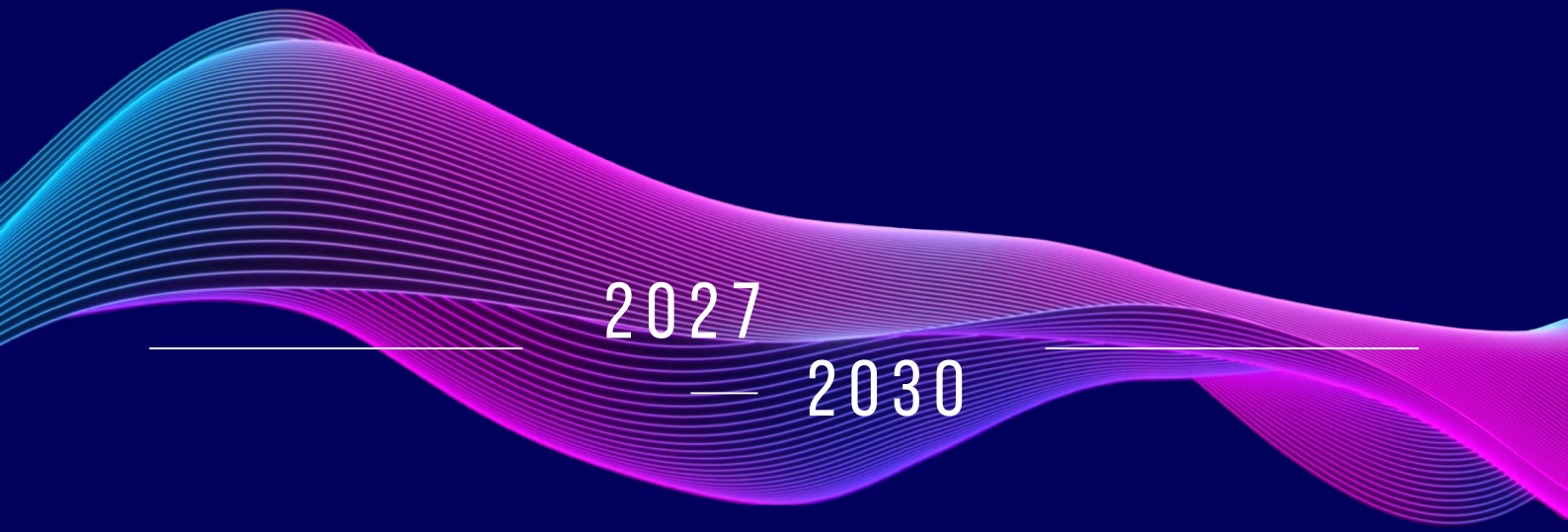


2027 — 2030

3/12	Societal Trends
	IMPACT ●●●○○

Privacy, digital identity rights, and controls for passengers

We are moving towards a future where passengers can travel from anywhere to everywhere without ever needing to present travel documents and without needing to stop to confirm their identity, check-in, cross a border, or access any number of services at their destination – all while keeping control of where and when data is shared.

SITA believes that digital identities are the key enabler of Digital Travel. But they must be more secure and trustworthy to be a true replacement for their physical equivalents. Only once identity data is freed from the limitations of physical documents can we truly realize the revolution of a seamless, secure, and safe travel journey for all.

Today, nearly 140 countries have enacted laws and regulations to protect consumer data. Europe's General Data Protection Regulation (GDPR) prompted governments worldwide to create similar legislation. There is a justifiable growing concern around data protection, and with increasing regulation, organizations and compliance teams must be prepared to face evolving challenges in the future.

For travel, protecting passenger data and identity is a crucial focus, and SITA believes the future of travel is digital. Across the world, SITA is digitally transforming the journey from end-to-end today or enriching the digital experience at key steps. Digital Travel will enable passengers to travel from anywhere to everywhere without needing to show a travel document, such as a passport, visa, health form, boarding pass, or driver's license. Governments will continue to adjust their entry requirements based on political and security rationale. Where travel is permitted, Digital Travel will deliver significant efficiency benefits for passengers, airlines, airports, and governments. However, passengers' privacy concerns remain front of mind, and the trust framework must be addressed alongside data security and regulations.

SITA stands with industry bodies such as ICAO, IATA, and ACI, advocating for global standards and initiatives like ICAO's Digital Travel Credential (DTC). SITA also helps develop the Safe & Seamless Traveller Journey (SSTJ) initiative of the World Travel & Tourism Council (WTTC). Working collaboratively with airlines, airports, border agencies, industry bodies, and other international partners will be pivotal to success.

By 2029, digital identities will be interoperable and universal, usable on a global basis, allowing the identity credential to be securely shared with all those involved throughout the journey, including government visa issuance and border control authorities, as well as all other stakeholders from start to finish, and for the onward journey. It will respect privacy, safeguard personal information, and operate based on informed consent.

For example, our pioneering Digital Travel with the Government of Aruba and Indicio Tech has piloted the pre-clearance of travelers visiting the island using a mobile app and a secure SITA Trust Network. With a verified, durable, and privacy-preserving digital identity on their mobile devices, travelers can enjoy fast-tracking entry upon arriving at Aruba's airport and access to many of the island's participating venues, such as restaurants, shops, and clubs.

4/12	Traveler Trends
	IMPACT ●●●○○

The Aging Traveler

We will travel longer into our old age and have more disposable income. This will deepen the demographic of aging travelers who require more assistance throughout the journey. Bespoke technological solutions and bolstered staff resources at airports will be dedicated to supporting the aging traveler by 2030. A subsection of technology innovation will emerge designed to address the needs of the senior traveler specifically.

Airports and airlines will initiate dedicated teams, training, and processes to cater to a growing demographic of aging travelers, including passenger processing solutions, airport experiences, and end-to-end reliable customer support services.

IATA research showed an increase in older passengers traveling. Last year, baby boomers (those born between 1946 to 1964) made up a fifth of passengers traveling for the holidays. In 2023, a third of passengers will be in the 60-plus club. According to the tax advisory company Deloitte, those Boomers will not only return in force to holiday travel, but they are also saving up for 2024 excursions.

Aging travelers make up a growing proportion who spend more on travel but also require travel concierge, itinerary management, mobility service, and baggage assistance. The industry must harness suitable technologies to enable them to connect with friends and family quickly, to reduce travel stress and address mobility needs.

5/12	Economic Trends
	IMPACT ●●●●○

Full Digital Economy

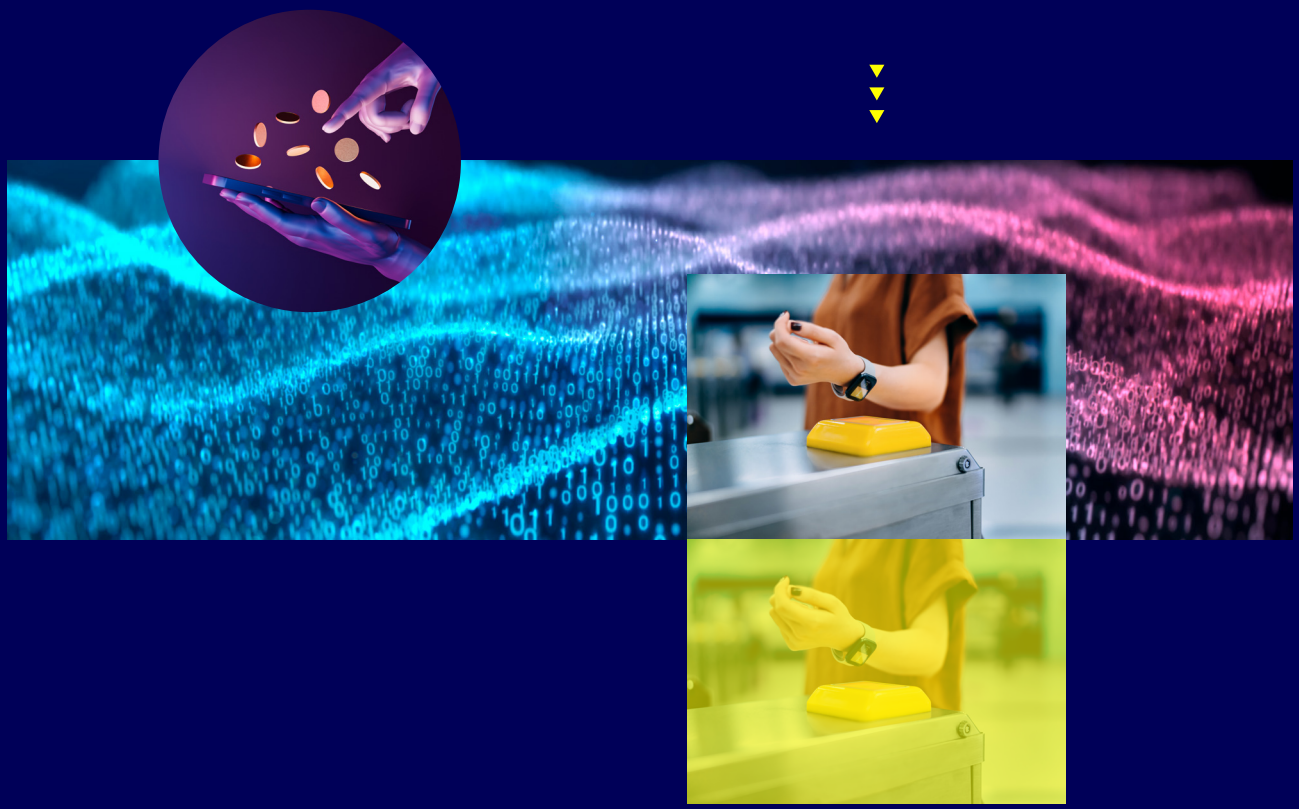
Airports are looking to fill pandemic-inflicted revenue holes: enabling mobile payments, improving personalization, and increasing ancillary services are focus areas for most airports. Mobile commerce (m-commerce) and buy now pay later (BNPL) services will drive e-commerce growth and transform purchasing experiences throughout the passenger journey.

Biometrics and mobile technologies will make it seamless to access, pay, and track the journey purchases and experiences. Passengers will be able to walk out with purchases without stopping to verify identity or complete transaction processes. The interconnected nature of the ecosystem will mean passengers can seamlessly book all elements of their trip, whether hotel, excursions, or tickets for events, at a kiosk, or on their smartphones. Reward schemes will allow faster purchases, for example, buying a meal while going through security, so it is ready when they arrive airside.

By 2030, we will see strides forward in retail optimization with smart retail for terminals, featuring traveler profile and behavior-sensitive retail with spending data analyzed for specific flight paths, passenger profiles, and spending habits. Airports will embrace technology like Amazon's 'Just Walk Out' solution, which uses computer vision, sensor fusion, and deep learning to enable shoppers to simply walk out of the store with their purchases. Today, non-aeronautical activity accounts for 40-60% of an airport's revenue, and smart retail technology will increase this further.

According to the latest research, there are over 420 million crypto users worldwide as of the end of 2023. The increasing acceptance of cryptocurrencies on traditional payment platforms and the rise of central bank digital currencies (CBDCs) will push the air transport industry to incorporate digital currencies.

Digital currency will also impact the financial side of the industry. Proofs-of-Concept are already underway to explore the potential for digital currency transformation and benefits in the air transport industry, for example, IATA Coin. Currency and exchange rates will perform interline invoicing and settlement between airlines, settling loyalty points or rewards, insurance, airport fees, and taxes.



6/12	Economic Trends
	IMPACT ●●●●○

Flattened Business Organizations

The automation and emergence of smart airports will give rise to a new flattened business organization, eliminating the more mundane and laborious work through technology.

Staff will become more specialized in skilled labor and customer service, increasing job satisfaction and efficiency. More efficient working, more specialized skill sets, and focused roles in the workforce will reduce friction points between layers of staff existing in the hierarchical models seen today.

We will see increased intelligent operations flattening the organizations of airports and airline workforces. The organizations that drive successful agile transformations will do so by building an effective, stable backbone, harnessing agile technology and optimizing the full operating model, from strategy and structures to people and processes. Machine learning models are already being explored in the air traffic control tower to predict variables in landing patterns, when, and how much delay to expect. This iterative process removes the need for physical staff monitoring of aircraft. It enables flights to be arranged so they have close to zero holding time, providing significant cost and time savings. Airports today are using ultra-high definition cameras and Artificial Intelligence (AI) technology to help human controllers land more planes with better efficiency.

We will see this trend toward automation increasingly span across international and regional airports and operations, changing the workforce profile.

7/12	Technology Trends
	IMPACT ●●●●●

Airport Operations Generative AI

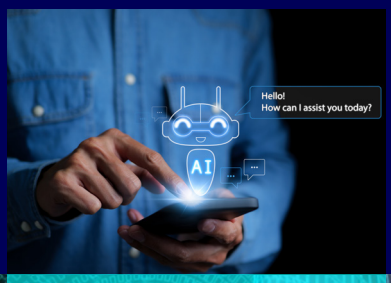
The last year has seen significant announcements and global public attention towards emerging Artificial Intelligence (AI) and Large Language Model (LLM) platforms like ChatGPT. Capturing both the public's imagination and sparking fears around the rapid evolution of these transformative technologies, many industries are now speculating over the future of their products and services in a shifting technological landscape.

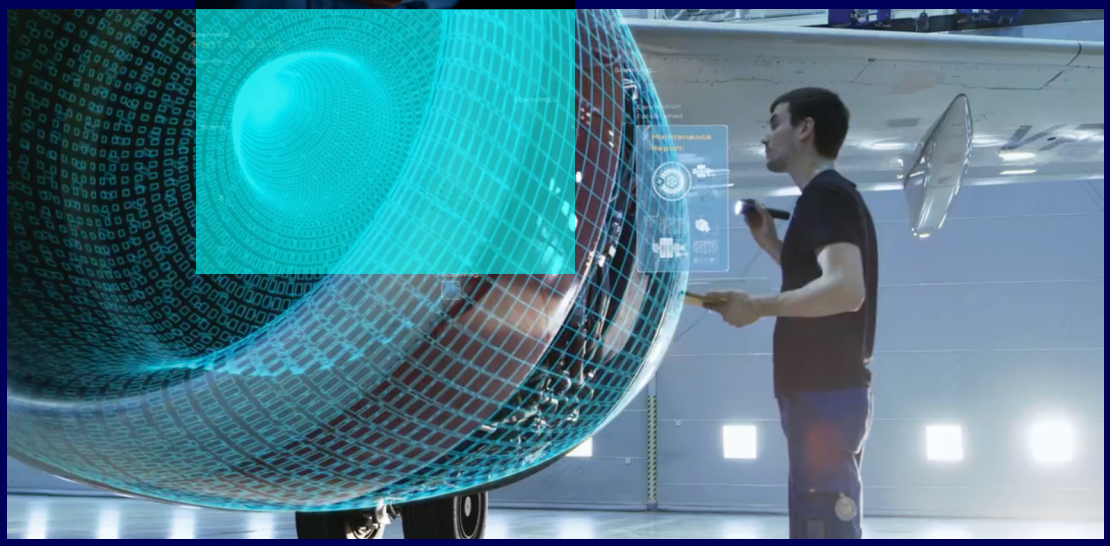
Chatbots and virtual assistants are among the most common use cases of customer-facing generative AI in the air transport industry. The rise of chatbots and virtual assistants expanded in the 2010s with the likes of Siri and Alexa. Like many other customer-facing industries, the air transport industry started leveraging the trend for AI-driven chatbot customer services.

Before the availability of generative AI technology, chatbots were relatively limited in capability and required significant investment in development, training, and tuning. Generative AI, and in particular LLMs such as ChatGPT, can make the user experience much richer without the resource of expensive machine learning training. They also provide a much broader knowledge base to work from.

Generative AI's opportunities for the air transport industry are immense. As part of our continuing work around AI, we are exploring numerous use cases to streamline processes, drive new operational insights and improve collaboration between airlines, airports, governments, and other stakeholders.

For instance, much process interaction between these stakeholders is through text-based document exchange (for legacy reasons). LLMs make it possible to extract meaning and intent from these human-readable documents into machine-readable and interpretable information. This bridge from human-readable text to digital computer interfaces will enhance greater collaboration and knowledge sharing, speeding up processes and enhancing industry efficiencies. With the arrival of Generative AI in 2023, the technology has surged to the top of airport and airline agendas, with 97% of airlines planning a program to develop the technology. This has completely taken the limelight away from Metaverse, which was the focus for 2022.





8/12	Traveler Trends
	IMPACT ●●●○○

Multimodal Travel

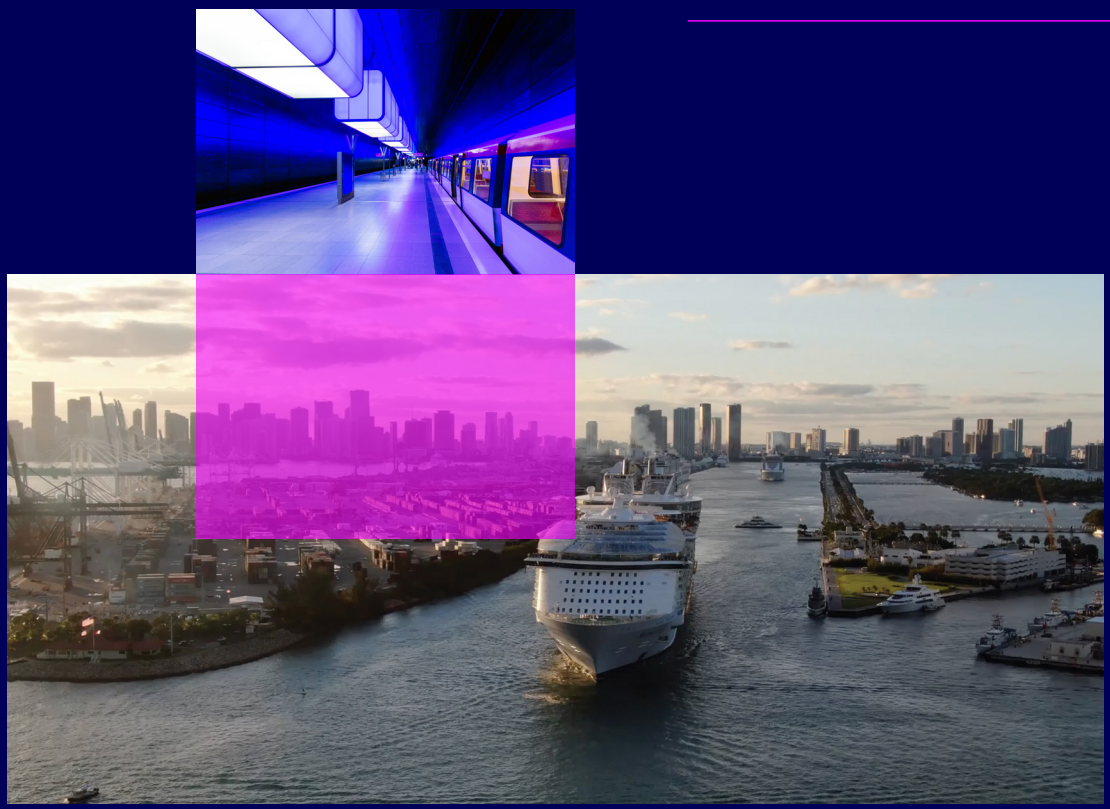
Over the next seven years, seamless intermodal travel will emerge with single processing and verification points that enable a fluid end-to-end journey across land, sea, and air.

There will be a push for more connected journeys with sustainable operations and new collaboration models using trusted data exchange for the broader end-to-end travel ecosystem. We will move from a community of 10+ players to take care of a single flight offer from A to B, towards an ecosystem of 100+ active contributors to deliver a door-to-door seamless travel experience.

As travel becomes more connected and intermodal, having unified digital systems that simplify the passenger journey across land, sea, and air will become increasingly important. The challenge ahead is to best service broader intermodal door-to-door products, creating seamless, near-walkthrough digital experiences in a multimodal context, combining Air&Rail, Air&Cruise (or even Air&Events) to help the 'connected travel' concept become a reality. Whatever the form of travel, there is the need for safe and seamless automated journeys, smarter, more efficient operations and borders, better on-time performance, and greater capacity. In the future, when passengers book a multimodal door-to-door ticket, delays to a train service could automatically trigger alerts to the airline to provide alternative replacement flight options and notify transfer providers at the destination airport. A trusted sharing of data in an ecosystem of 100s of travel and related players needs to be organized and enabled for this to become successful.

In the UK, SITA is an active member of Fly2Plan, a consortium led by Heathrow Airport to learn how new technologies, such as cloud infrastructure and blockchain, could use the airport's data more efficiently, creating a decentralized, resilient, and efficient operating model to support cross-company collaboration.

SITA's 2023 Air Transport IT Insights shows that 44% of airports are investing in pilot and R&D programs for integrating air transport with intermodal transport systems.



9/12	Technology Trends
	IMPACT ●●●●●

Autonomous, Electric Vehicle growth supported by AI and 5G

In the airport, the arrival of 5G and the maturation of AI solutions will see connected autonomous robots, vehicles, and mobility equipment to support passengers and staff. The result will be more autonomous tracking and controlling of autonomous activities and vehicles that assist passenger journeys at major international airports.

Connected smart tugs and baggage carts will serve vehicles on the ramp. Wheelchairs, mobile kiosks, and robotic assistants will be controlled remotely.

With the arrival of 5G, connectivity is becoming more fluid and flexible. The new networks will enable larger data flows, providing secure, real-time, predictive, and historical views of airport operations. This will make collaboration between airports, airlines, ground handlers, air traffic managers, and concession holders easier and more effective.

5G and the Internet of Things (IoT) can benefit every aspect of an airport – whether airside, in-terminal, or landside – to achieve critical objectives such as safety, efficiency, cost-effectiveness, and profitability. Airports of the future will benefit from efficient energy management through intelligent water usage, sensor-equipped lights and devices, vehicle management through smart tracking, connected hangars, and digital parking. Thanks to the superior coverage of 5G, airports can provide connectivity that is more secure and reliable than Wi-Fi. It means that:

- Ground services staff can do their jobs more effectively (thanks to extended coverage).
- Pilots and onboard crew can receive real-time data and updates on their devices (even while inside the plane).
- Airlines can offload aircraft diagnostic and operational data.

Airports have become more like mini-cities or business activity hubs involving retail, business centers, and hotels. Each of these individual businesses has its connectivity requirements, where 5G allows the spectrum slicing to dedicate service to each business unit, separating traffic for private and public (or passenger) use. 5G enables the Internet of Things (IoT) to provide predictive data to be informed of a potential crisis earlier, and remote HD video to better handle situations even on the apron where traditional public or wired networks may not provide coverage.

SITA has been developing AI and machine learning use cases. This includes on-time performance to predict and avoid delays and manage disruption. We are also leveraging Computer Vision to optimize aircraft turnaround activity and simulate passenger flows through a terminal to optimize asset allocation and predict and prevent the formation of bottlenecks.

71% of airports are collaborating with innovation partners to make advancements in AI, machine learning, or Computer Vision. 31% have already implemented solutions; another 36% confirmed they have plans to by the end of 2026.

10/12	Societal Trends
	IMPACT ●●●○○

Sustainability

By 2030, sustainability and adapting to the impacts of a warming climate will be at the heart of travel.

The implementation of policies such as the Corporate Sustainability Reporting Directive (CSRD) in the EU and evolving Securities and Exchange Commission (SEC) policies in the US will intensify scrutiny of the environmental and social actions and commitments of the entire aviation industry supply chain.

Achieving the industry's net-zero by 2050 objective will necessitate fully efficient operations. In this transformative decade, a key driver of efficiency gains will be the strategic use of data. Analyzing data to comprehensively understand the factors contributing to emissions throughout the air transport ecosystem will play a pivotal role. This data-driven insight will not only enhance environmental performance but also inform operational decisions, aligning with the stringent sustainability standards set by new reporting frameworks.

The emergence of zero-emissions propulsion solutions coming to fruition will begin to disrupt the market. Commercial-grade sustainable aviation fuels will become more affordable and accessible, and the focus will shift to optimizing these alternative fuels.

As extreme weather events become more frequent and intense across the globe because of climate change, airports, aircraft, and flight operations will be increasingly vulnerable to disruptions. We are helping the industry in this area by improving situational awareness with cutting-edge weather awareness technology like SITA eWAS for greater accuracy and reliability of weather hazards to enable airlines to plan and adapt routes better.

Emerging regulations like the CSRD reflect a growing emphasis on more accurate, authentic, and transparent sustainability reporting. The increased regulatory focus may prompt aviation businesses to reassess and enhance their sustainability strategies, ensuring compliance and contributing to broader environmental and social goals.

Hydrogen and electric engines for commercial use promise even more efficiency when these technologies mature in the following decades. Efforts will also continue to enhance the efficiency of aircraft design, operations, and air traffic management, such as optimized flight routes. The use of advanced technologies to optimize ground and air operations will help reduce fuel and energy consumption and cut carbon emissions. For instance, we are helping airlines and air traffic controllers with more optimized re-routing recommendations through SITA OptiFlight® to help reduce fuel burn, emissions, and costs.

With the widespread adoption and production of sustainable aviation fuels, propelled by a combination of mandates and incentives, the focus will shift to optimizing sustainable aviation fuels for cost-effectiveness, scaling up production, and increased R&D to improve production, efficiency, and performance.

11/12	Economic Trends
	IMPACT ●●●●○

Supply Chain Transformation

The travel industry will experience a sharp shift from simple forecasts and demand plans to an agile supply chain based on real-time data. Digital chain of custody and Non-Fungible Tokens (NFTs) will supersede traditional processes where instant and verifiable data can be accessed digitally.

Maintenance, Repair, and Overhaul (MRO) will be entirely automated through blockchain, resulting in significant cost savings, supply chain efficiency, and increased safety. Air transport has lagged behind other industries due to its complex and disparate supply chains, but the hurdles will be overcome through technology.

During the post-pandemic recovery, supply chain disruptions have been a major focus for the air transport industry. The industry spends US$50bn a year on aircraft spare parts, yet the tracking and tracing of these spare parts as they move between airlines, lessors, and original equipment manufacturers (OEMs) remains primarily a manual process. There is no single view of how to track hundreds of millions of records of transactions between these entities, exacerbating risk and cost. And if there is any inconsistency between stakeholder systems, the risk of data overlap increases – as does the price.

Airlines face some of the most complex issues related to spare part management, from a lack of digital records to supply chain difficulties, system inconsistencies, and burdensome costs. At SITA, we believe that blockchain will be vital to solving these challenges and help airlines address the challenges for MRO buyers, engineers, and relevant admin teams.

According to Oxford Economics, 49% of supply chain leaders can capture real-time data insights and act on them immediately, while 51% use AI and predictive analytics to capture insights. This trend will continue throughout the supply chain as supply chain leaders develop their data capabilities by converting real-time data into real-time analytics that, in turn, will be converted into real-time decision-making. This will enable automated execution of planning, inventory optimization, and other vital processes.

This effort is essential for addressing Scope 2 and Scope 3 emissions, predominantly tied to the supply chain, thereby fostering a sustainable approach across the entire value chain.

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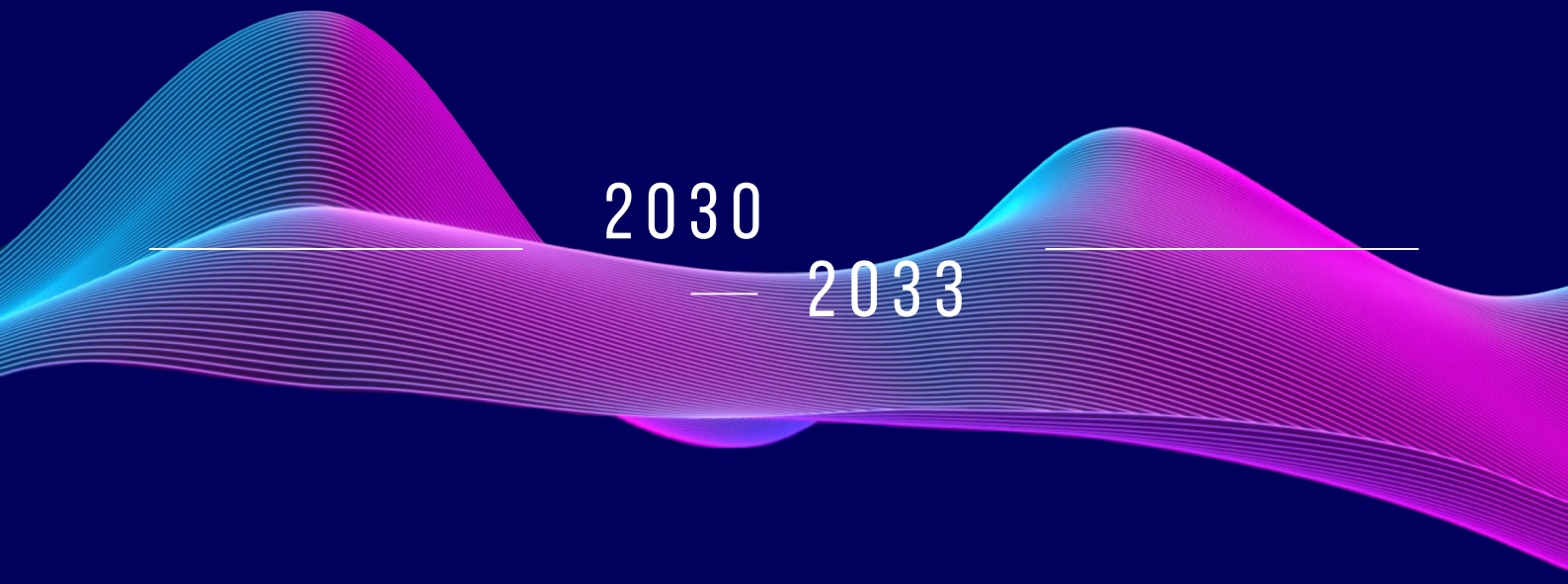

12/12	Technology Trends
	IMPACT ●●●●●

Urban Air Mobility (UAM)

By 2030, electric air taxis will be ubiquitous at major international airports and operate as an effective auxiliary service and revenue stream for airports and airlines. The services will push travel closer to a seamless journey with short transfers and speedy passenger processing on top of added sustainability and energy cost benefits.

Intermodal connected and seamless travel will become a reality with passenger processing and ease of checking in and baggage handling harmonized between the modes of transport.

SITA anticipates UAM becoming more widely available and popular in the next six years, with major airports easing road transport congestion to and from the airport and enabling a faster alternative for passengers.

UAM is a growing mode of short-distance transport, the need for which has been accelerated by increasing road congestion in large cities. Large-scale operations are planned to take off in 2030, but the first new commercial route is already planned for 2024. As a result, investment in the space across all stakeholders (including OEM, infrastructure, and systems) is projected to accelerate from $5 billion in 2022 to $28 billion in 2030. This includes increased demand for short-range routes, advances in batteries and electric propulsion systems and the increasing efforts to reduce aviation's carbon footprint.

Airlines are starting to show greater interest in UAM, with 32% confirming major programs and R&D in UAM services and infrastructure. 33% of airlines are focusing their investment on technologies for airline operations in VTOL integration. UAM services and infrastructure are taking off for airports, with 32% confirming major programs and R&D on this front. Furthermore, 57% of airports confirmed major programs and R&D plans for integration with intermodal transport systems for data sharing, with 26% investing in technologies for VTOL integration.

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Find out more about Innovation at SITA

SITA AT A GLANCE

Easy and safe travel every step of the way

- Through information and communications technology, we help to make the end-to-end journey easier and safer for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.
- We work with over 400 air transport industry members and 2,500 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA, and nearly every passenger trip relies on SITA technology.
- Our customers include airlines, airports, ground handlers, aircraft, air navigation service providers, and governments.
- Our solutions drive operational efficiencies at more than 1,000 airports, while delivering the promise of the connected aircraft to customers of 17,000 aircraft globally.
- We help more than 70 governments to strike the balance between secure borders and seamless travel.
- Created and owned 100% by air transport, SITA is the community's dedicated partner for IT and communications, uniquely able to respond to community needs and issues.
- We innovate and develop collaboratively with our air transport customers, industry bodies and partners. Our portfolio and strategic direction are driven by the community, through the SITA Board and Council, comprising air transport industry members the world over.
- We provide services over the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected in every corner of the globe and bridging 60% of the air transport community's data exchange.
- With a customer service team of over 1,700 people around the world, we invest significantly in achieving best-in-class customer service, providing 24/7 integrated local and global support for our services.
- Our annual Air Transport and Passenger IT Insights reports for airlines, airports and passengers are industry-renowned, as is our Baggage IT Insights report.
- In 2023, the Science Based Targets initiative (SBTi) approved our near-term and long-term emission reduction targets. These science-based targets are pivotal in guiding our climate actions to curtail greenhouse gas emissions effectively. We are also developing solutions to help the aviation industry meet its carbon reduction objectives, including reduced fuel burn and greater operational efficiencies.
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For further information, please visit www.sita.aero

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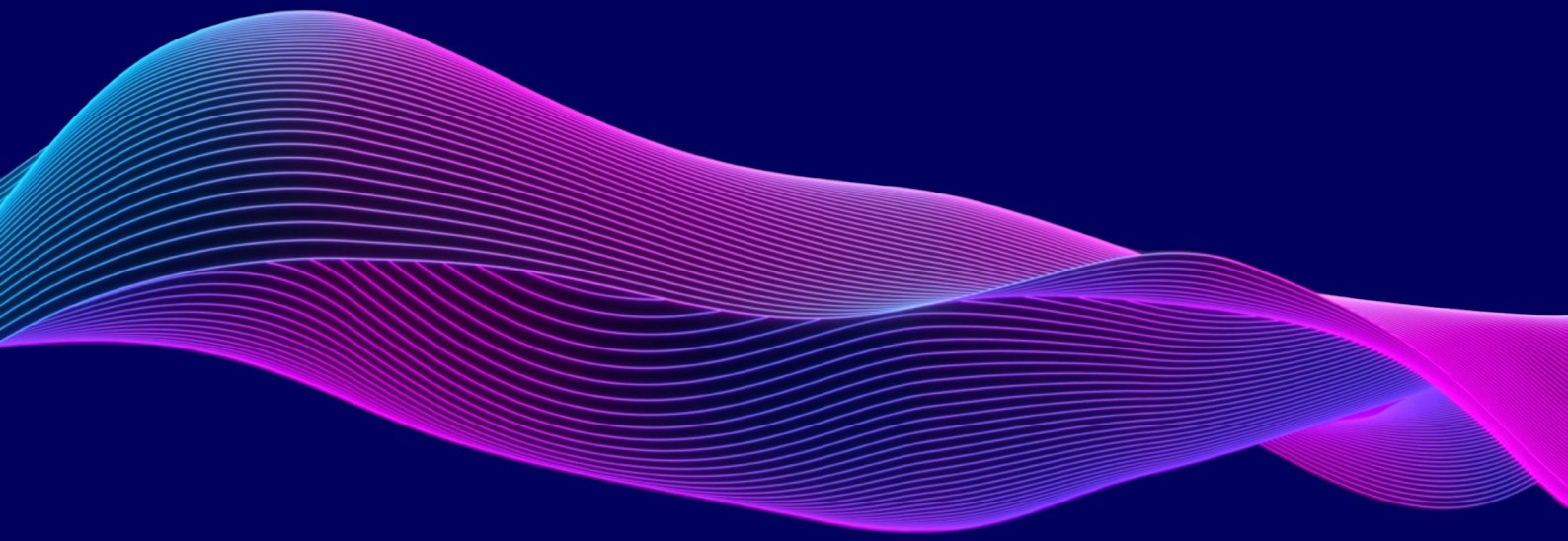

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