

**IATA  
INNOVATION  
DAY**



**IATA  
INNOVATION  
DAY**

Geneva, Switzerland  
25-26 April 2024

**Welcome Address**

**Stephan Copart**

Head Digital Transformation, IATA



# Innovation Day 2024

**125**

Registered  
Delegates



**39**

Individual  
Airlines



**63**

Airline  
Delegates



**16**

Digital Innovation  
Strategic Partners



**9**

Accelerate  
Startups





amadeus



accelya

IDnow.

SITA



Plusgrade 



Infosys



neoke



中国航空结算有限责任公司  
Accounting Centre of China Aviation

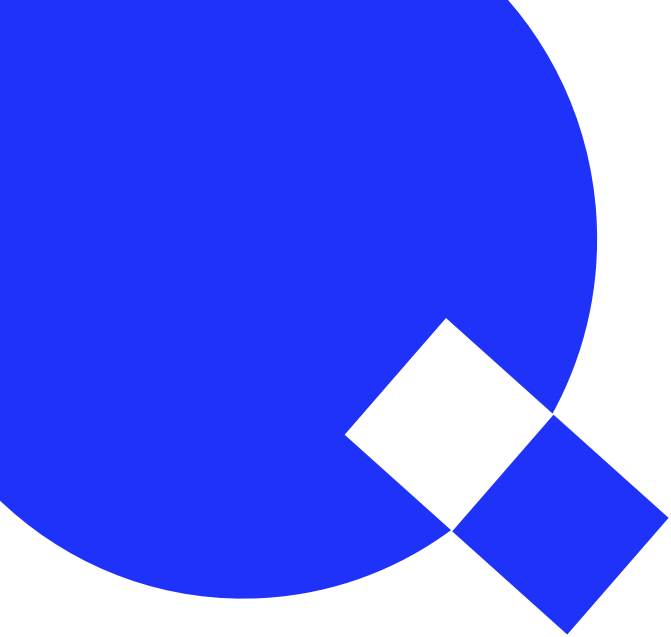


GLOBAL  
BUSINESS  
TRAVEL

# What are you looking to get out of the Innovation Days?

A word cloud centered around the word "Innovation". The word "Innovation" is the largest and most prominent. Other words include "IATA and other airlines", "networks with airlines", "open innovation industry trends", "Digital Innovation", "voice of industry", "innovation ecosystem", "aviation industry", "New Innovation", "latest in innovation", "airline industry", "latest trends", "innovation practice", "peers and the industry", "airline retailing", "innovation in the industry", and "innovations in the aviation opportunities during the Innovation".

IATA and other airlines networks with airlines  
open innovation industry trends Digital Innovation voice of industry  
innovation ecosystem **Innovation** aviation industry  
New Innovation latest in innovation  
airline industry latest trends innovation practice  
peers and the industry airline retailing innovation in the industry  
innovations in the aviation opportunities during the Innovation



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**Anderson Pacchioni**

Senior Manager, Digital Innovation Engagement , IATA



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**Legal Briefing**

**Miriam Geiss**

Senior Specialist Counsel, IATA





# Competition law guidelines

Do not discuss:

- Any element of prices, including fares or service charges
- Commissions
- Allocations of customers or markets
- Marketing plans, commercial terms or any other strategic decision
- Group boycotts
- Your relations with agents, airlines, tech providers, vendors, or any other third parties
- Any other issue aimed at influencing the independent business decisions of competitors

# IATA INNOVATION DAY

Geneva, Switzerland  
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## What do Customers Want?

**Marion Guerel-Veyrines**

Manager Survey Solutions, IATA





# IATA Global Passenger Survey

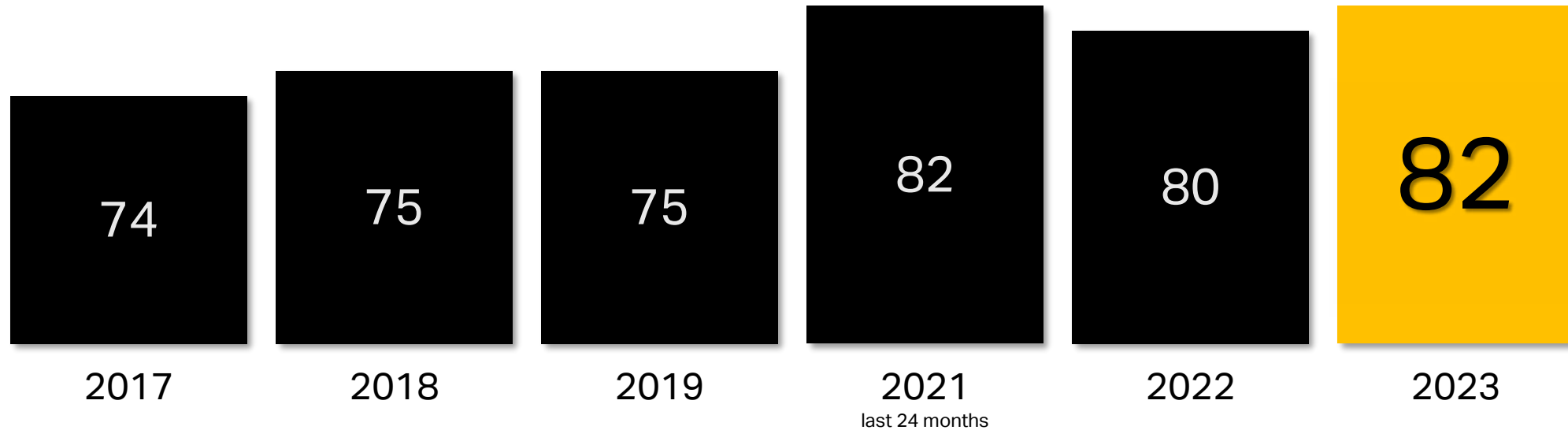
## 2023 Highlights

2023 IATA Global Passenger Survey Highlights. © Copyright International Air Transport Association. All rights reserved.



# Growing satisfaction reaching record levels

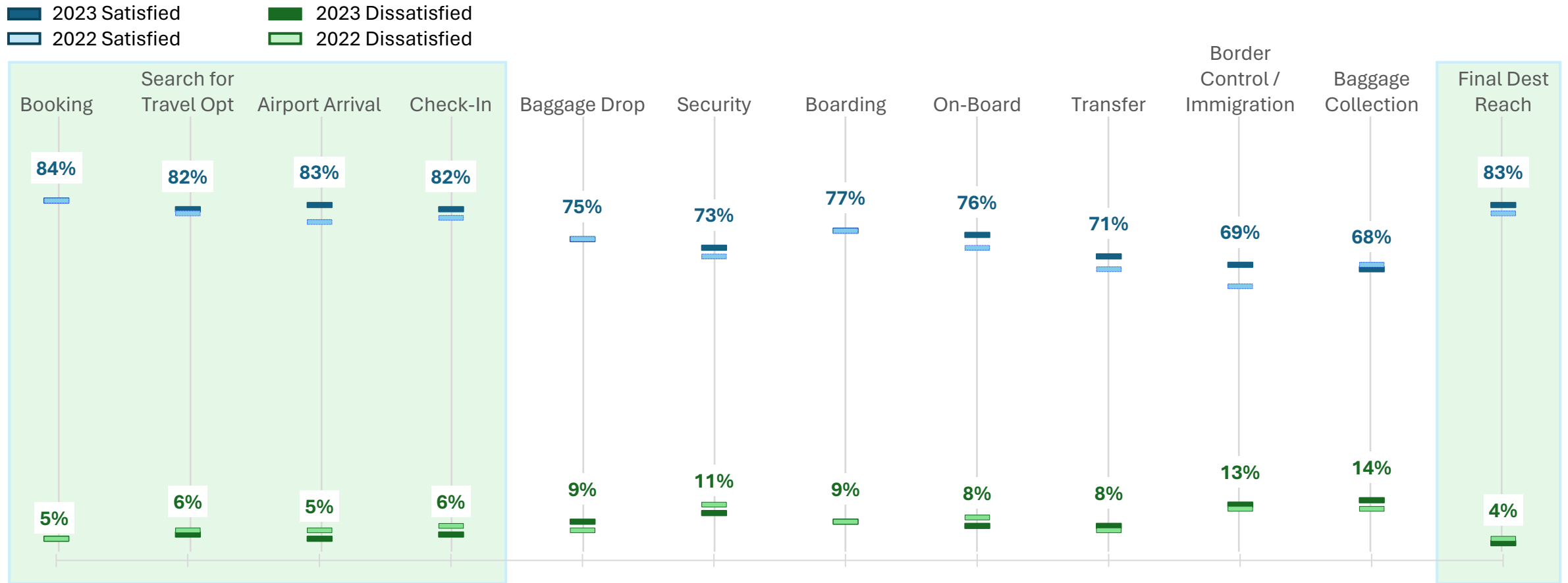
% of Satisfied (Very satisfied + Somewhat satisfied)



Source: Global Passenger Survey 2023

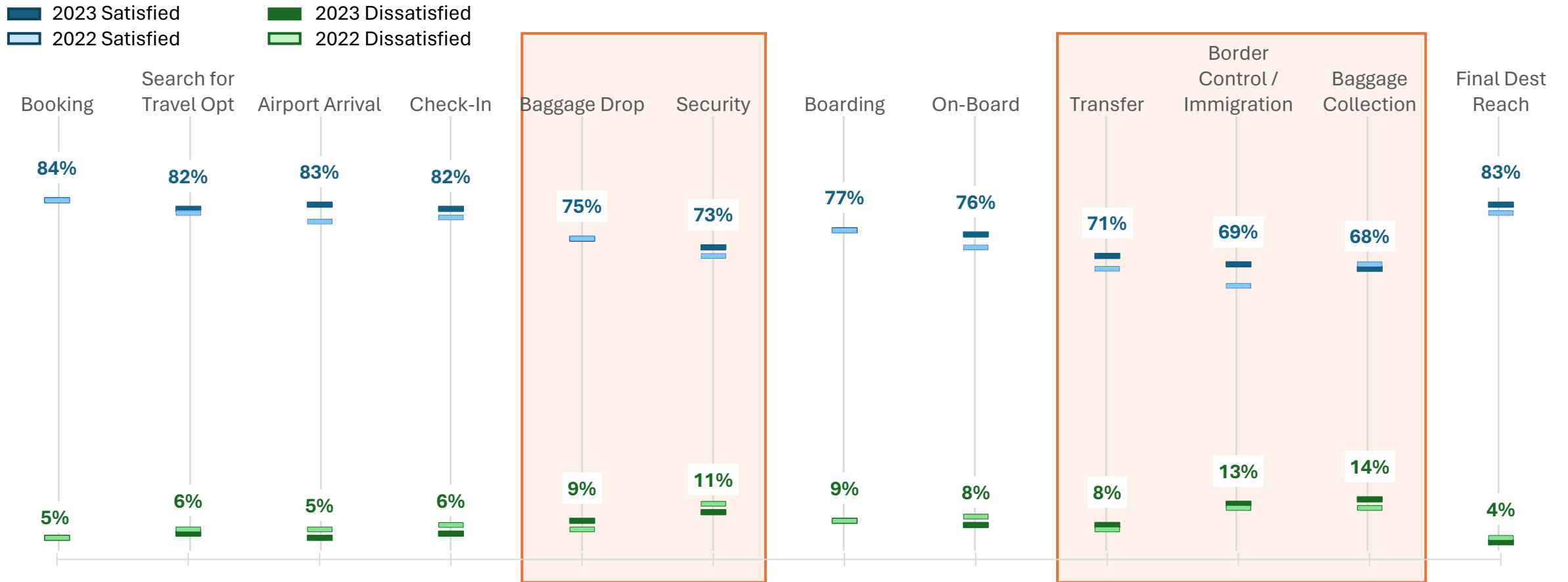
Base: N (2017)=10'675, N (2018)=10'408, N (2019)=10'877, N (2021)=13'579, N (2022)=10'206, N (2023)=8'790

# “Planning my trip” and “Reaching final destination” touchpoints are key drivers to positive satisfaction



Source: Global Passenger Survey 2023  
 Base: N (2022)=10'206, N (2023)=8'790

# Air travelers' pain points remains about the airport processes ("Baggage", "Border Control" and "Security").



Source: Global Passenger Survey 2023  
 Base: N (2022)=10'206, N (2023)=8'790

# Passengers' top priorities are:

## CONVENIENCE

"It would be so easy access all my trip information from one single location"

## SPEED

"Too much time spent at border control, especially when travelling with kids"

# Convenience is the driver for positive Booking...

**84%**

travelers are satisfied their booking experience

Interesting Fact:

Leisure Passenger are significantly more satisfied than Business  
85% vs 80% Top2Box

**#1**

touchpoint with the highest satisfaction levels

## Improvement areas:

- Access to information in one single place
- Clarify what is included in the price and what is optional



# ... and Payment experiences

**3 out of 4**

travelers are satisfied with the ticket payment experience

**73%**

have preferred paying with credit/debit card



## But preferred payment medium vary by region

	Global	Africa	Asia Pacific	Europe	LATAM	Middle East	North America
Debit/Credit Card	<b>73%</b>	<b>57%</b>	<b>61%</b>	<b>81%</b>	<b>85%</b>	70%	74%
Digital Wallet	<b>18%</b>	<b>11%</b>	<b>41%</b>	15%	<b>4%</b>	14%	<b>8%</b>
Bank Transfer	<b>18%</b>	<b>36%</b>	16%	17%	17%	21%	18%
Loyalty Points	<b>17%</b>	<b>11%</b>	<b>11%</b>	14%	<b>20%</b>	18%	<b>25%</b>

Ranking of preferred method of payment. Question with multiple choices.

# Payment touchpoint is critical to support industry growth

**38%**

of passengers dissatisfied with payment related to a lack of flexibility\*

**25%**

passengers did not purchase additional airline product/services because of a payment issue

## Improvement areas:

- Make payment easier
- Secure right method payment for key target
- Enable split payment
- Be transparent with fees

\*No availability for split payment and preferred payment option

# Complex visa requirements deters travelers

**36%**

have been discouraged from traveling due to immigration requirements

**49%**

main deterrent is process complexity

# When data sharing is a key enabler for convenient immigration process

**87%**

are willing to share immigration info before departure to speed up arrival process, up 4% from 2022

**2 out 3**

prefer online application ahead of travelling for obtaining a visa

# Speed is the essence at the Airport

**55%**

passengers would like to be notified about FastTrack options ahead of their trip

**2 out of 3**

believe that queuing times at security checkpoints need to be improved

**91%**

said they would be interested in a trusted travel program to get them through security faster

# Increasing usage and confidence in Biometrics

**+12pp**

usage of biometrics at the airport in 2023. It represents 46% of the passengers

**75%**

of passengers want to use biometric data instead of passports and boarding passes

**85%**

score on positive satisfaction for those using biometrics

# Data protection is the key enabler for biometrics

**40%**

would reconsider the use of biometrics if they were reassured about its privacy

## Top concerns about the use of biometric information

1. Data Breaches
2. Data being shared with other organization
3. Not knowing how long data will be stored
4. Not knowing how data can be deleted

# Want to learn more?

Get your copy of

## 2023 Global Passenger Survey

- PDF Report
- PDF + Excel Combo
- Historical Combo Last 3 years

### Table of Contents:

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Travel satisfaction      | 6. Your biometric information |
| 2. Booking & Payment        | 7. At the airport             |
| 3. Special assistance       | 8. Connection                 |
| 4. Facilitating immigration | 9. Travel disruption          |
| 5. Your baggage             | 10. Arrival                   |

[www.iata.org/gps](http://www.iata.org/gps)

-20% discount with **GPS20** promo code  
Until May 31<sup>st</sup>, 2024





# Thank You



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## **Airline Strategies on Customer Expectations**

**Stephan Copart**

Head Digital  
Transformation, IATA

**Kenny Chang**

Executive VP CMO,  
Korean Air

**Peter Lienhard**

Head of IT, SWISS  
& Head IT Domain  
Commercial, LHG

**Julio Toro Silva**

VP & Chief Information  
and Technology Officer,  
Copa Airlines



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## **Modern Airline Retailing – The Tangibles**

**Yanik Hoyles**

Director Distribution, IATA



# Modern Airline Retailing

Yanik Hoyles

Director Distribution, IATA

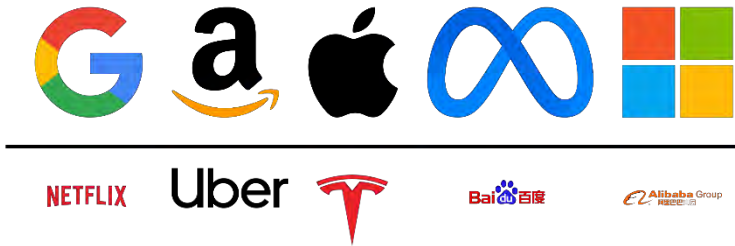


# Forces outside the airline industry are shaping customer expectations

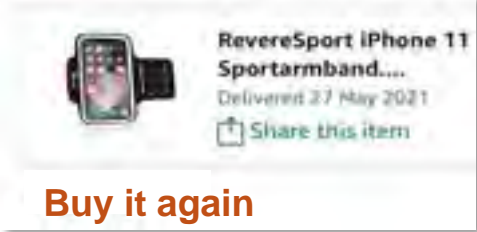
Digital and data-native companies



Tech giants



World Class Digital Retailing



One-click shop and order & pay, bundling, one single customer record,



But today, our industry is **constrained and limited** by the legacy standards, processes & technology in place

# Modern Airline Retailing

Airlines in control of their  
Products, Money & Data

**Digital**

**Identity**

**Selling with Offers**

**Fulfilling with  
Orders**

# The “train has left the station”



73 Airlines



100 Tech providers  
& Others



Strong acceleration  
in US



... and recent  
announcements in  
Europe

## Airline Retailing Maturity index



Today, the industry retailing modernization is finding maturity and has strong momentum. Airlines are working together with value chain partners towards achieving the shared goal of modern airline retailing. The entire value chain wants to scale and drive value as quickly as possible.

IATA has equipped the industry with the Airline Retailing Maturity (ARM) Index, which provides airlines and their partners with improved visibility of their own and their organizations' retailing maturity. The ARM Index is structured around three goals:

- Capabilities verification (publicly reported in the [Annual Report](#))
- Interchange deployment
- Value capture controls

For further details on the program, read the [Airline Retailing Maturity Index \(ARM\) Index Technical](#). Please contact us with any questions at [arm@iata.org](#).

## Airline Payment index

The IATA Airline Payment Index is a self-assessment tool for airlines that helps them determine their status of the payment & settlement transformation journey. This index aims to assist airlines in the market by enhancing the importance of payment & settlement and optimizing their processes.

The survey is structured in four pillars, each supporting value creation:

- Strategy
- Organization
- Capabilities
- Monitoring

The confidence report generated by the Airline Payment Index is specific to each airline and highlights points for consideration enabling the airline to identify potential areas of improvement.

For further details on the program, read the [Airline Payment Index Introduction](#) and [Airline Payment Index Questionnaire](#). Please contact us with any questions at [payment@iata.org](#).



Registry

Registry of companies and their retailing capabilities



Self-Service Platform

Verify your company's information



Resources & Documentation

Access the IATA resources to the industry

\*Source: the IATA Airline retailing Maturity (ARM) index



# And some airlines are already realizing benefits

**100m+**

Annual savings in  
Distribution costs

**1.5%**

Increase in  
revenues from  
Continuous  
pricing

**600m+**

Revenue increase  
by 2027

**50m+**

Annual value  
creation in  
payment from  
2027

But if they want to become truly customer centric airlines need a legacy-free framework with Offers & Orders only

# And so, a Consortium is helping to accelerate the journey to modern airline retailing

## Consortium Members



[iata.org/Retailing-Consortium](https://iata.org/Retailing-Consortium)



MEMBERS | **WORKSTREAMS & RELEASES** | IN THE NEWS | AIRLINE TANGIBLES

### 1. Business Case V1.0

- **Modern Airline Retailing - A Business Case V1.0:** this document focuses on the next phase of the journey to Modern Airline Retailing, which entails a significant transformation of the IT infrastructure and underlying processes, in order to enable airlines to fully retail their products without constraints
  - [A Business Case \(Chinese translation\)](#)
- **Business Case and Decision Drivers: Lessons from the Leaders** - to be released in Q2 - [get notified](#)

### 2. Business Reference Architecture

- The **first** version of the **Business Reference Architecture** was developed by the Airline Retailing Consortium, supported by IATA's industry architects, with the objective to support the move to a world of 100% Offers and Orders.

### 3. Airline Transition

- **IT Provider Readiness and Airline Transition Pathways**, the latest output of the Consortium's work presents the findings of extensive research with 15 IT Providers, assessing their commitment and readiness to roll out a new generation of solutions, as well as timeframes to transition to 100% Offers and Orders.
  - [IT Provider Readiness and Airline Transition Pathways \(Chinese translation\)](#)

### 4. Industry Transition

- **Successful Airline Retailing Requires Industry Partnerships**, developed by BOG in collaboration with the Airline Retailing Consortium and IATA, the study capitalizes on inputs from over 20 senior executives across the broader travel ecosystem and outlined the most important action points that the ecosystem players should focus on, as they engage in the journey to Offers and Orders.

### 5. Procurement Considerations (RFI framework)

- **MR - Retailing Platform Procurement Considerations** serves as a guide for airlines in the procurement process of a modern and modular platform for airline retailing, based on 100% Offers and Orders. It outlines key principles, considerations, and business requirements to be taken into account by airlines when evaluating vendors and their solutions.

### 6. Delivering with Orders

- To be released in the second half of 2024 - [get notified](#)

Let's hear from some of these airlines



# In case you want to learn more....



[iata.org/Retailing](https://iata.org/Retailing)

## Airline Retailing

Together, Let's Build Modern Airline Retailing!

**Airline Retailing Update on Value Creation**

Watch on YouTube

Today, customers want personalization, efficiency, and seamless experiences for any airline. Modern Airline Retailing, supported by the implementation of NDC, API, CRM, and other digital capabilities, can address this challenge, while distribution away from legacy channels and into the future. This is what the transition to 100% Offers and Orders is all about.

The journey is well underway, but there is more to do.

Watch our November 2023 update on the status of the journey.

The web page offers a comprehensive overview of the IATA standards programs and their value creation through streamlining, data integration, and revenue growth. It also provides updates to current regulations, a profile of value chain in playing their condition. Their strategy is to build an ecosystem.

### A World of Offers and Orders

Build the IATA ecosystem supporting the implementation of capabilities and programs to carry a seamless Modern Airline Retailing.

Retailing with Offers	Delivering with Orders
<ul style="list-style-type: none"><li>• <a href="#">New Offers and Orders capabilities</a></li><li>• <a href="#">Dynamic Offers</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Full Order with Value - 100% Order</a></li><li>• <a href="#">Ordering with Offers and Orders</a></li></ul>

### Hear real-world examples & get inspired

#### Implementation Soundbites

Listen

#### Quick Links

- Airline Retailing Discussion**  
Learn more about the IATA standards and their value.
- Play your Airline Retailing Journey**  
Discover a digital future with modern, secure, connected, and seamless.
- Airline Retailing Maturity Index**  
Discover your current and future system health.

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**Industry Sustainability Commitment**

**Jenniina Ylonen,**

Engagement & Operations Manager,  
CO2 Data Solutions, IATA





# CO2 Connect

## Supporting airlines to ensure CO2 data consistency

Jenniina Ylönen  
CO2 Data Solutions, IATA



# Landscape

- Governments, corporates, and the wider public have increasing expectations for the air transport sector to act sustainably and be transparent about the environmental impacts
  - Leads to a proliferation of differing CO2 emissions calculators and methodologies, lowering consumer trust
  - Governments are growingly interested in regulating how CO2 emissions are displayed in relation to air travel
- Airline industry strongly supports the use of IATA RP1726 as the preferred industry-approved methodology





# Vision



Ensuring consistent and accurate CO<sub>2</sub> data is displayed across the travel value chain



Supporting airlines in calculating CO<sub>2</sub> emissions data for passenger travel

# Solution



- Connecting airlines with an accurate & trusted CO2 solution required by their customers and aligned with industry standards

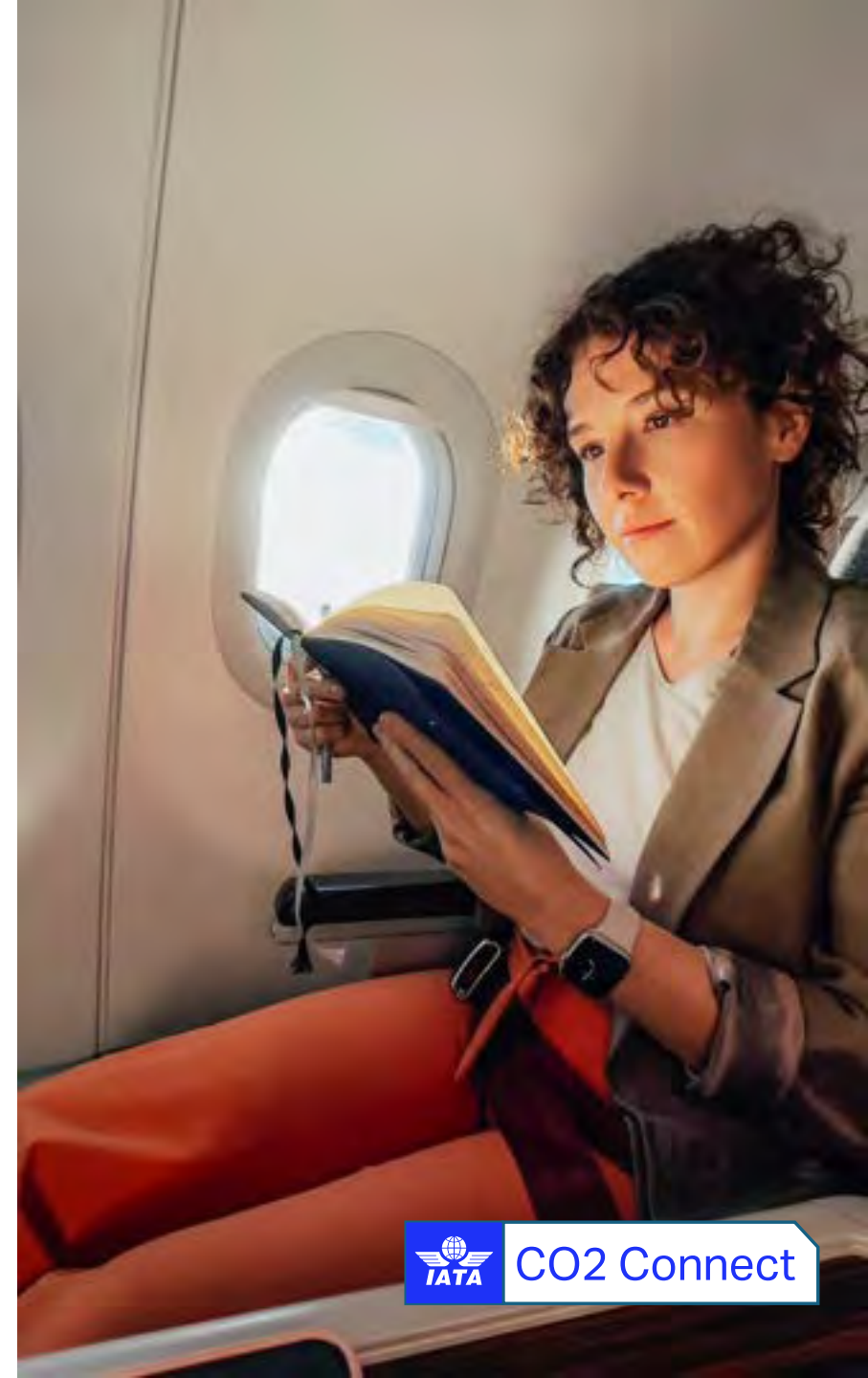
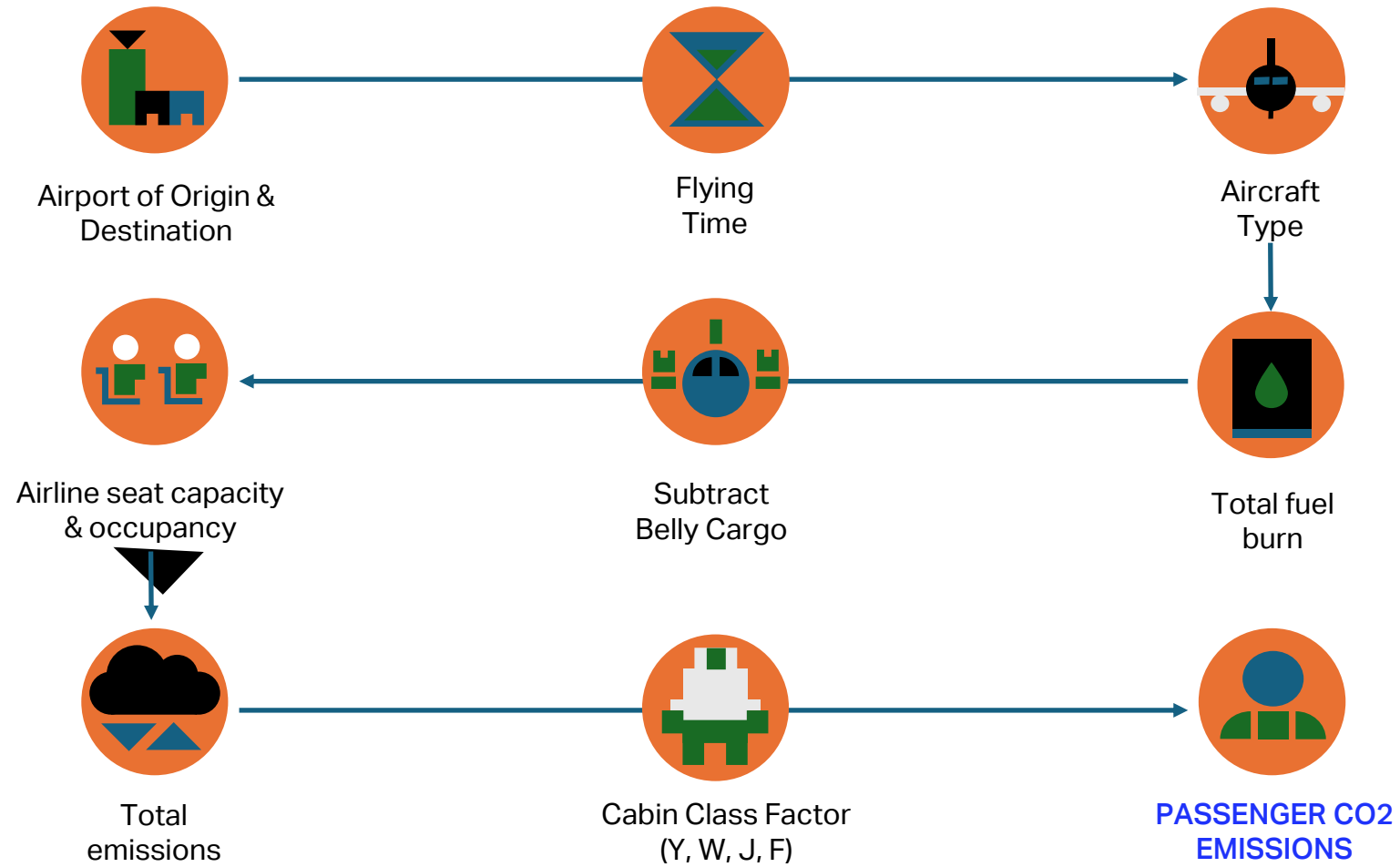


# Solution

Using airline audited data  
versus a **theoretical model**



# Data model



# Value proposition



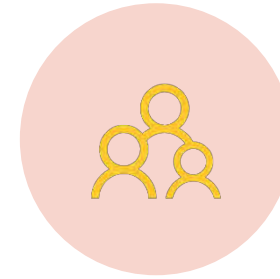
CO2 data  
reflect airlines'  
real performance



Sensitive  
performance data  
is secured



Consistent data  
displayed across  
travel industry



Protects over  
proliferation of  
CO2 data



Promotes  
industry-  
developed  
methodology



**CO2 Connect**

**Want to join?**

Contact us at

[co2datasolutions@iata.org](mailto:co2datasolutions@iata.org)



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# Networking Coffee Break



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**Industry Innovation**

**Kat Morse**

Senior Manager Innovation & Partnerships, IATA





# Innovation@IATA



To ignite innovation  
through collaboration,  
driving transformative  
progress in the  
aviation industry.

# Mission





# Connections & Collaboration



Airlines



Tech  
Providers

# Solving Industry Challenges



Airports



Startups



Governments



Innovation Hubs



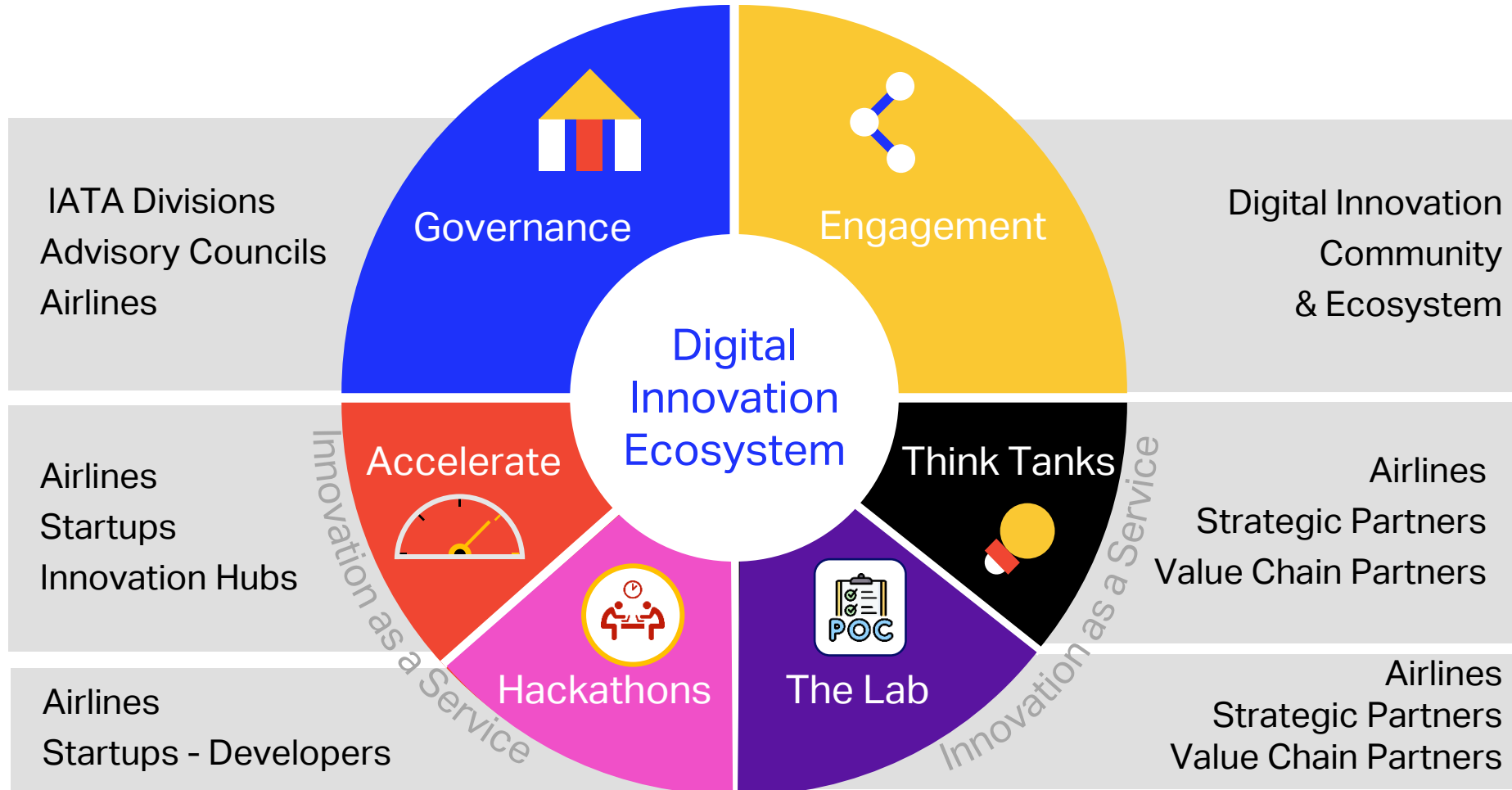
Universities



# How: Innovation Toolbox



# Innovation @ IATA



# The Lab

## A Testing Ground for POCs & Pilots

Connect airlines, tech providers, and startups who want to test solutions to solve industry problems

Innovation Sprint methodology to test ideas and concepts quickly

Objective: advance the amount of pilots / POCs in pre and post standard testing

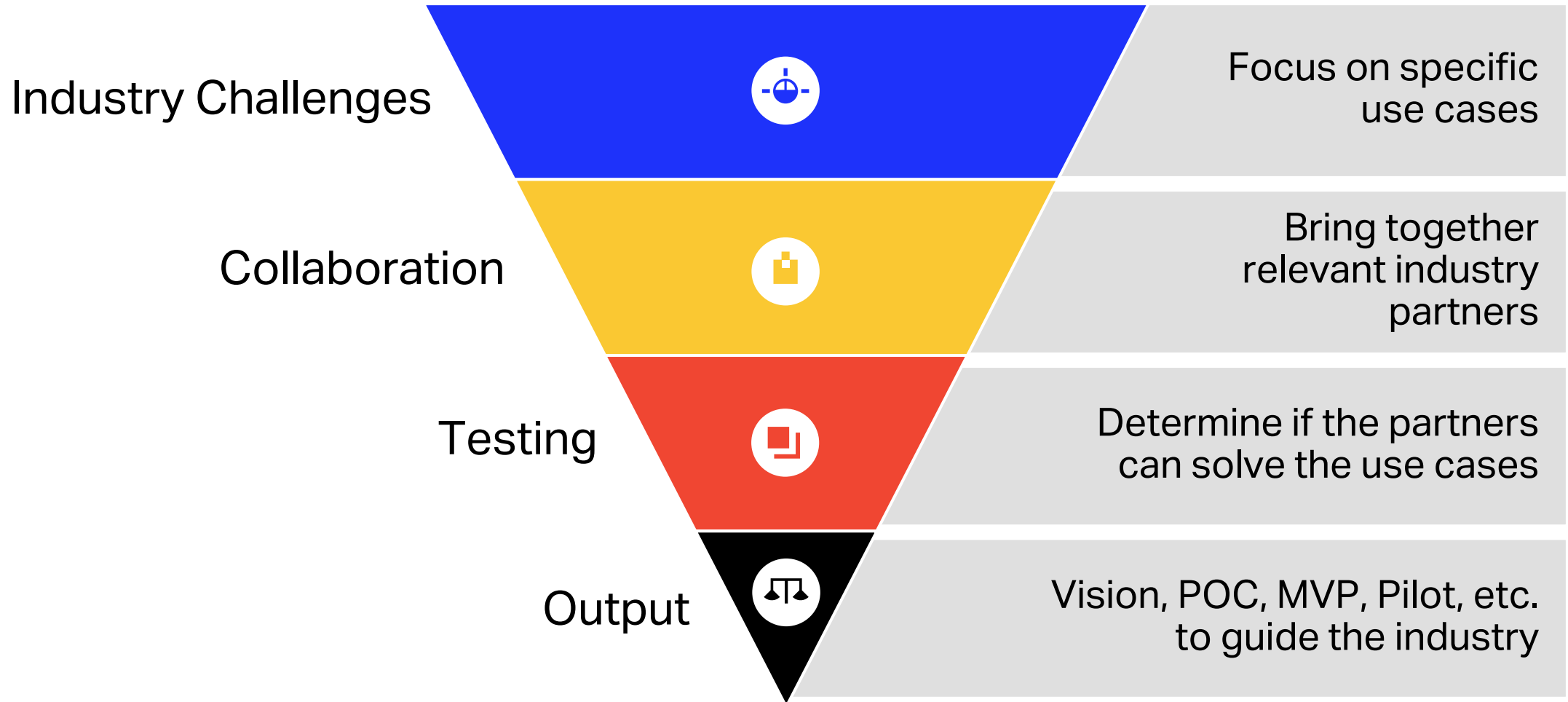
**Work together to solve industry problems using new technologies**

\* Evolution of Think Tank (Pre-2023)





# Innovation Sprints @ The Lab





# Digital Innovation Engagement

Members of our Digital Innovation Community have access to a variety of Innovation Webinars, PoCs under the Innovation Lab, Roundtables, Sprints, and Innovation Day events.

## Innovation Day

Brings together the Digital Innovation Community to discuss the current industry priorities and promote IATA initiatives.

## Sprints

Time-bound, collaborative workshops (under the Lab) where participants work together to solve a specific challenge faced by the industry.

## Roundtables

Collaborative brainstorming where the community shares insights, discusses cutting-edge ideas, and foster innovation through knowledge exchange.

## PoCs

Tests whether a concept can be implemented successfully and that it has the potential to deliver value. Identifies any technical or practical challenges that may need to be addressed.

## Webinars

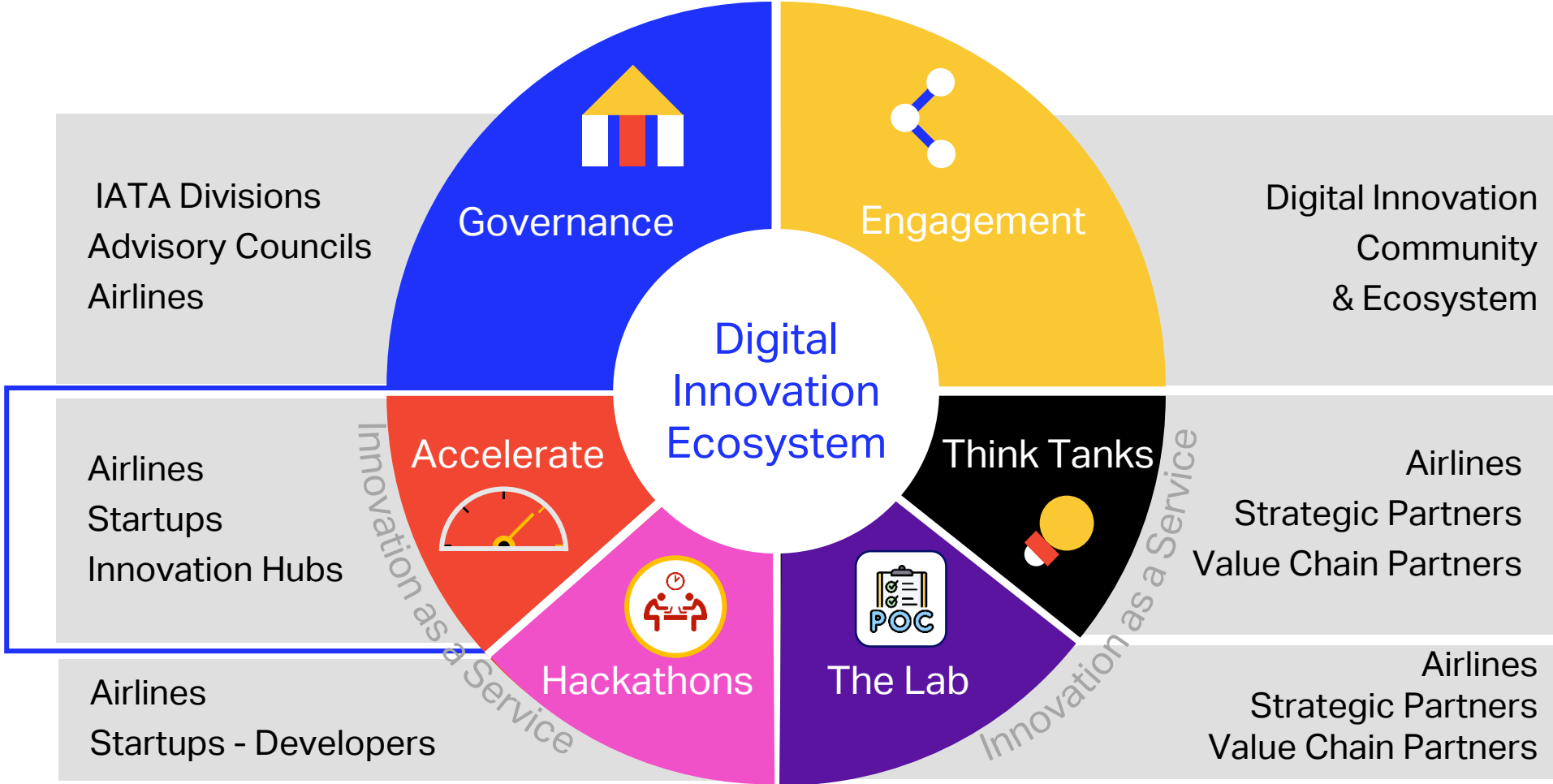
Provides the innovation ecosystem with essential updates, insights and guidance on the latest digital innovation advancements and trends to tackle industry priorities.

## Tech Watch

Work with industry leaders to research new technologies that may impact the industry



# Innovation @ IATA



# Thank You!



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## **Our Startup Gems!**

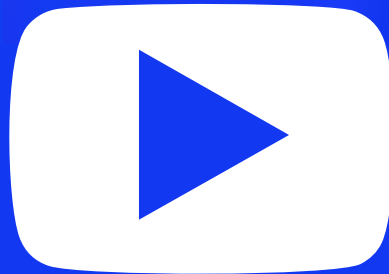
**Paula Pardo Esteve**

Senior Manager Ideation, Strategy & Partnerships, IATA





Play Video



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## **Our Startup Gems!**

**Simon Dempsey**

Chief Commercial Officer, Plan3 (Batch 6 - 2023)



# Plan3



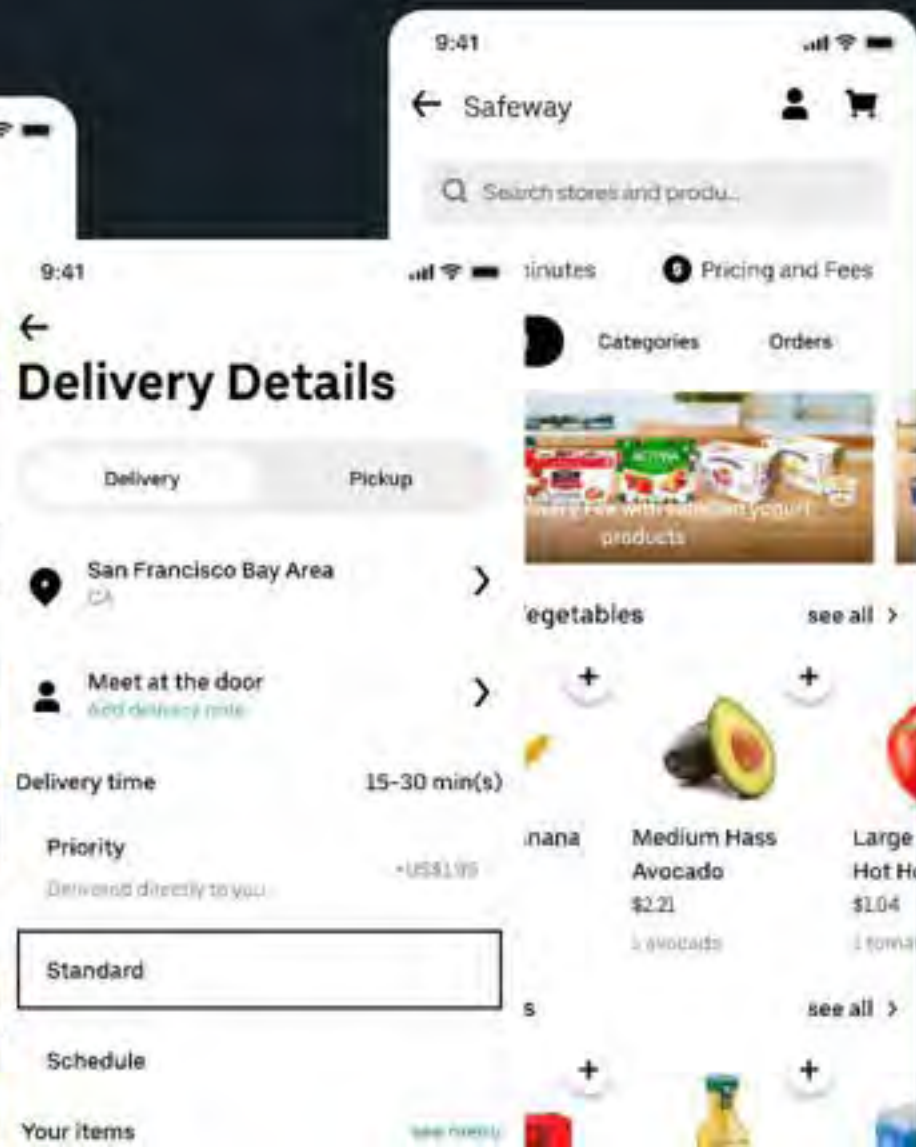
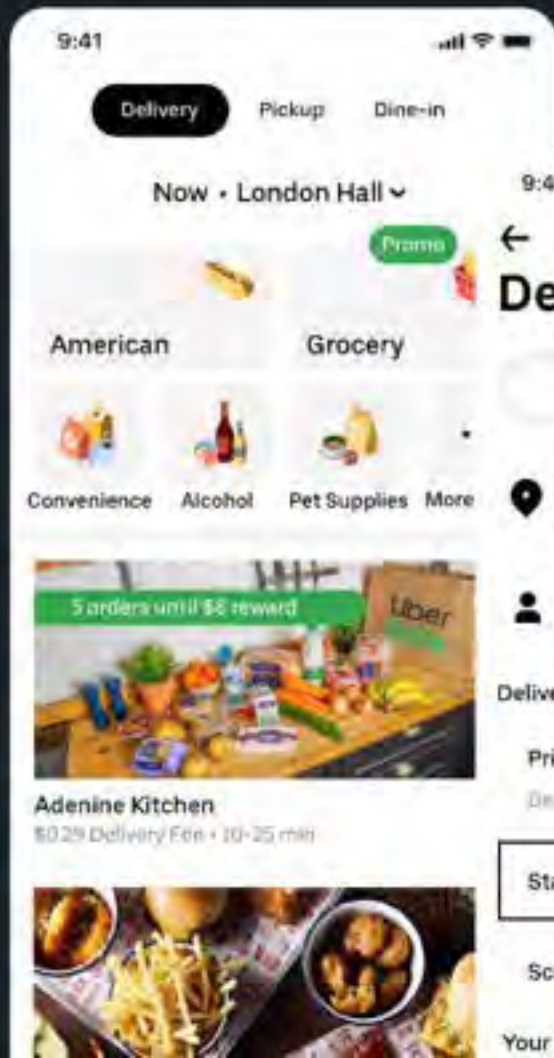
**SIMON DEMPSEY**  
Chief Commercial Officer



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# Uber Eats











LIGHT TROUSER

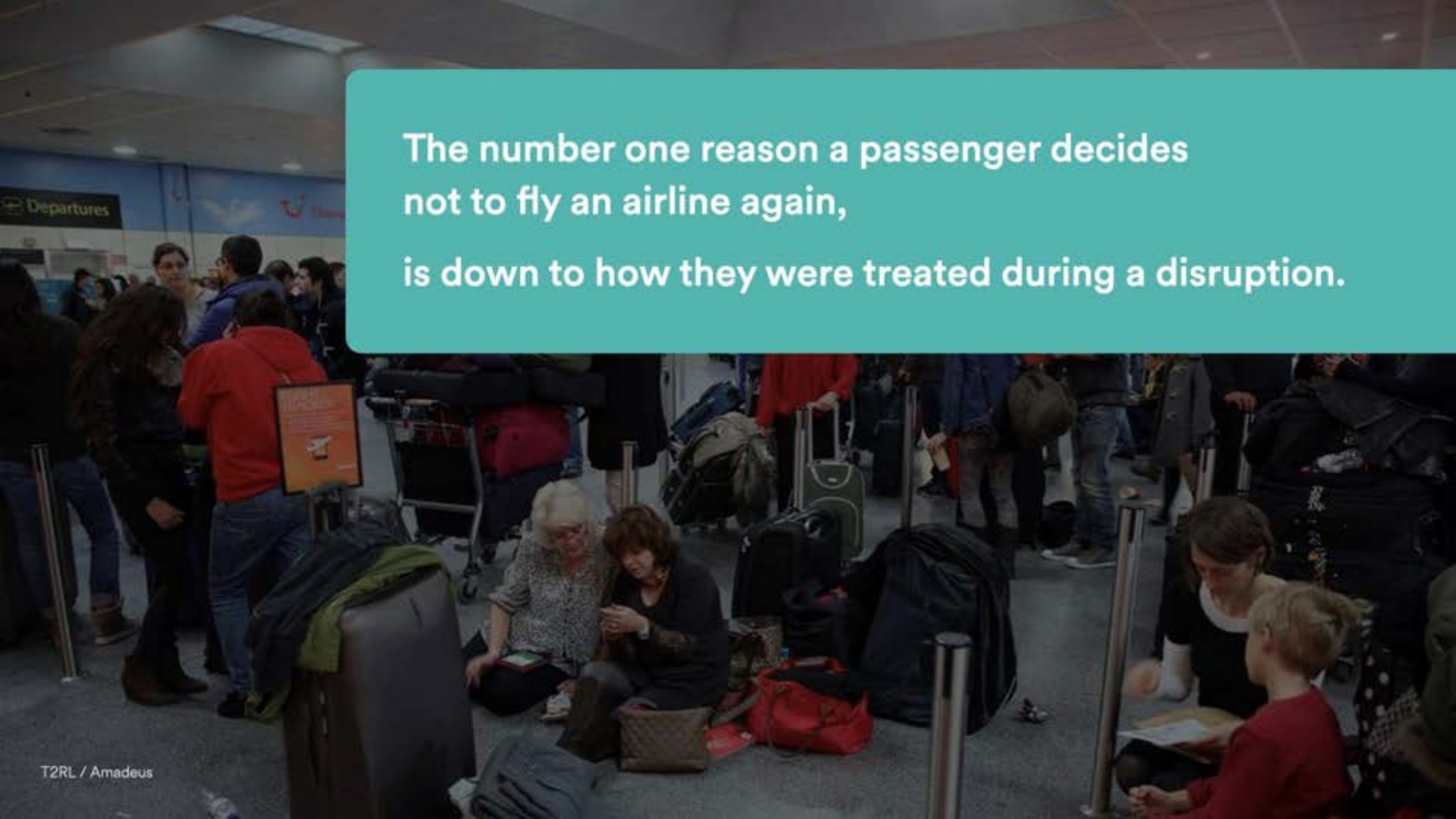
Departures

Thomas

Thomas

Passage

12

A photograph of an airport terminal with a teal text overlay. The background shows a busy airport terminal with people, luggage, and a sign that says "Departures". The text overlay is a teal rectangle with white text. The text reads: "The number one reason a passenger decides not to fly an airline again, is down to how they were treated during a disruption."

The number one reason a passenger decides not to fly an airline again, is down to how they were treated during a disruption.

# Plan3

Built in Iceland.  
Use globally by CX-focussed airlines.

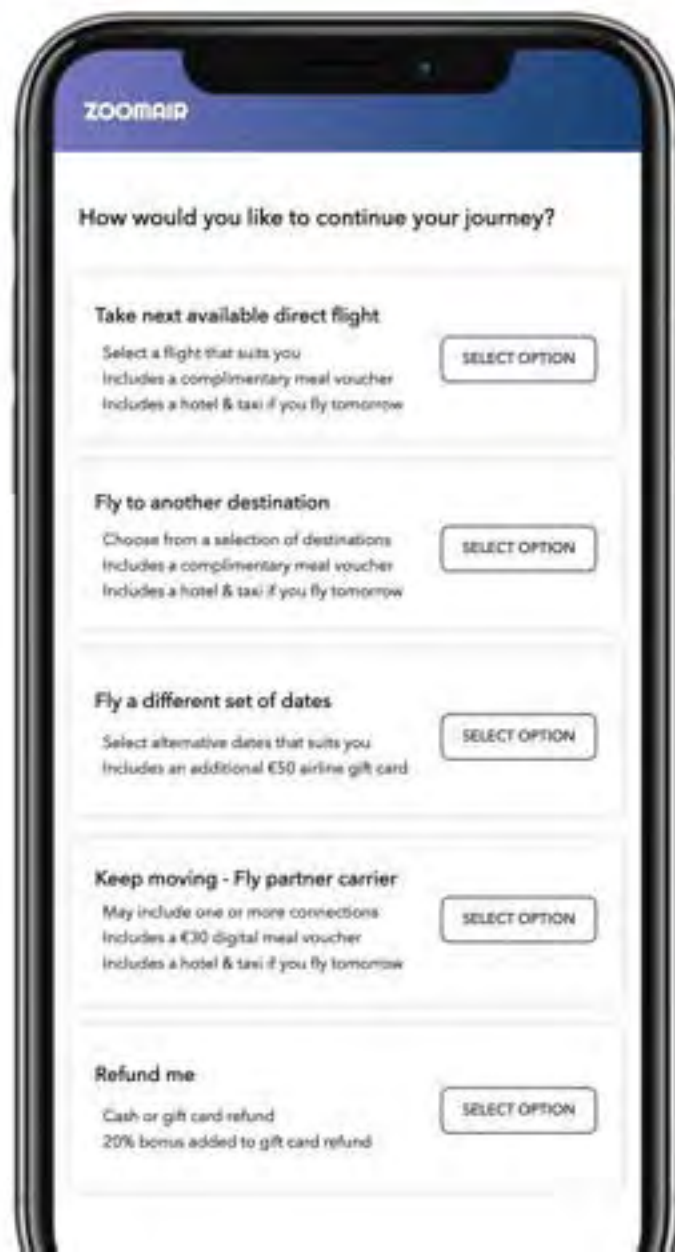


**WOW**  
air

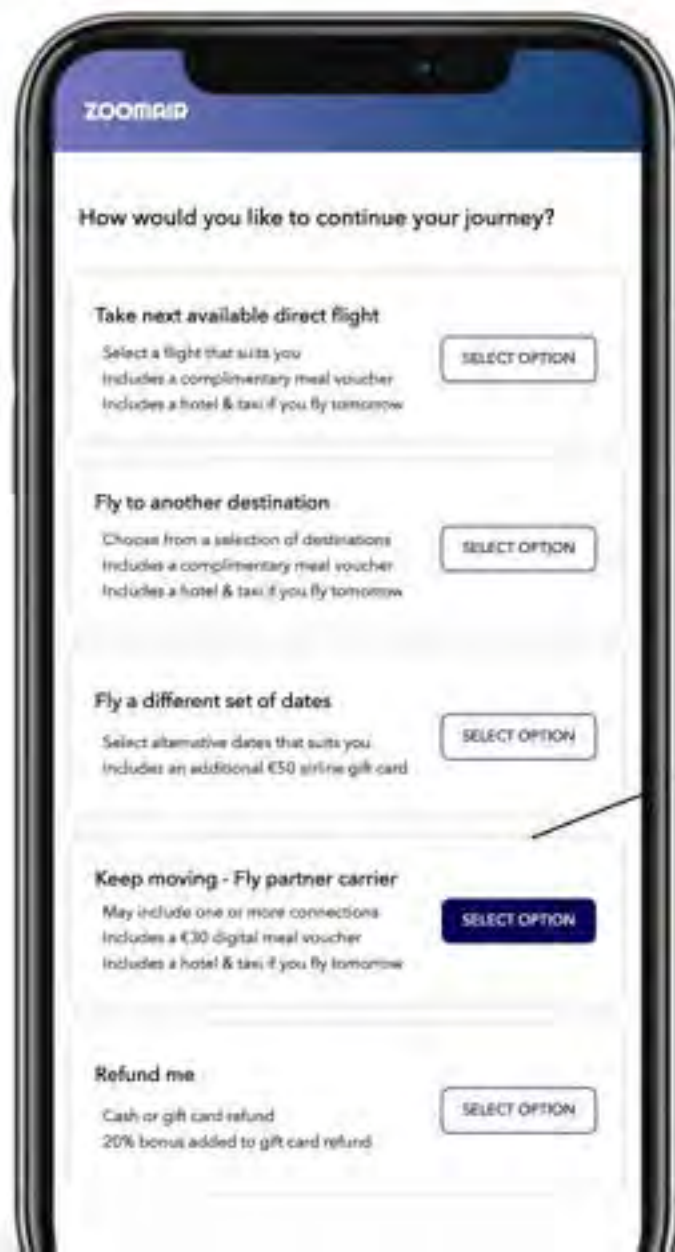


AviLabs

Plan3



What would solve this disruption for you?



## Everything connected behind the scenes

Flights, hotel supply, meal vouchers, ground transport, refunds...

### Keep moving - Fly partner carrier

- ✈ May include one or more connections
- 🍷 Includes a €30 digital meal voucher
- 🏨 Includes a hotel & taxi if you fly tomorrow

SELECT OPTION

🔄 Automated refunds

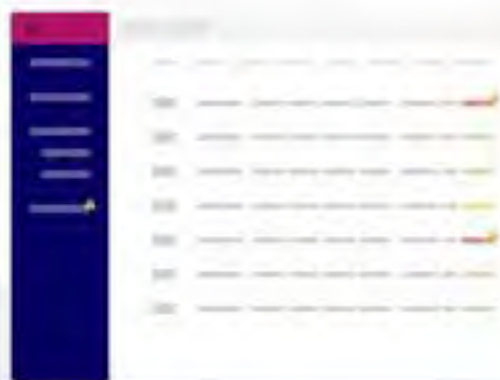
✈ PSS and third party sources of inventory

🍷 Integrations with digital welfare providers

🏨 Direct connection to hotel PMS and discounted BAR rates

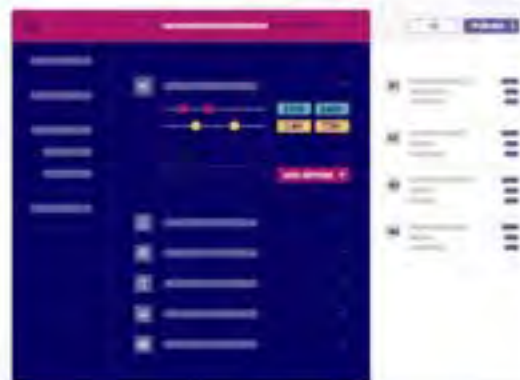
## The Plan3 workflow

Personalised, context-aware solutions for travelers.



### Issues inbox

Disruption issues are flagged at the earliest possible moment, graded by severity.



### Option creator tool

Disruption teams can build and publish 'option packages', tackling thousands of problems within a few minutes.



### Customer comms tool

Options are sent to passengers via a template-driven comms tool, baked into the system.



### Personal info page

Passengers receive an alert with options made available to them, self-serving to a seamless onward journey.



# Plan3

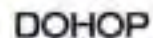
 transat

 transavia

 PLAY

 flair

 VOLOTEA

 DOHOP

 arajet

 Sabre  
GLOBAL DISTRIBUTION SYSTEM

## Kicking the tires with Plan3

Lightweight Proof of Concept

- Minimal IT resource - use our API or PSS connections
  - 👉 Quickly validate the new customer experience
- Typically no cost to airline
  - 👉 12 week trial period, tight scope
- Success? - The low hanging fruit:
  - 👉 Speed of response during IROPS
  - 👉 Customer satisfaction levels/NPS
  - 👉 Reduction in costs



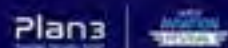
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Reports:

How Airlines Can Provide  
a Consistent Passenger  
Experience During IROPs

From Hub to Outstation



Download from [plan3.aero](https://plan3.aero)

# Plan3



**SIMON DEMPSEY**  
Chief Commercial Officer

[simon@plan3.aero](mailto:simon@plan3.aero)  
[plan3.aero](https://plan3.aero)



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## **Our Startup Gems!**

**Alex Jara**

CEO & Founder, Deal Engine (Batch 6 - 2023)





# Deal Engine

A.I. automating travel



# We build software that automates refunds and changes for airlines and travel agencies

## Clients



**120+**  
clients

**30+**  
countries

**100%**  
retention



## Business model

**SaaS** (software as a service)  
• Plug and play integration

**Pay-for-success**  
• 100% transaction based

## Integrations

**amadeus**

**Sabre**

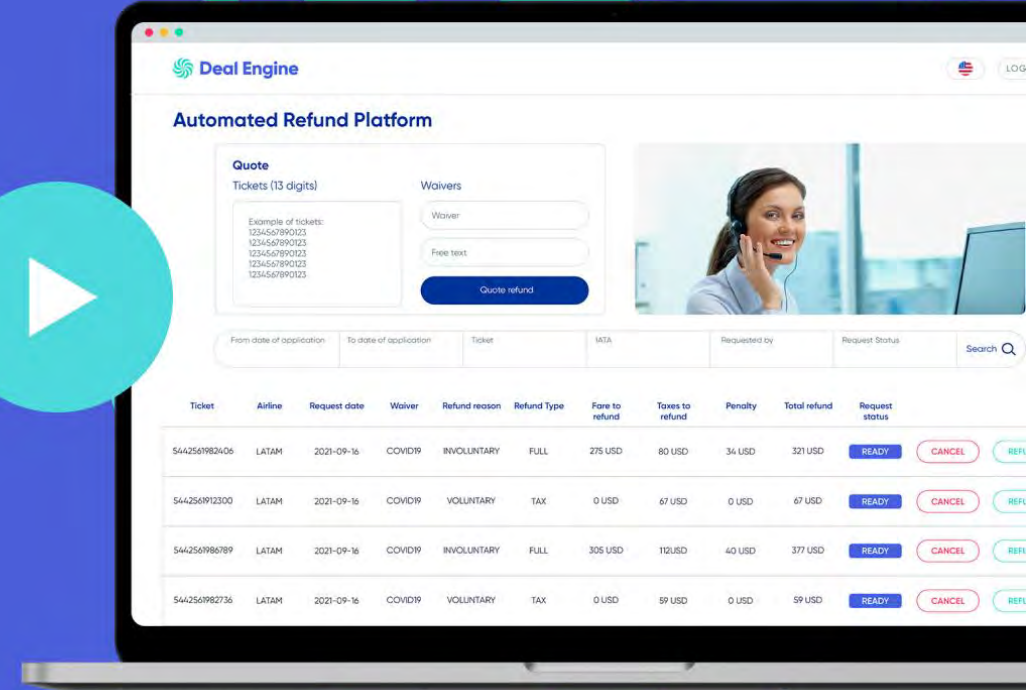
**TRAVELPORT**



# How does it work?

# ARP

Process thousands of  
refunds in seconds



# Case study:

## 15K refunds calculated in 2 hours vs 1 year

---

The logo for GOL, featuring the letters 'GOL' in a stylized font. The 'G' is orange, and the 'O' and 'L' are grey.

### Client profile:

Airline  
35M tickets  
15K FTEs



- The airline asked us to calculate 15K refunds
- Their manual process would have taken 1 year of 4 fully dedicated FTEs
- Deal Engine calculated all refunds in 2 hours
- Today our solution is embedded directly in their website

**“This is a real pain-point for us and Deal Engine’s technology proved it can solve it”**

**- Head of Digital Transformation**

# Automated Refund Platform

## Overview

- **Website or API**
- **Calculates, processes, and tracks thousands of refunds in real time**



## Impact

- **Reduce cost**
  - Call diversion
  - Call time reduction
- **Improve experience**
  - 100% digital experience
- **Streamline operation**
  - Business rules deployed instantly



# What makes Deal Engine different vs. PSS solutions

Dimension	PSS solutions	 Deal Engine
<b>1</b> Types of refunds supported	Only “happy path” refunds <ul style="list-style-type: none"><li>• Only tickets</li><li>• Only voluntary</li><li>• Only simple tickets</li><li>• Only one form of payment</li><li>• Only direct sales</li></ul>	<b>All types of refunds</b> <ul style="list-style-type: none"><li>• Tickets and EMDs</li><li>• Voluntary and involuntary</li><li>• Simple and reissued tickets</li><li>• Multiple forms of payment</li><li>• Direct and indirect sales (BSPlink)</li></ul>
<b>2</b> Channels supported	Single channel <ul style="list-style-type: none"><li>• Only their own PSS</li></ul>	<b>All refund channels</b> <ul style="list-style-type: none"><li>• Any PSS</li><li>• Contact center / call center</li><li>• CRM (Zendesk) / emails</li><li>• BSPlink</li><li>• Passenger self-service on your website/app</li></ul>
<b>3</b> Business rules supported	None <ul style="list-style-type: none"><li>• Only category 33 fare rules</li></ul>	<b>Mirrors your logic exactly</b> <ul style="list-style-type: none"><li>• Category 33 and 16 fare rules</li><li>• Systematic irr. ops. detection (PNR history)</li><li>• Country specific logic</li><li>• Channel specific logic</li><li>• Time-bound refund quotas</li></ul>

# Easy to launch, in as little as 3 months

## Typical engagement plan

### NDA

(3-4 weeks)



Sign NDA.

### Access

(3-4 weeks)



Receive PSS test credentials.

### Testing

(4-8 weeks)



Define and test key scenarios.

### Calibration

(4-8 weeks)



Configure specific business rules.

### Scale up

(4-8 weeks)



Launch in prod (API and/or UI).

# Deal Engine contact

---



# Deal Engine

A.I. automating refunds

**Alex Jara**

CEO

[alex@deal-engine.com](mailto:alex@deal-engine.com)

+1-415-316-9244

**Patricio Rivero**

Head of Airlines

[patricio@deal-engine.com](mailto:patricio@deal-engine.com)

+1-786-830-4105

# High level workflow

1

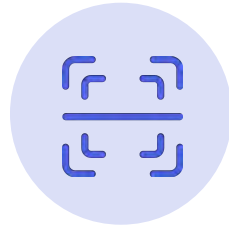
## Refund request



The platform receives the refund requests from the travel agency via API, our widget or via our user interface.

2

## Refund calculation



Our A.I. algorithms calculate the exact refund amount, reading and interpreting the ticket fare, tax rules, and the airlines' business rules.

3

## Refund processing



Refund calculations are confirmed by the traveler (or call center agent) to be automatically processed.

4

## Refund payment



Our algorithms complete the refund transaction in the respective GDS, ARC or BSP-link, ensuring the refund payment is complete.

## Real time reports

Our solution provides full transaction visibility on all refund requests across the workflow.

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Geneva, Switzerland  
25-26 April 2024

## **Our Startup Gems!**

**Albert Van Veen**

CEO, Fast ID (Batch 5 - 2023)





# *Digital ID in Travel*

**I travel with my  
own digital ID!**

**Albert van Veen IATA 25<sup>th</sup> of April**



The Digital IDentity is coming. And the airlines need to get ready to use it

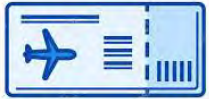
A self sovereign digital ID is an identity that is owned by the passengers and enables them to get fast biometric access to events, services, and locations.

The **new European legislation** (eIDAS, ESSIF) accelerates a fast introduction of the self sovereign digital ID.

With self-sovereign ID, the passenger is back in control of their biometric journey, without needing to enroll or leave their data with multiple suppliers.

*I travel with my own ID*





The digital ID is created and managed by the passengers on their mobile-phone.

The digital ID has a wallet to store tickets and boarding cards.

The passengers themselves link their boarding card to digital- ID

The digital ID is linked to biometric smart gates at the airport.

All the airlines need to do is sent their passengers an email

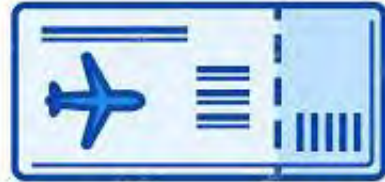
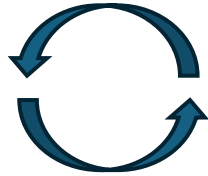
The digital ID of the passenger is used to create a DTC to travel



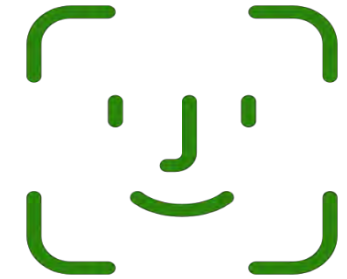
# OPEN THE WORLD WITH YOUR SMILE



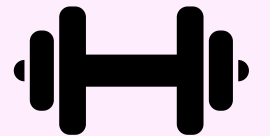
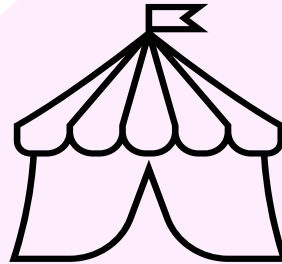
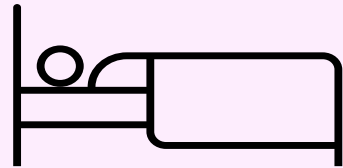
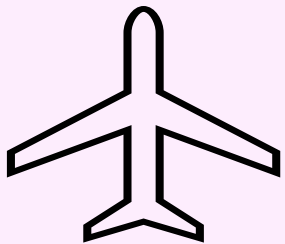
Create and own ID & Data



Add your ticket



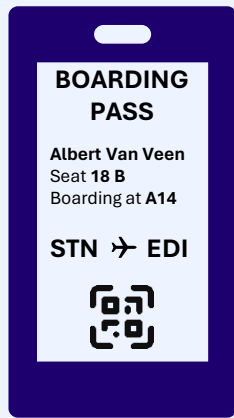
And use you face to open all doors



*And keep your data on your mobile phone*

# Use your face as your boarding pass

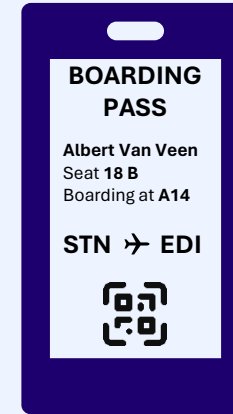
## 1. Link Boarding Card to Digital ID



*One time  
Action!*



## 2. Travel as VIP with your biometrics



### Check-In and Border Control



### Security

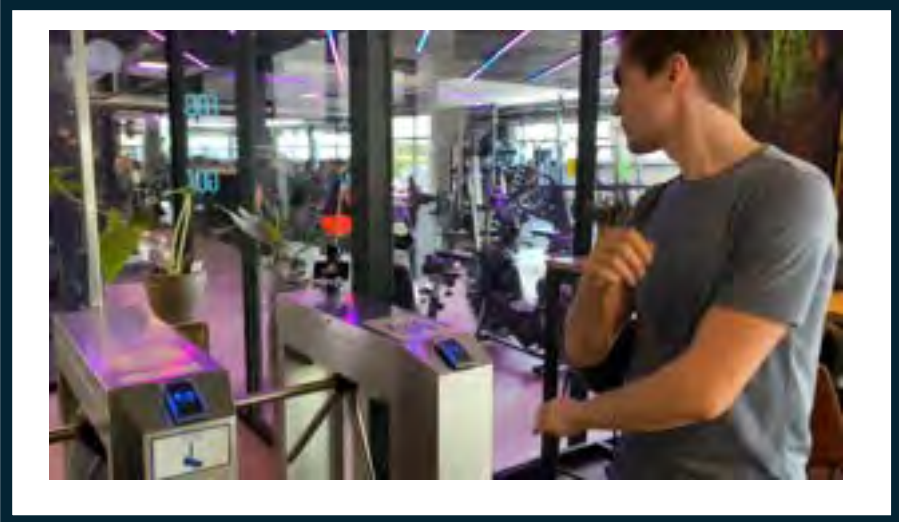
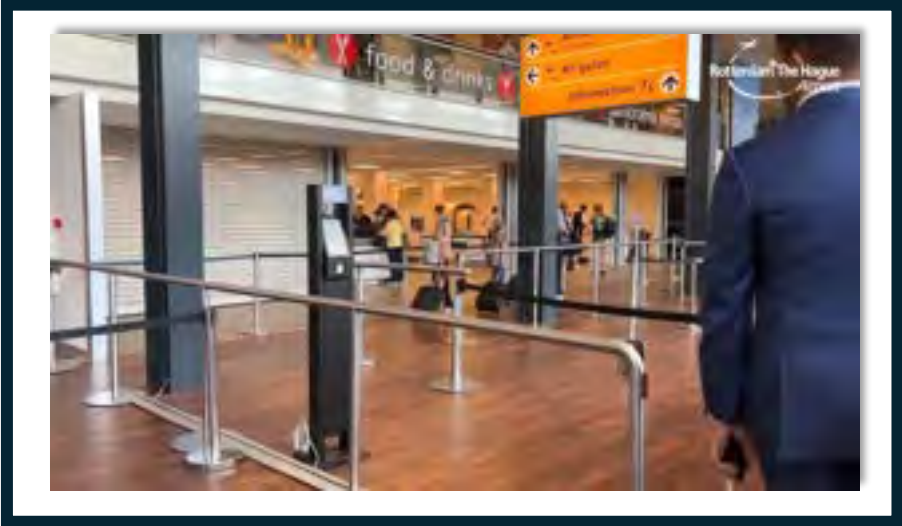


### Boarding



**Travel smoothly with your Face**

# Currently life



# Let's start a Pilot now

Implementation of a pilot is simple, inexpensive & fast

- Join in @ existing FastID airport.
- Jointly approach a new airport of your preference.
- Biometric quick scan for your airlines.
- Use the ID and biometrics within your own app .
- Biometric Loyalty program

**Lets agree on a pilot application today, sign the pilot contract this week and have it running within the next 4 weeks.**



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## **Our Startup Gems!**

**Paula Pardo Esteve**

Senior Manager Ideation, Strategy & Partnerships, IATA



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## **Mastering the Startup Implementation Phase**

**Tom Barber**

Head of Data, Virgin Atlantic

**Matthew Biboud-Lubeck**

GM Europe & UK, Amperity (Batch 1 - 2022)



# How to Build a Best-In-Class Data Stack Around Your Cloud Data Warehouse



---

Tom Barber (he/him)  
Head of Data – Virgin Atlantic

---

Matthew Biboud-Lubeck (he/him)  
GM EMEA, Amperity

# Better data to **drive better results**



Amperity &

The AI-powered  
Customer Data Platform  
for  
Identity and Activation



Alaska  
AIRLINES



virgin atlantic



MGM RESORTS  
INTERNATIONAL



WYNDHAM  
HOTELS & RESORTS



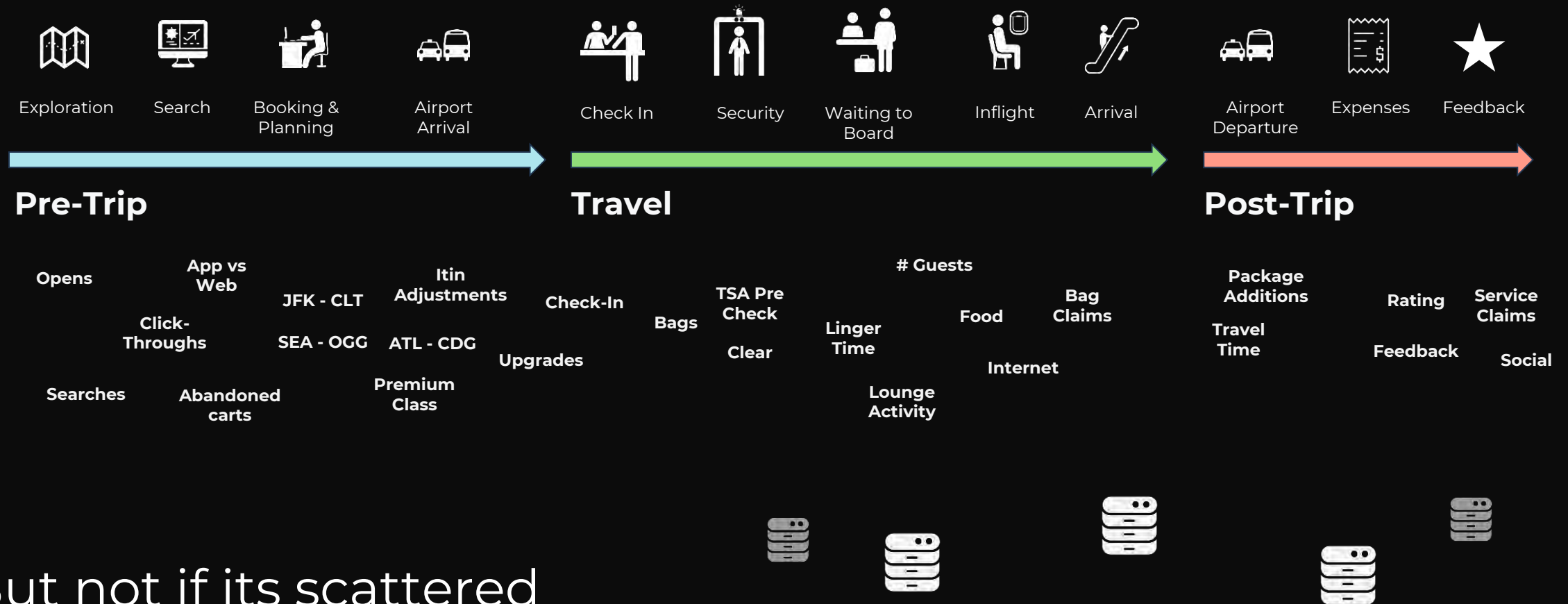
VAIL RESORTS



TUI



# Customer data fuels the guest experience

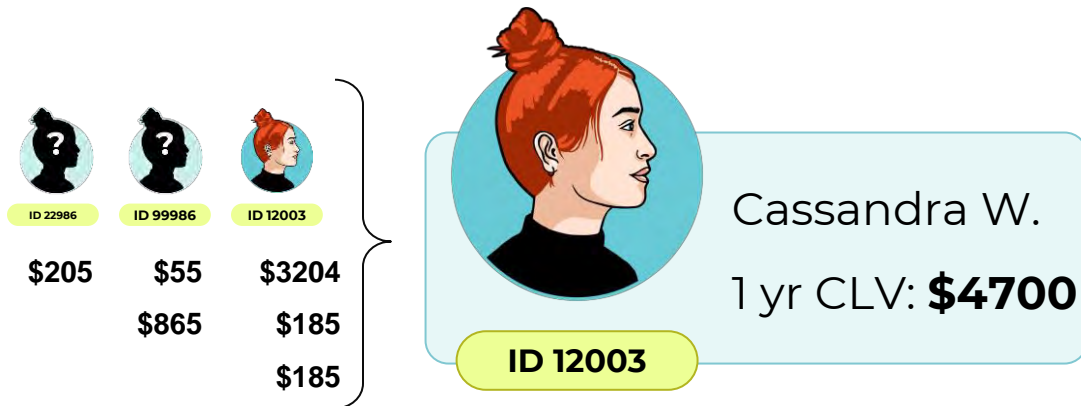


But not if its scattered across systems

Across our travel clients

# Misunderstood guests account for **more than half of revenue.**

*3 misunderstood records are really 1 person*



## Why this happens?

- Data silo's
- Out-of-date identity
- OTA data
- *Non-loyalty* pax
- End of cookies
- Booker vs. traveler
- No common key

# A little about me



Brighton, UK



Crawley, UK



No longer counting



2006 Avionics Engineering Apprenticeship  
2009 Production Engineer



2011 Management Information Analytics  
2014 Business Intelligence Development  
(and Cabin Crew once a month)



2016 Revenue Management Analytics  
2018 Data Product Management  
Today Head of Data



# Modernising our Data Platform

virgin atlantic 



# The catalyst for change



Existing 'Single Customer View' limited to deterministic matching of profile records from disparate systems



Siloed Customer Data making activation and data management more challenging



Low trust in data and slow speed to insights around our customer base

Reduced ability to understand our Customer base to innovate our product offering and personalise their experience



# Identifying & Validating a Solution

Chose to pilot using sample data with a potential partner to prove:

- ✓ Complex raw files could be ingested and processed at speed
- ✓ Integration ability with existing and planned tech stack – Databricks, Azure and Adobe
- ✓ User experience of the tool – is it easy to ask questions of the data and set up activations?
- ✓ Security and Data Protection – can methods like Role Based Access Control be used to protect data?

4 days

Raw Data to ID Graph

9 mins

ID Resolution Run

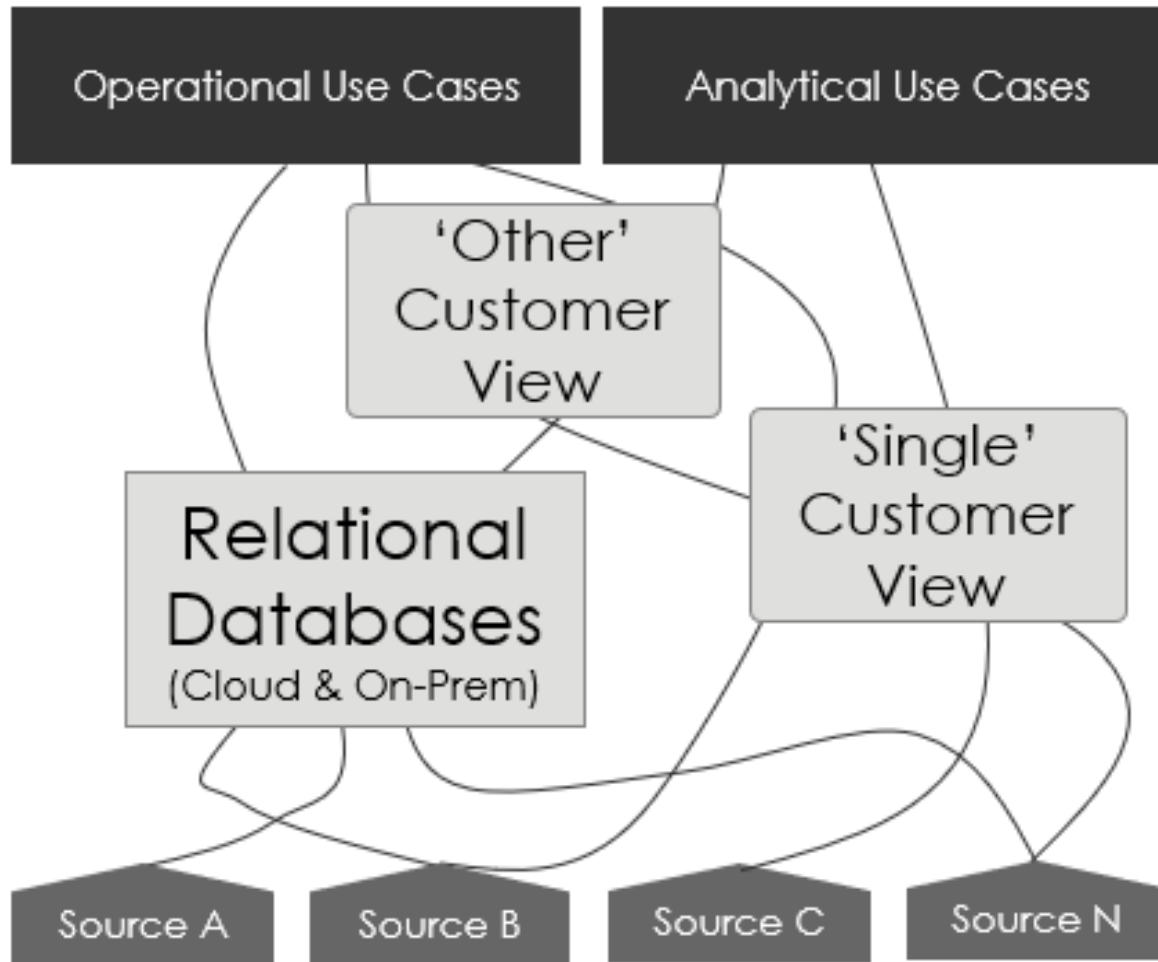
3 mins

Enrich C360 Database

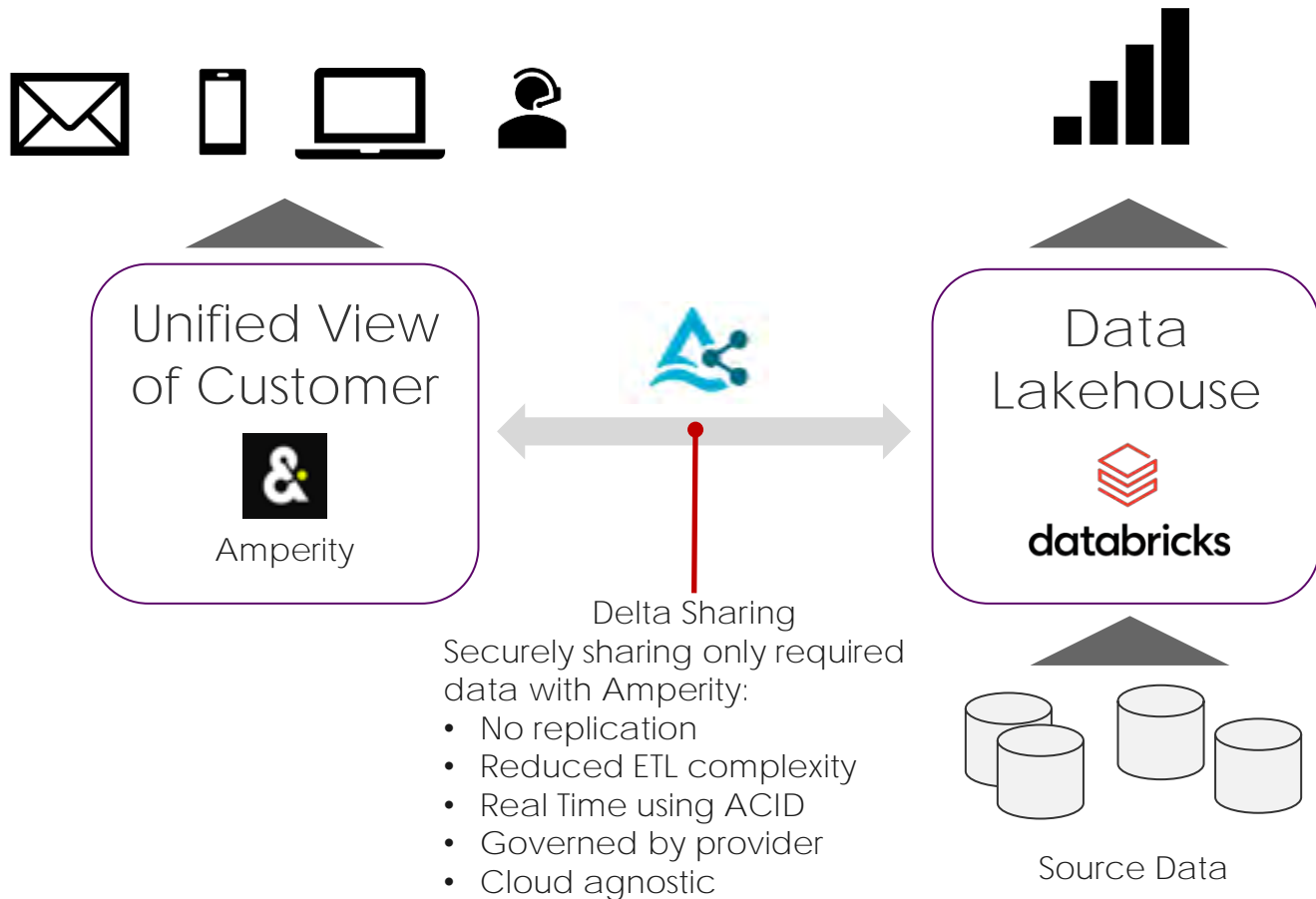


virgin atlantic 

# The Before



# The After

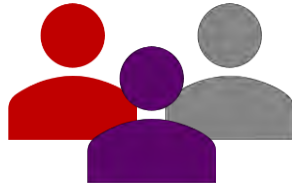




# As a result

Leadership, Customer Experience and Marketing Team understand

£ value



Favourite Route?

How Often?

How Many?

Within 3 months of implementation, we delivered

5 use cases that were previously either:

- Not possible due to deterministic constraint
- Only possible using a custom, hard to repeat/evolve solution

2

Customer Facing

3

Analytical

Positive impact on NPS, revenue and operational efficiency



# What's next?

## Refine

Reach even more previously unreachable passengers

## Expand

Integrate data into more operational tools/teams

## Experiment

Real time journeys, AI-powered marketing



Thank You



Amperity &

virgin atlantic 

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## **Mastering the Startup Implementation Phase**

**Marc Corbett**

Co-Founder & Director, Thrust Carbon (Restart 7 - 2021)



# thrust

making travel effortlessly green





**92%**

of business travel professionals say that sustainability is a priority for their organisation

**65%**

of GBTA members (travel buyers) agree quantifying emission reduction opportunities is the most challenging aspect of addressing sustainability

# We work with climate pioneers

Thrust Carbon client list is growing 3x per year





**3x IATA Hackathon Winners**  
including for climate action, in Frankfurt, 2019

**thrust** 







# empower

AN ITM EVENT



## Where our emissions

### Things we do

Making things (cement, steel)

Plugging in (electricity)

Growing things (plants, food)

Getting around (planes, trucks, cars)

Keeping warm & cool (heating, cooling)

aviation considered  
travel industry wide



## **The Old Approach**

### **Report**

Inaccurate | Expensive | Inaccessible

### **Reduce**

Stop traveling

### **Remove**

Offsets

## **The Thrust Carbon Approach**

### **Report**

Pinpoint accuracy  
Live data & click of button reports  
Tools for managers & travelers

### **Reduce**

Optimise routes  
Specific recommendations  
Lowest logical emissions

### **Remove**

Align with "purposeful travel"  
Purchase SAF & CCSU  
Drive to net zero

# The Sustainability Intelligence Platform for Travel

---

**thrust** 



## **Report;** are you climate compliant?

---

air | hotel | rail | car | taxi | rideshare | meetings & events

## **Reduce;** are your 2030 & 2050 goals deliverable?

---

reduce emissions per head | sophisticated recommendations | policy implementation

## **Remove;** how do you know what to buy and when?

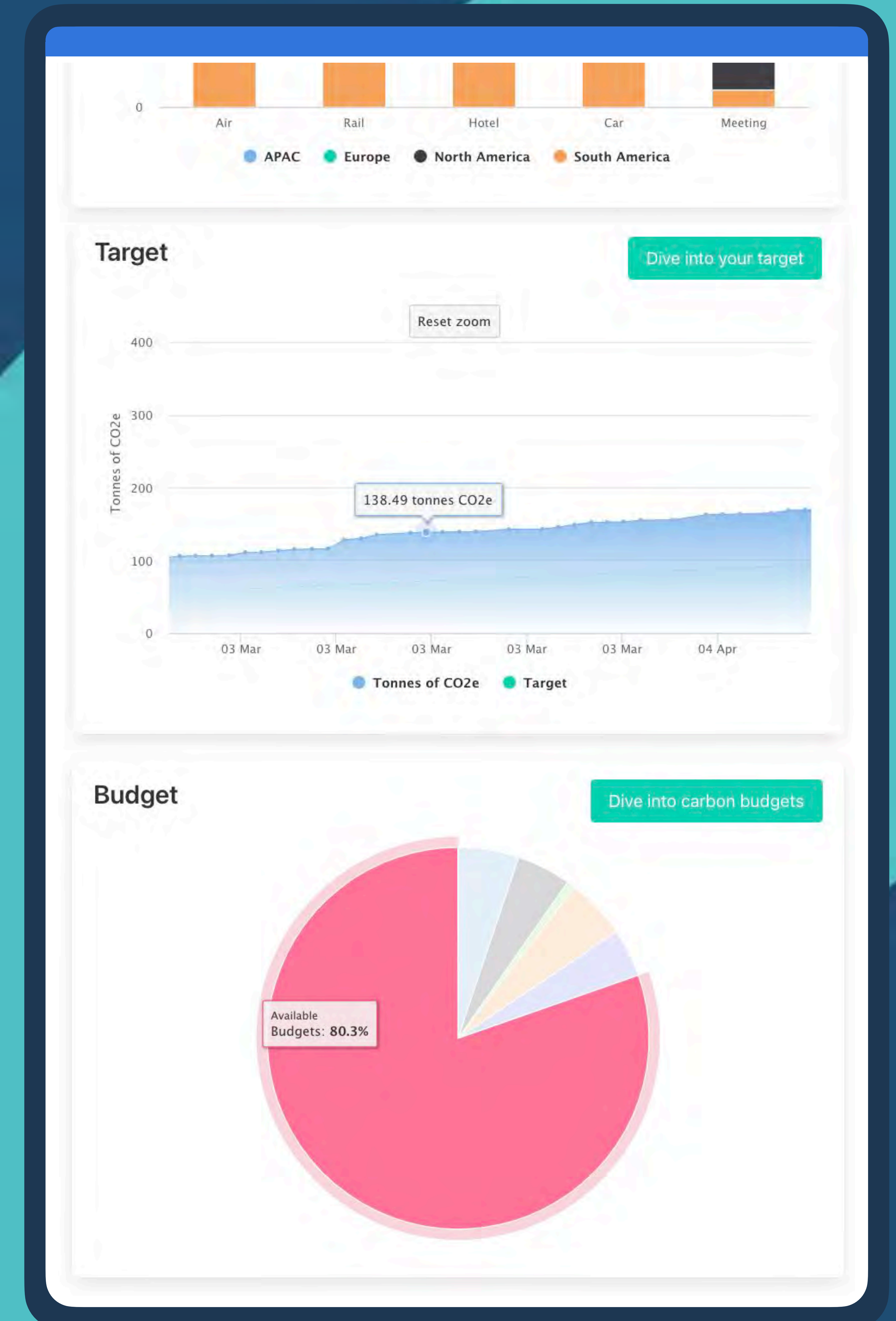
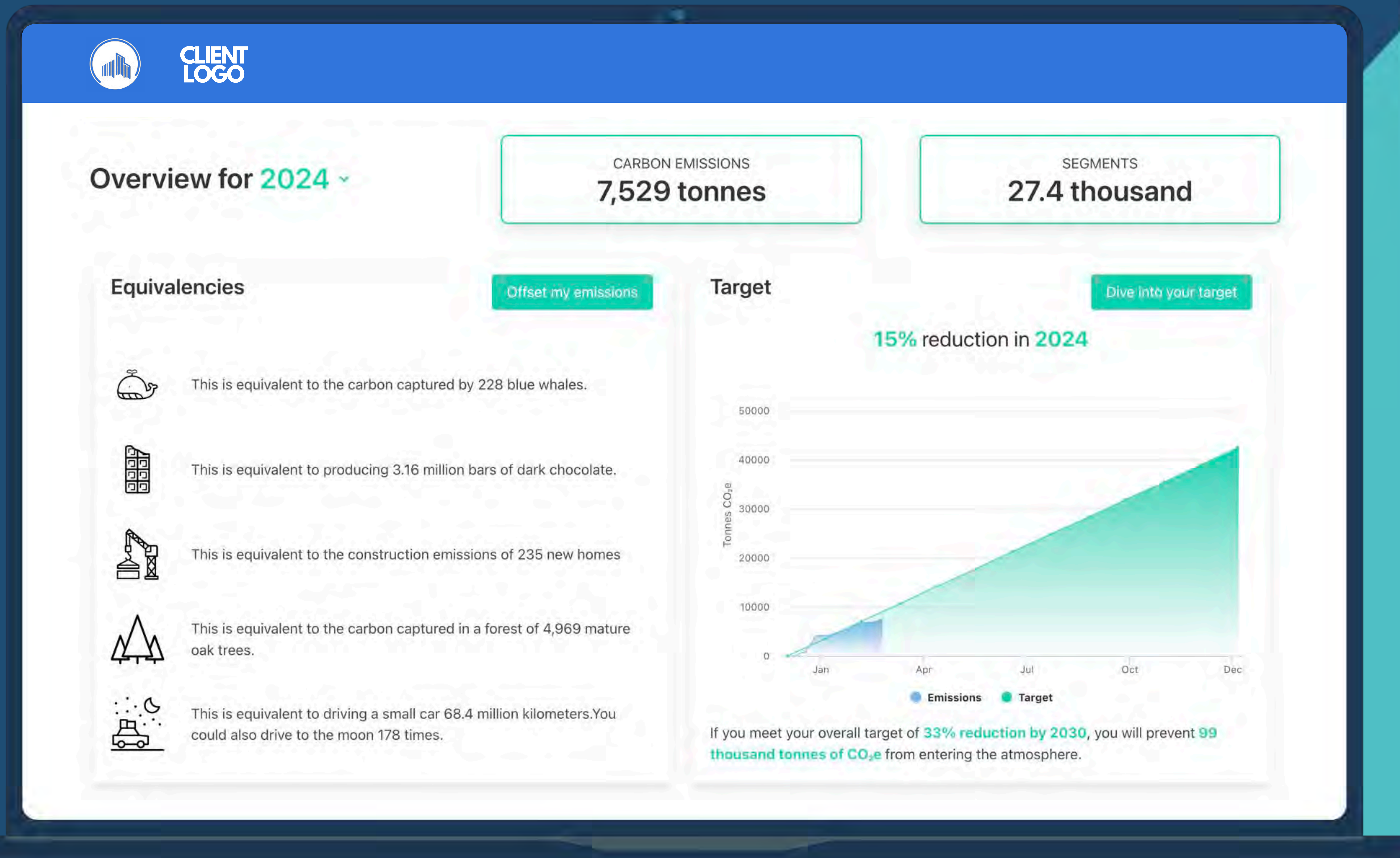
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carbon credits | carbon removal | SAF (sustainable aviation fuel)



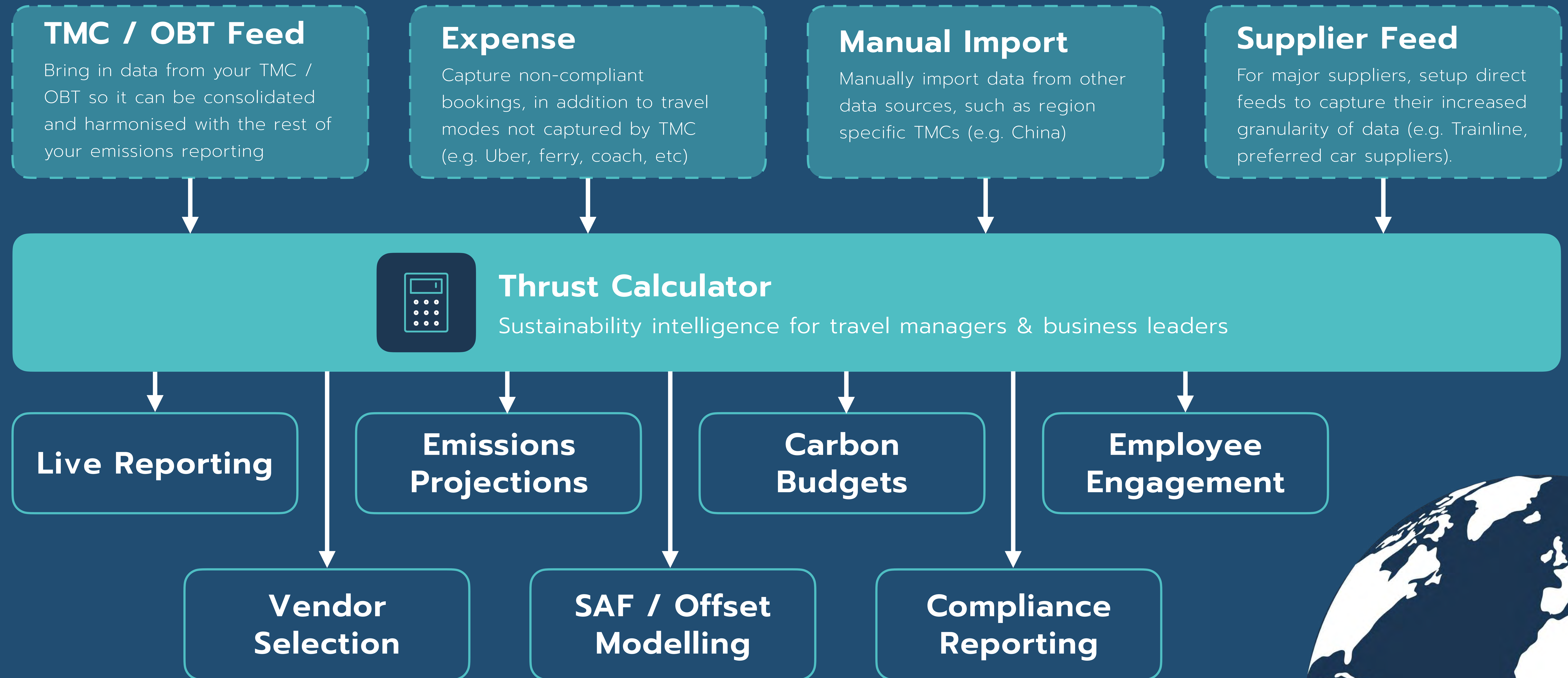
# Thrust Calculator

The first all in one travel emissions calculator, conceived at IATA Frankfurt Hackathon



# A Platform for 360° Intelligence

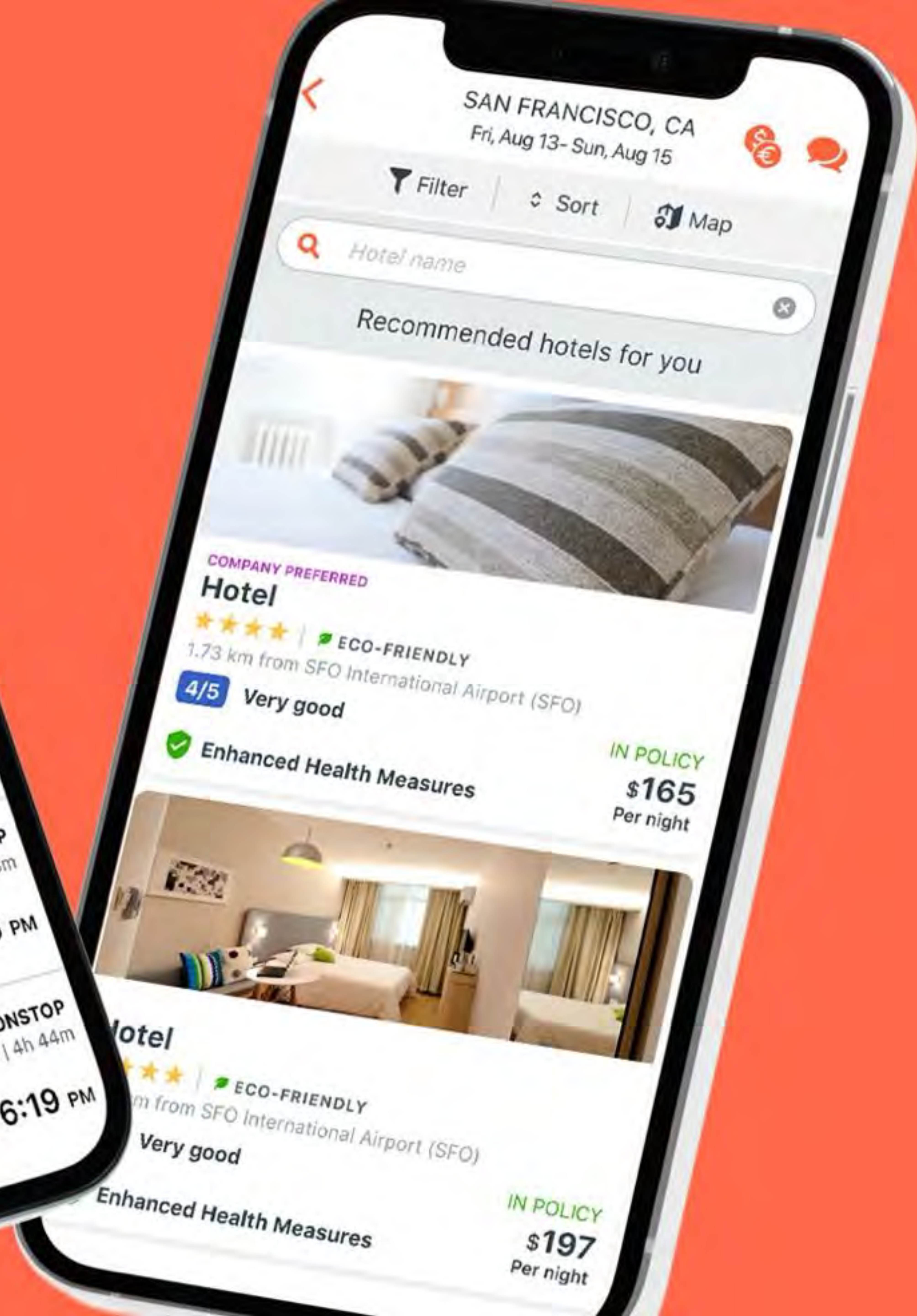
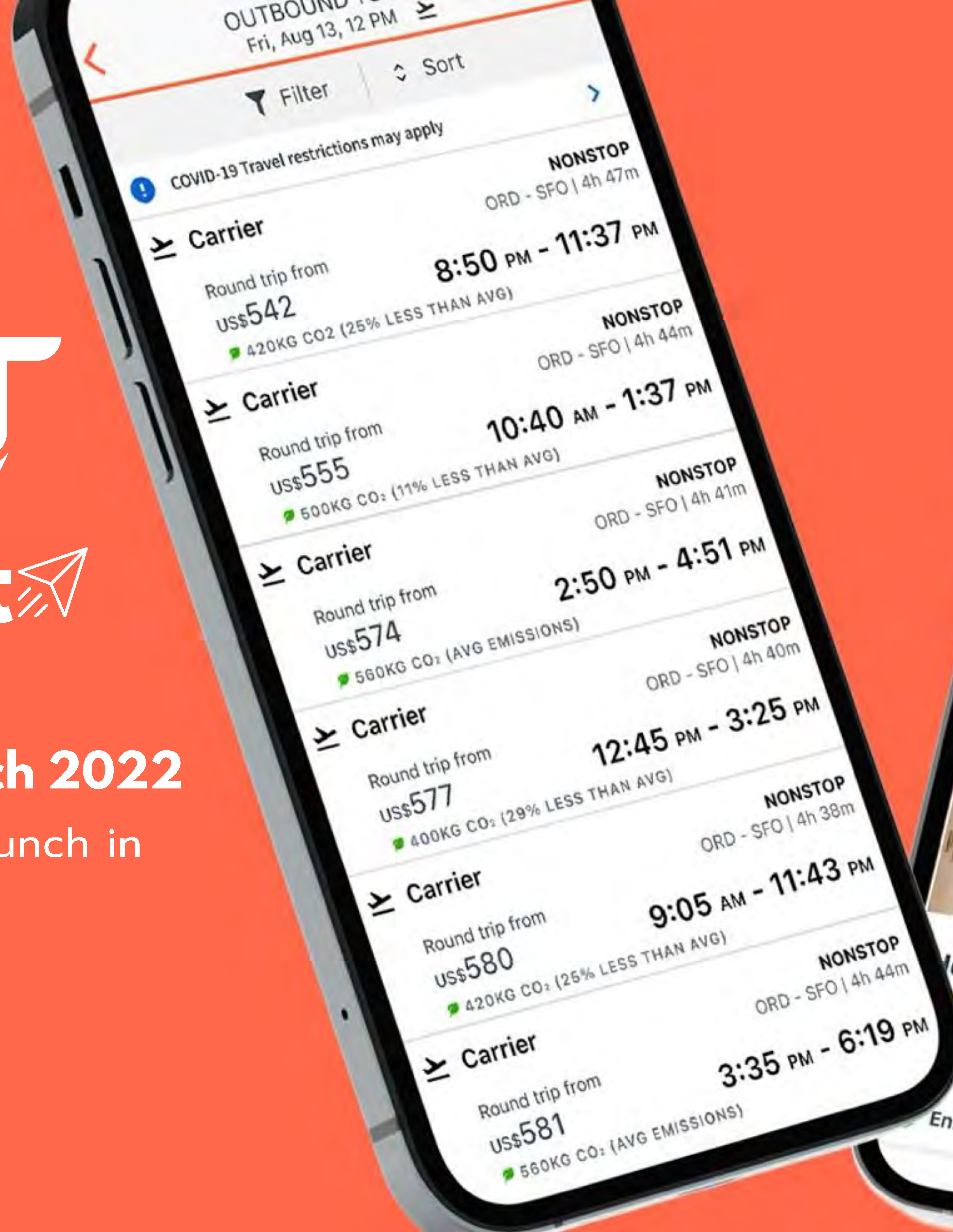
There's more to travel emissions than your managed travel program





Launched March 2022

From scope to launch in  
just nine weeks





# 93%

of business will fail to achieve their goals if they don't **at least double** the pace of emissions reduction by 2030. (Source; Accenture)



# How can airlines win?

---

**thrust** 



Our \$7.7 trillion travel industry must reach Net Zero. It is a question of **how** quickly, and **what your role** will be in shaping our planet's future.

## Mark Corbett

✉ [mark@thrustcarbon.com](mailto:mark@thrustcarbon.com)

☎ +44 (0)754 596 8605



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## **Mastering the Startup Implementation Phase**

**David Lee**

Founder, Globaleur (Batch 3 - 2022)





# GLOBALEUR


AI-powered travel recommendation & personalization engine

# Globaleur Overview




## Backed by leading VCs (\$10M+):

 SoftBank (Tokyo, Japan)

 BIG BASIN CAPITAL (Silicon Valley, USA)

PRIMER SAZZE (Silicon Valley, USA)

 SeaX (Silicon Valley, USA)

 KNI KNET INVESTMENT PARTNERS LLC. (Seoul, South Korea)

하이투자파트너스 (Seoul, South Korea)

## Global operations:



# Travel requires a FULL STACK approach



1

## AI Personalization Engine

- Full itinerary recommendations
- End-to-end travel personalizations
- Location-based assistance tools

2

## Global Travel Content

- Personalized recommendations
- Automated travel pattern tracking
- Location-based recommendations

3

## Destination Content

- Copyright free destination content
- 200 cities with 125k destinations
- Created & curated by travel experts

4

## Interactive Analytics

- User behavior & preference tracking
- Cohort analysis
- End-to-end end user insights

5

## Enterprise Solutions

- Enterprise grade customizations
- Available for \$1M+ contracts
- FSC Airlines, Hotel Chains, OTAs

# Global coverage with streamlined content management operations



What's your next destination?

Filter by country name

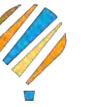


- Global coverage of 200+ cities.
- End-to-end content creation and management streamlined through an internally built CMS platform.
- Multi-language supported
- Automated API updates for high-efficiency content management and client ops
- 100% IP-related QA for frictionless usage

*Coverage of over 200 Cities*



# A plug-and-play structured content for flexible & dynamic delivery



**Plan your trip to Dubai**

Start date:  End date:

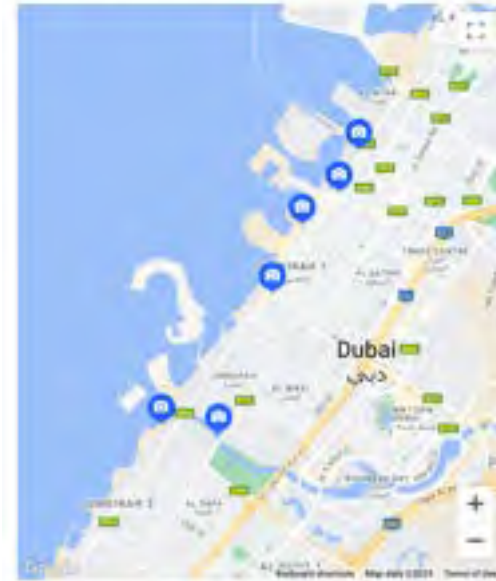
How do you want to start planning?

I am interested in activities & experiences

**Start Planning**

## Touristy Areas

Neighborhoods, districts and streets that have various things to see



### Jumeirah

Jumeirah is a residential area of Dubai with flowing, water and beautiful views. Before 1960, the area of Jumeirah was where the local fishermen, pearl divers and merchants would live. Today it is generally occupied by expats and has become a popular place to stay in Dubai. There are plenty of different shops to visit, dining options, cafes and entertainment opportunities to discover.

- |                                             |                                         |
|---------------------------------------------|-----------------------------------------|
| <p><b>Jumeirah Mosque</b><br/>4.4</p>       | <p><b>Jumeirah Beach</b><br/>4.4</p>    |
| <p><b>La Mer</b><br/>4.4</p>                | <p><b>Dubai Water Canal</b><br/>4.4</p> |
| <p><b>Mercato Shopping Mall</b><br/>4.4</p> | <p><b>Etihad Museum</b><br/>4.4</p>     |

[View all attractions in this area](#)

## Popular attractions

Start your itinerary with hot places that you should definitely visit

[See more](#)

- |                                                  |                                    |                                   |                                                           |                                          |                                           |
|--------------------------------------------------|------------------------------------|-----------------------------------|-----------------------------------------------------------|------------------------------------------|-------------------------------------------|
| <p><b>Burj Khalifa Park by Emaar</b><br/>4.7</p> | <p><b>Burj Khalifa</b><br/>4.7</p> | <p><b>Dubai Frame</b><br/>4.4</p> | <p><b>Dubai Aquarium &amp; Underwater Zoo</b><br/>4.5</p> | <p><b>The Dubai Fountain</b><br/>4.5</p> | <p><b>Marina Walk - Dubai</b><br/>4.5</p> |
|--------------------------------------------------|------------------------------------|-----------------------------------|-----------------------------------------------------------|------------------------------------------|-------------------------------------------|

## Recommended things to do

- |                                                                                                                    |                                                                                                                                            |                                                                                                                       |                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Dubai Zip Line across the Marina</b><br/>4.5/5 (1000)<br/>Free Cancellation</p> <p><b>\$62.66</b> (1000)</p> | <p><b>Dubai Superyacht Experience with Live Music &amp; Drinks</b><br/>4.5/5 (1000)<br/>Free Cancellation</p> <p><b>\$77.87</b> (1000)</p> | <p><b>Inside Burj Al Arab Tour Experience</b><br/>4.5/5 (1000)<br/>Free Cancellation</p> <p><b>\$70.43</b> (1000)</p> | <p><b>Dubai Adventure Quad Bike Safari, Camel Ride &amp; Sandboarding</b><br/>4.5/5 (1000)<br/>Free Cancellation</p> <p><b>\$65.28</b> (1000)</p> |
|--------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|

1

# Customer Use Cases

Trusted by industry leaders, Globaleur is redefining how travel enterprises leverage modern technology to provide personalized services to their customers worldwide.





# Lufthansa



Book tickets online now and | x +

lufthansa.com/sg/en/homepage

New Chrome available

Login & Registration Help SG-EN

Book & Prepare My booking Discover Lufthansa

**Lufthansa**

Flights Rental Car Hotel

Round trip Economy, 1 traveller Nonstop only

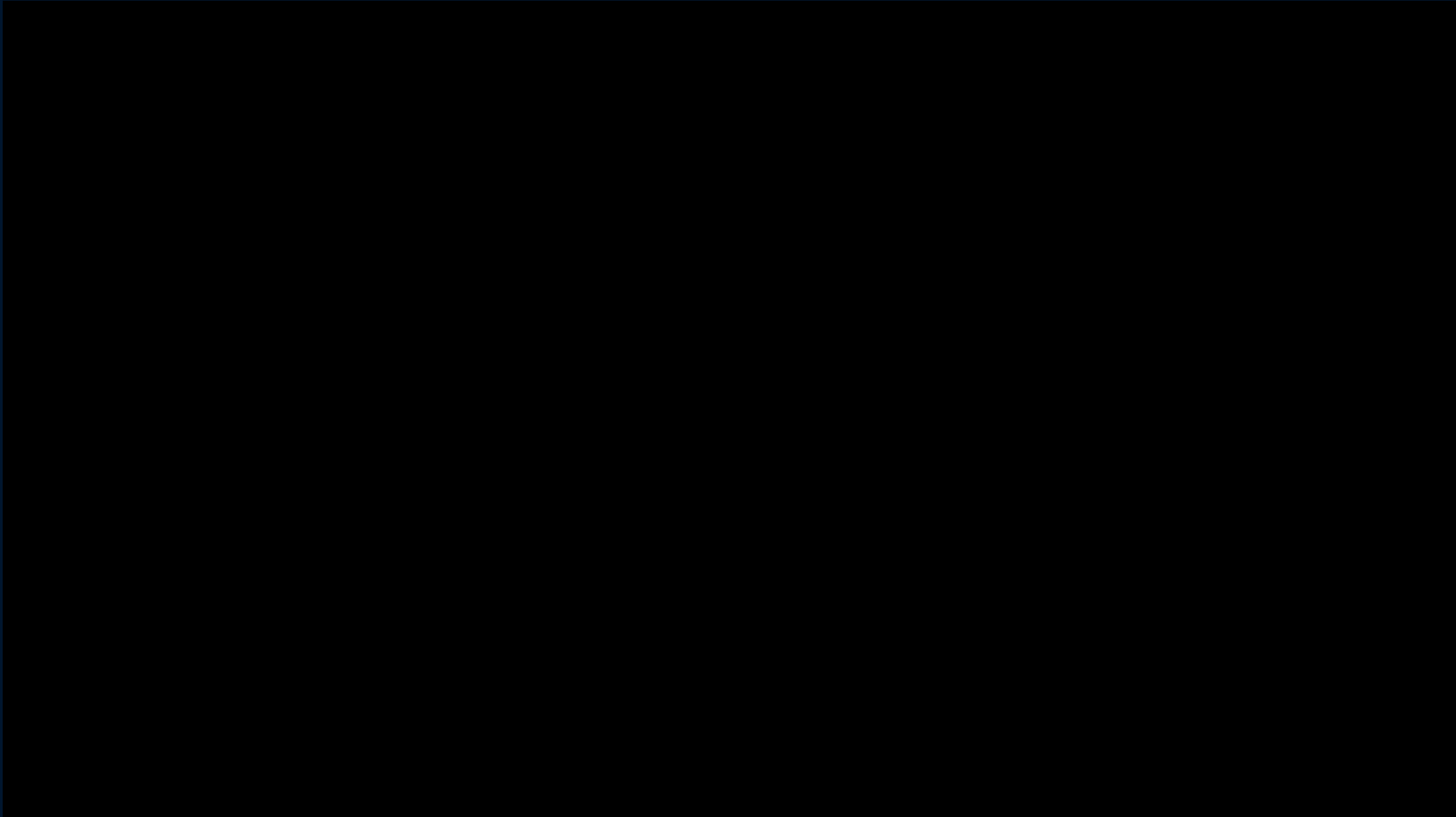
From Daegu To Departure - Return Search flights

Your opinion

Check-in Flight status My Bookings Miles & More

Explore Europe with Lufthansa Find your next adventure

Travel briefing A guide for your trip



# The world's best trust Globaleur



(PoC active)



(Commercial)



(PoC active)



(Commercial)



(Commercial)



(Commercial)



(Discussion In Progress)



(Commercial imminent)



(Commercial imminent)



(PoC imminent)



(PoC imminent)



(PoC imminent)



2

# Our Value Proposition

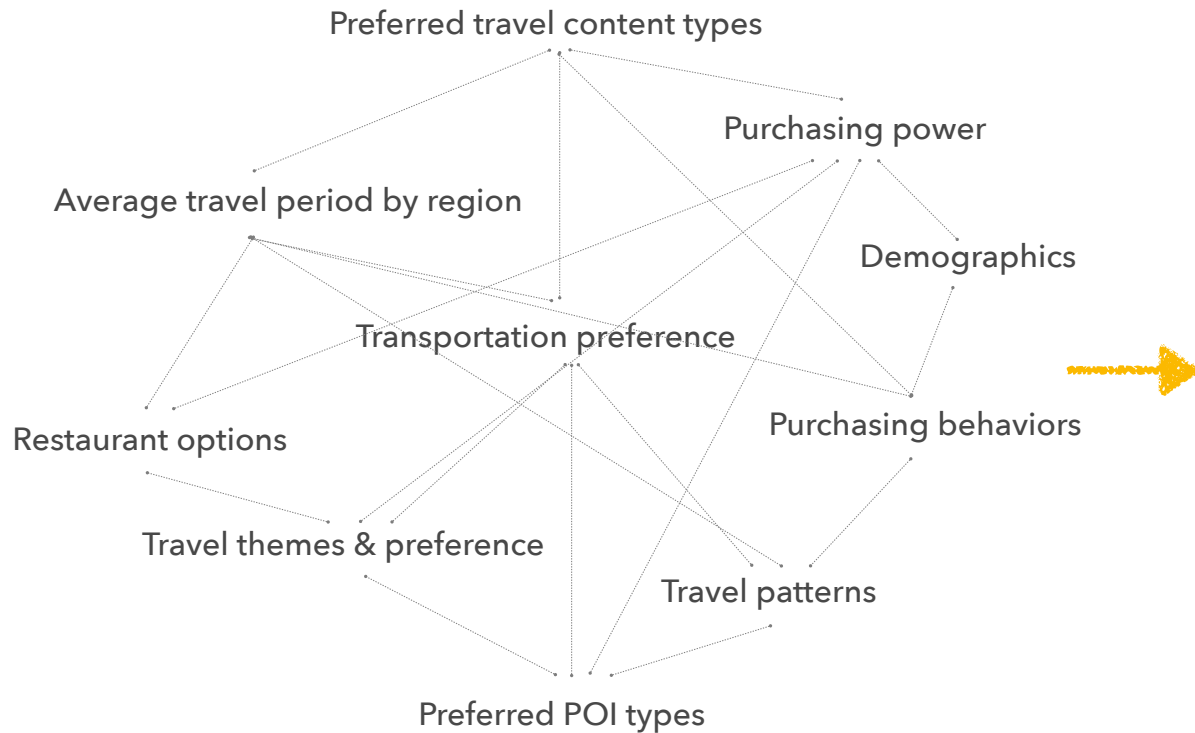
Enhance key business KPIs by leveraging Customer Intelligence data



# Leveraging Customer Intelligence for generating business value-adds



I'm a repeat customer of the airline. I hope they know a bit about my travel preference and provide personalized offers & services!



## New capabilities:

Personalized itineraries

Targeted promotions & offers

Automated & AI-driven operations

Comprehensive customer profiles

Scalable & efficient operations

Derivative products & services

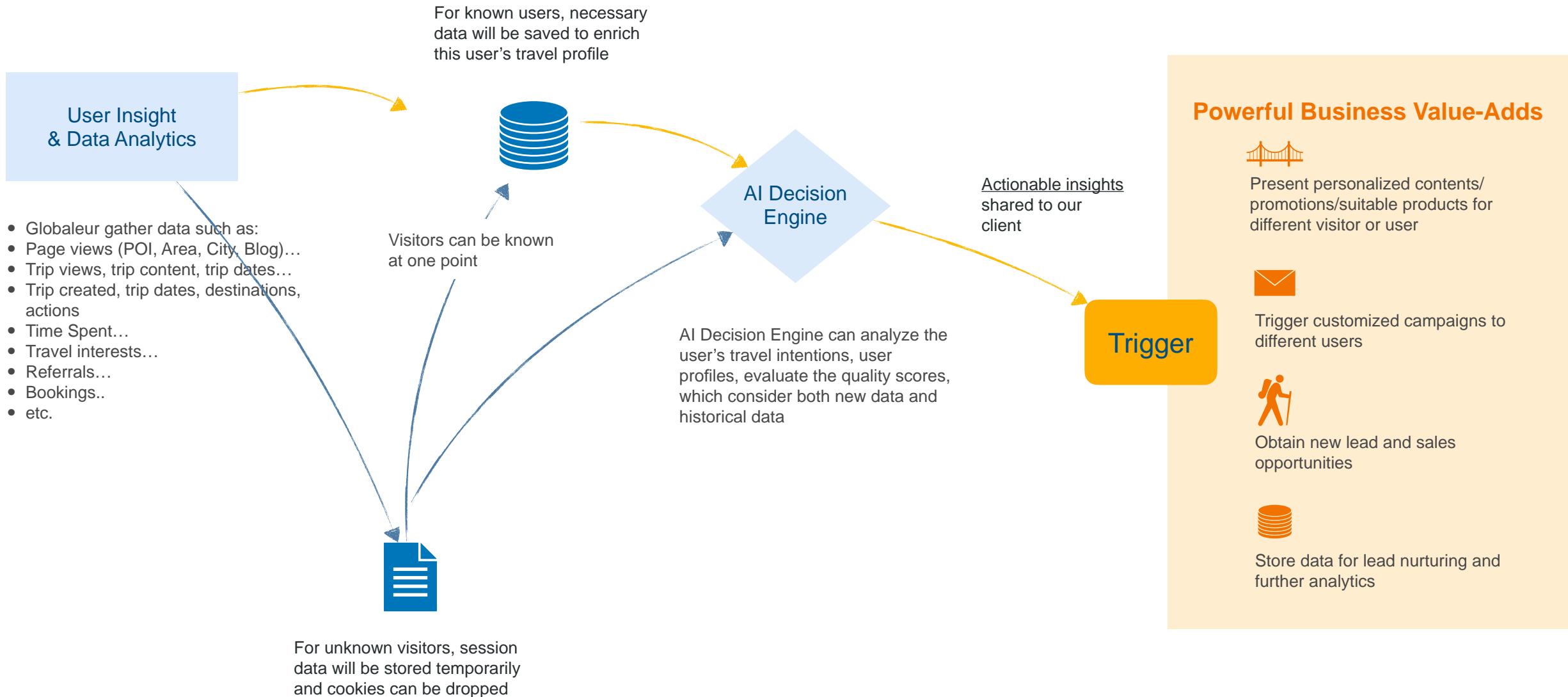
## New business value-adds:

**Increase in ancillary revenue**

**New customer insights gained**

**High ROI from low-cost operations**

# Leveraging comprehensive user data for enhancing key business metrics





# Our competitive advantages



We have all the elements necessary to convert major customers and beat competitors



## Easy & Fast Implementation

Globaleur's core solutions **provide seamless implementation** with industry-leading technical agility. Regardless of how big or complex a technical environment may be, our **plug-and-play modules** provide fast & easy, but highly reliable integration.



## Industry-leading SLA Standards

Globaleur **guarantees 99.9% SLA levels & under 1 day turnaround** for technical support tickets. As a result, we currently boast **100% upsell & contract renewal rate** among our customers including Fortune 500 firms.



## Low Cost, yet Stunning Value

Globaleur offers stunning value by **beating in-house development & maintenance expenses** on an annual basis. In tandem to such competitively priced solutions, our customers even generate additional revenue through new ancillary channels.



Today, we are leading the digital transformation for travel companies.

Tomorrow, **GLOBALEUR** will define how people travel.

Join us in defining the tomorrow of travel.

[david@globaleur.com](mailto:david@globaleur.com)

**USA HQ:** 4500 Great America Pkwy, Santa Clara, CA 95054

**Singapore:** 16 Raffles Quay #33-07, Hong Leung Building, Singapore 048581

**Dubai:** 17 Fl, The H Dubai, 1 Sheikh Zayed Road, Dubai, UAE

**Seoul:** AMC Tower 4 Fl, Bongeunsa-ro 222, Seoul, South Korea

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25-26 April 2024

## **Improved Customer Experience**

**Patricio Becher**

Vice President UX, Accelya



IATA INNOVATION DAY

# Enhancing user experience in the industry

---

accelya



# Hello there!

Patricio Becher

Vice President of UX/UA at Accelya

[patricio.becher@accelya.com](mailto:patricio.becher@accelya.com)



SCAN ME



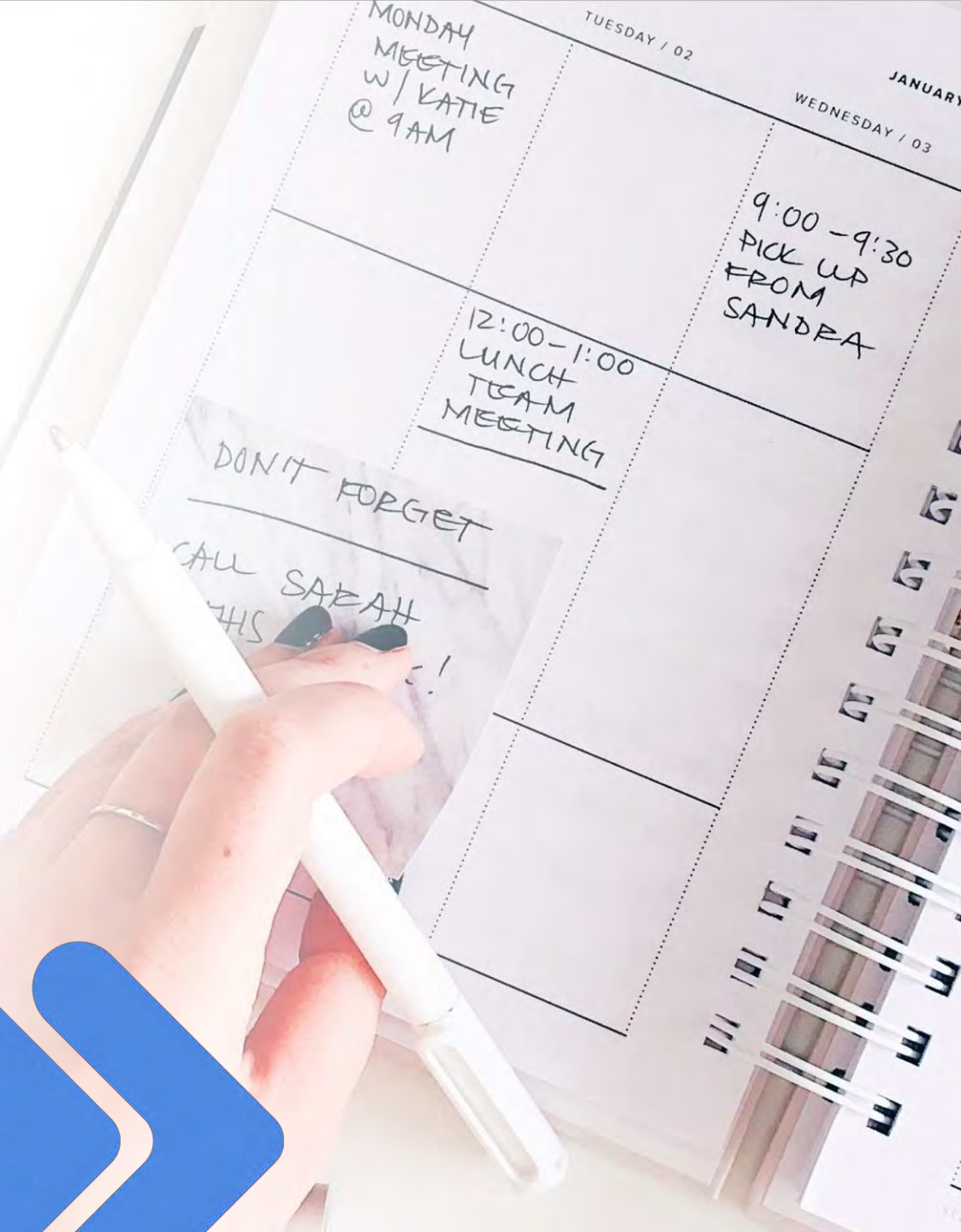


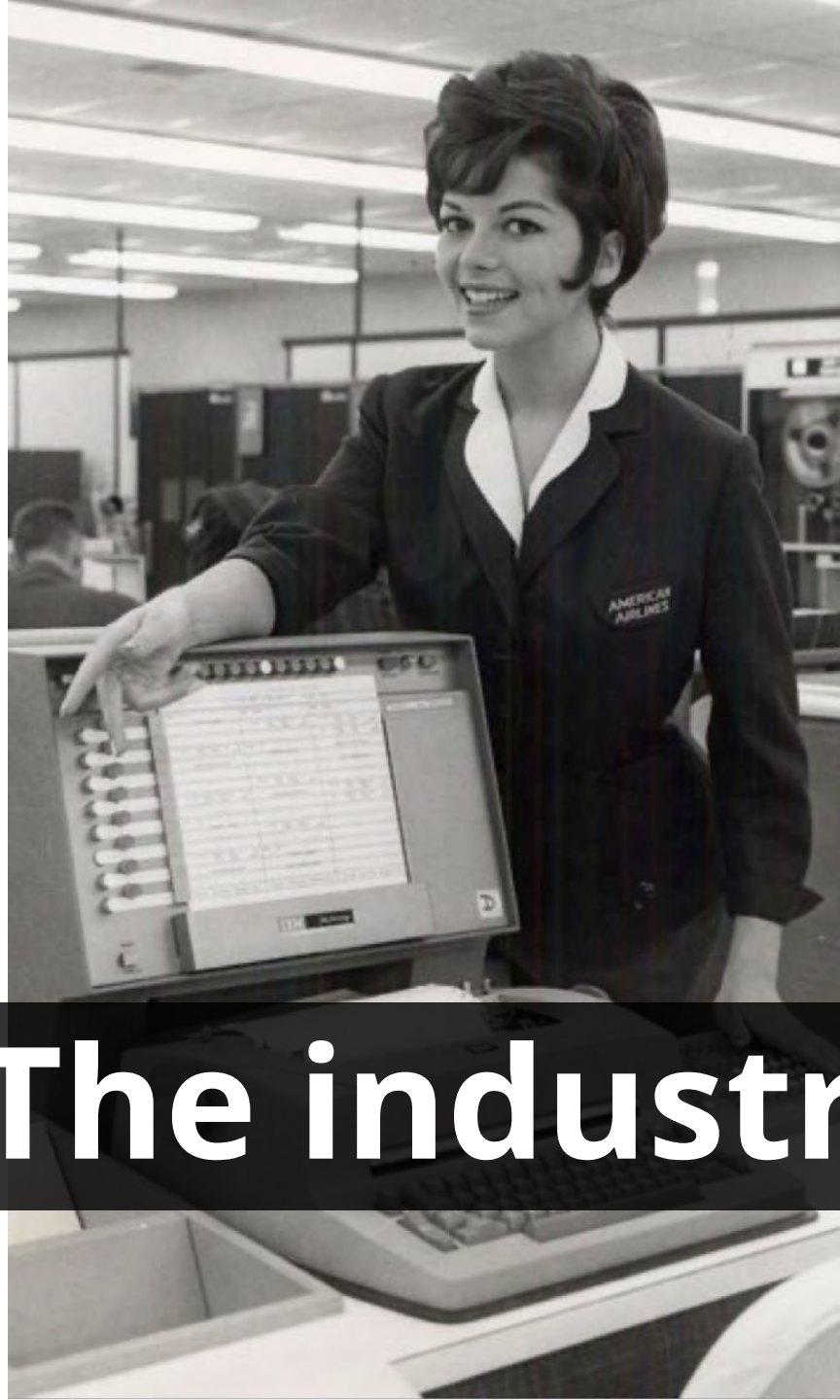
The industry  
has changed

**A look at the  
changing landscape**

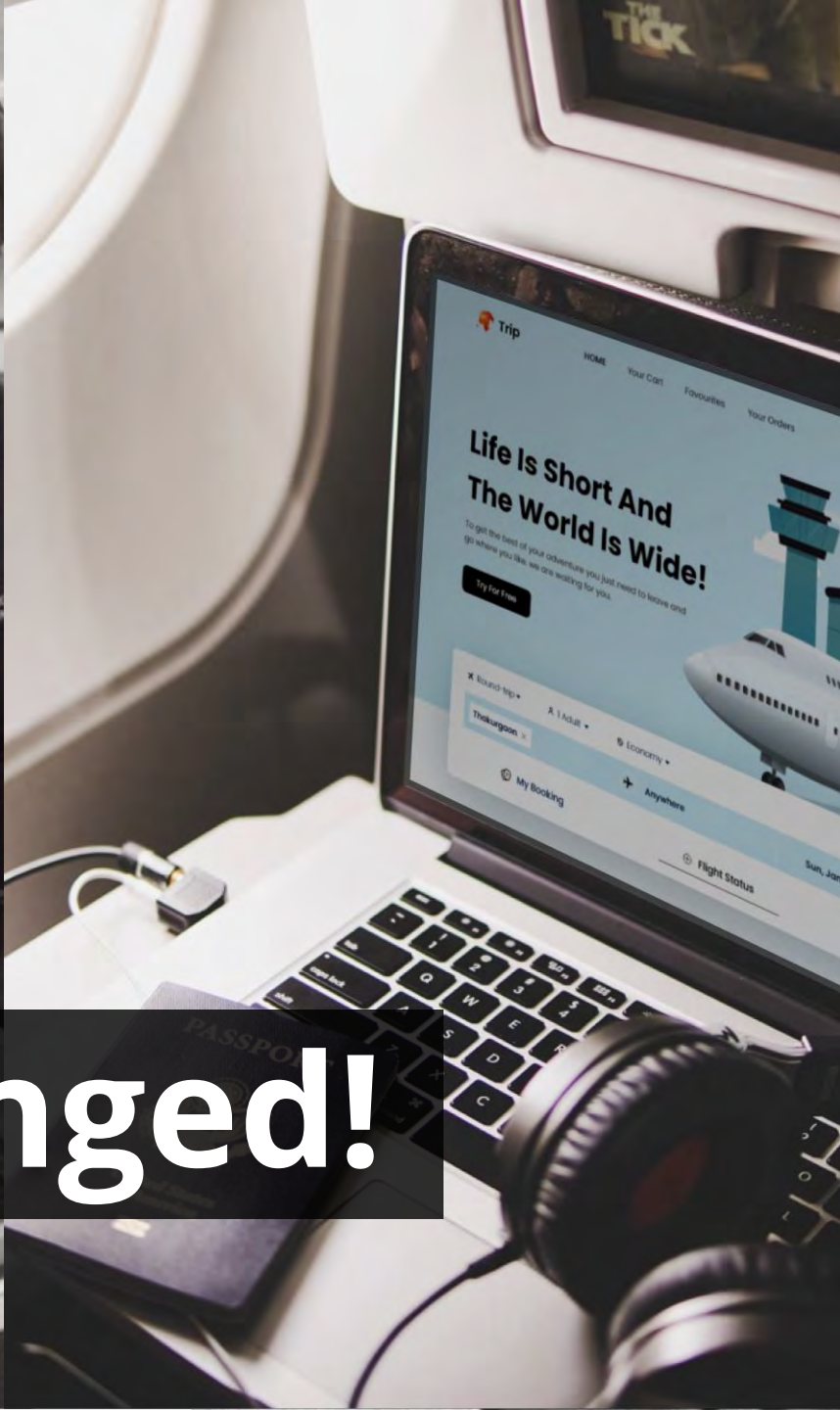
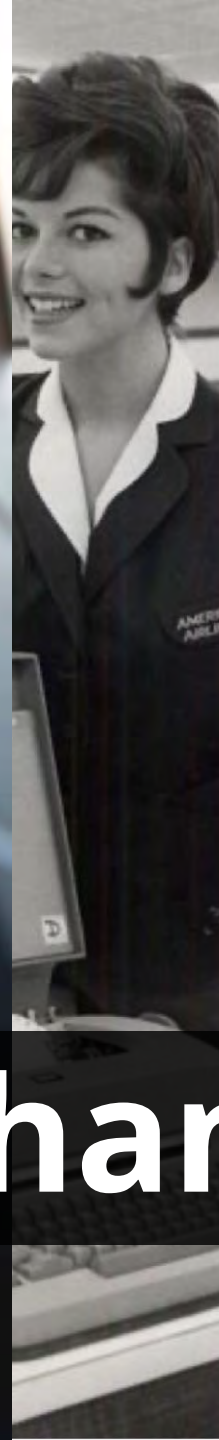
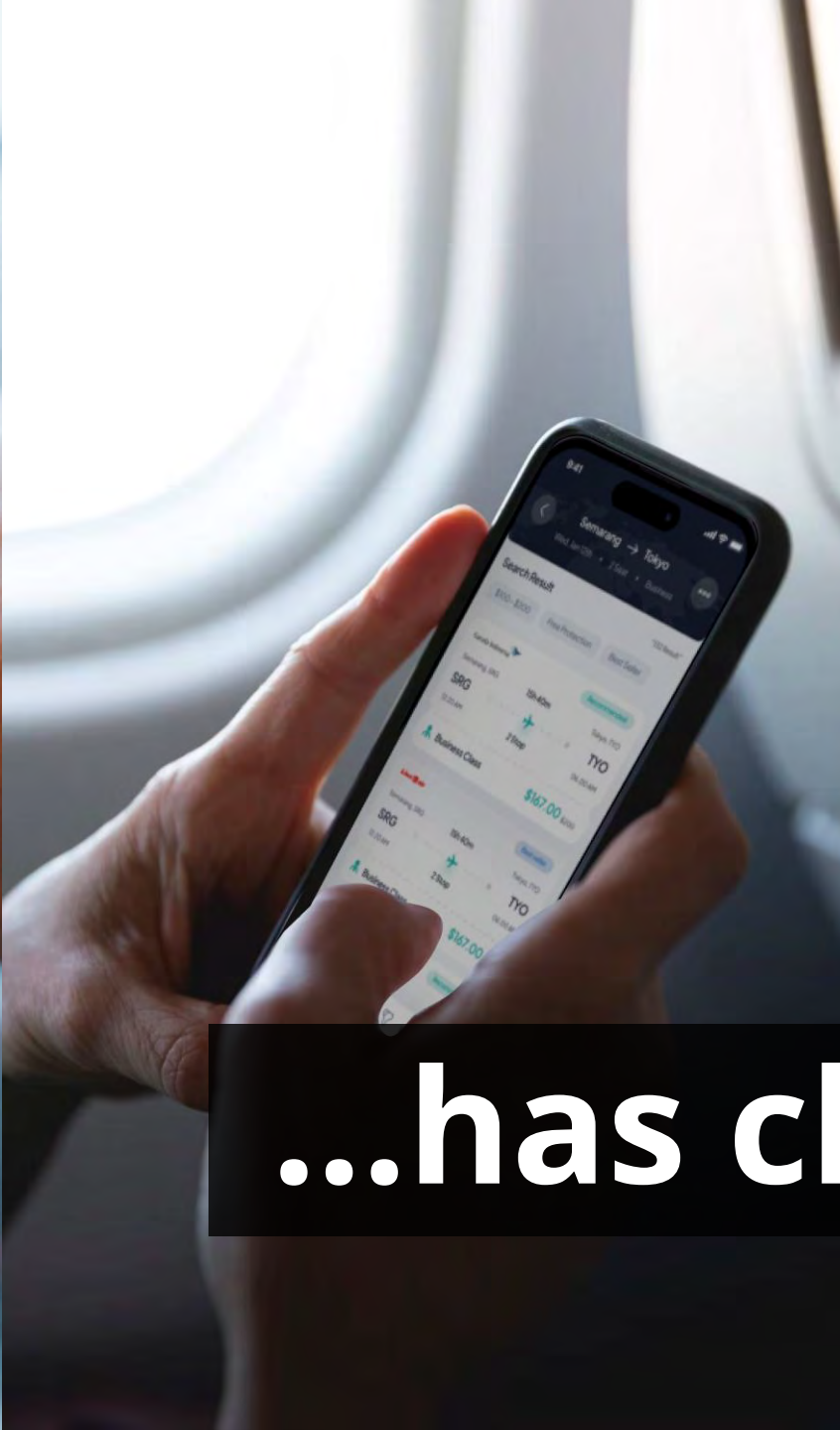
# Change

accelya



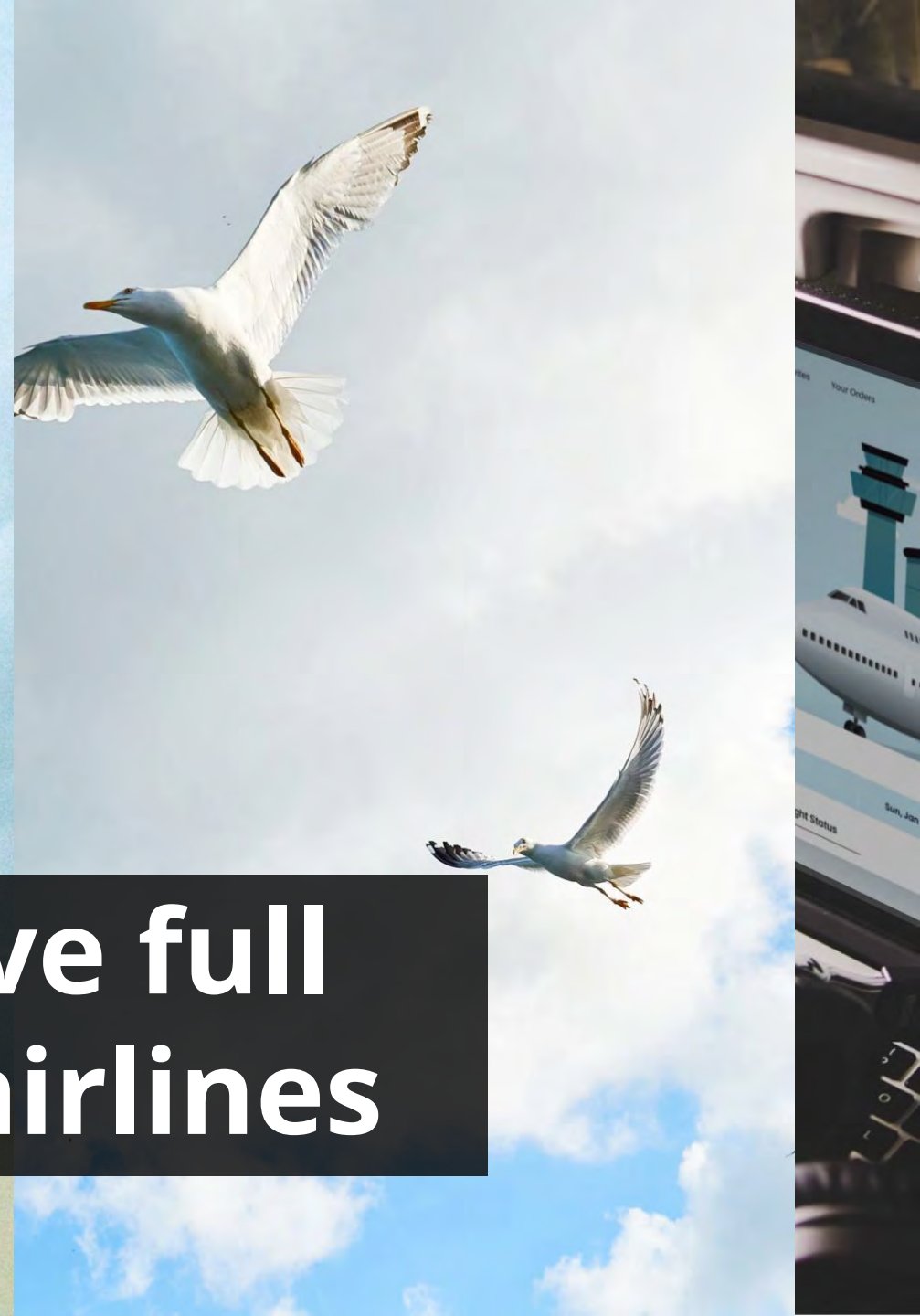


**The industry...**



**...has changed!**





**It is time to give full control to the airlines**

Accelya is making it happen



Accelya

Airlines



UX helps  
innovation

**Designing for the  
airline industry**

Navigate

accelya



UX HELPS INNOVATION

## Designing for the airline industry

---

One of the principal foundations of user experience design in travel is fully mapping out the customer journey. The “customer” in this sense may be an airline business user, an airline analyst, an airline IT member, someone working in the back office or a traveller.



UX HELPS INNOVATION

## Designing for the airline industry

---

In every case, the key is to define the entire journey of their user experience throughout each process and across all channels, using actual feedback from the customer to indicate their reactions at each stage.



UX HELPS INNOVATION

## Designing for the airline industry

---

This journey mapping may include visual cues to illustrate the motivations of a user at each touchpoint, and the nature of their user experience (Happy, Stressed, Confused, etc.). By studying this visual layout, the airline can determine where the gaps exist between negative user experience and customer delight.



UX HELPS INNOVATION

## Innovation and UX reduces customer frustration

---





One journey,  
one experience

We follow a process

Future

accelya





ONE JOURNEY,  
ONE EXPERIENCE

## How do we do it?

---



Research & Analyze



Listen



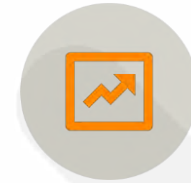
Empathize



Conceptualize



Collaborate &  
Foster relationships



Understand  
the market and  
trends





A company committed  
to innovative products  
and pioneering ideas





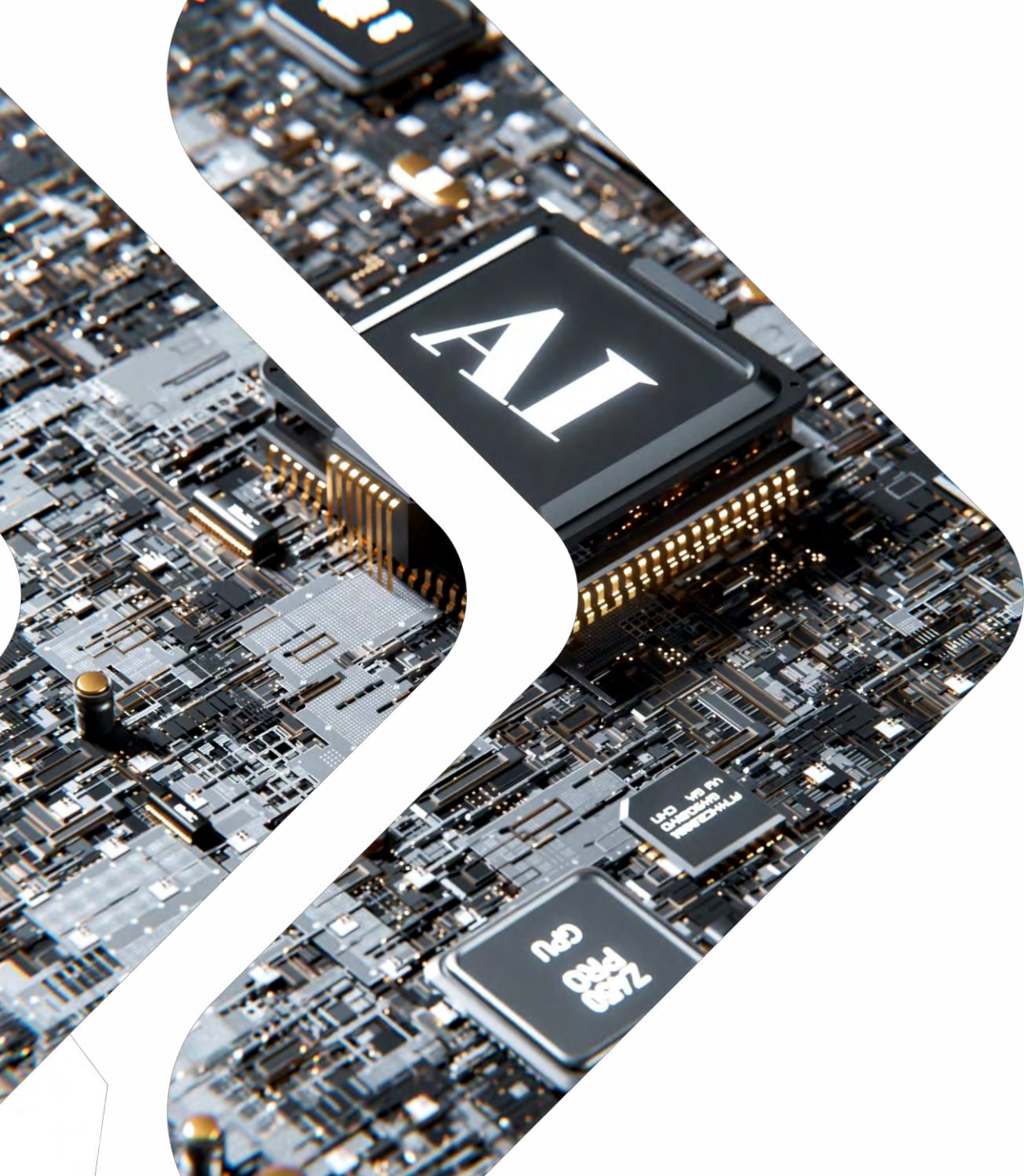
A company who is  
placing the **customer**  
**at the centre**





A company who likes  
to know what you  
think and your  
feedback

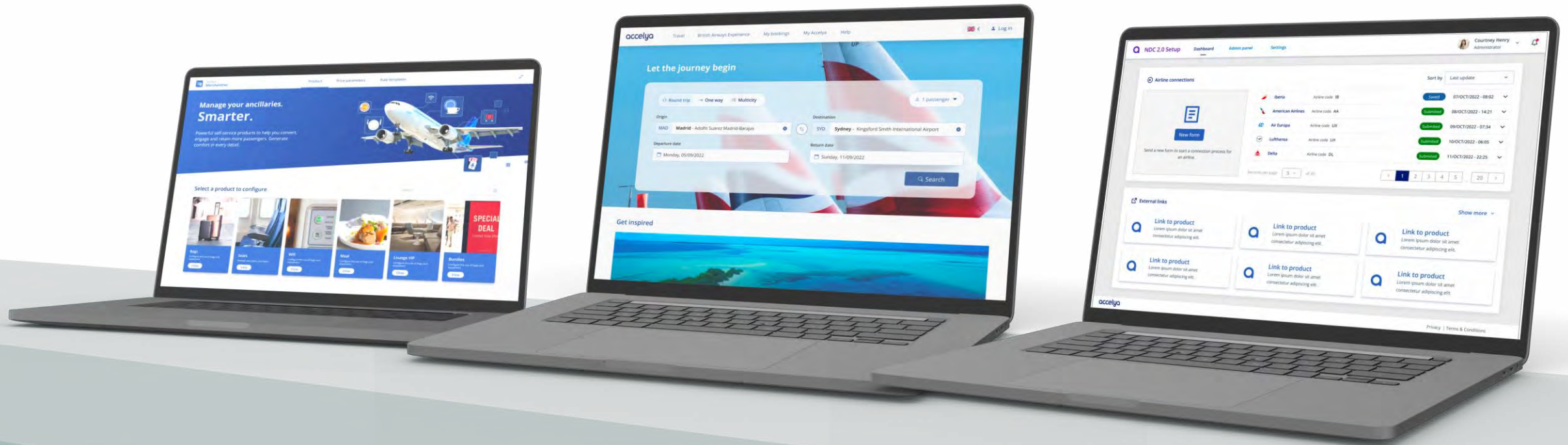




A company shaping  
the future, innovating  
every day with the  
latest technologies.



And with that understanding we create great products and experiences for the airline industry





# accelya

Thank you



**THE AIRLINE-FIRST  
SOFTWARE PLATFORM**



**IATA  
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DAY**

Geneva, Switzerland  
25-26 April 2024

## **Improved Customer Experience**

**Ursula Silling**

CEO, Branchspace

**Andrew Webster**

Director Airline Offer & Order Consulting,  
Branchspace







# Re-inventing the stopover experience - and more

We want to be the most **forward thinking & trusted** technology partner for airlines and other travel companies.

We **break barriers** of legacy technology & thinking.

Jointly with our customers, we create **the best and most innovative ways to plan, book and experience travel.**



For customers today, stopovers are  
**unfamiliar, bothersome, and full of airline jargon**

Hidden, Not easy to find

Time restrictions

Destination restrictions



A woman with her hair in a bun, wearing sunglasses and a dark floral dress, stands on a stone wall overlooking a city. The city features a river, numerous buildings with red-tiled roofs, and a prominent tower in the distance under a clear sky.

# Introducing Triplake Stop&Stay

Transforming Travellers' Experiences

# Let's meet Ana and Gabriela



**Gabriela the Workationer**

Digital nomad



**Ana the Grand-tourist**

76 year old traveller



# Gabriela the Workationer

Digital nomad

▲ “Remote work allows me to experience new cultures and places. Flexibility in life and work is vital for me”

- 31 years old
- Grew up in Brazil, now lives all around the world
- Travels solo, works remotely in tech industry
- Looks for next destinations on *nomadlist.com* and social media
- Travels every few months, stays for a few months
- Happy to squeeze in a stop on the way for additional sightseeing on the way - and lower cost
- Likes to experience local culture and immerse herself in it



# Ana, the Grand-tourist

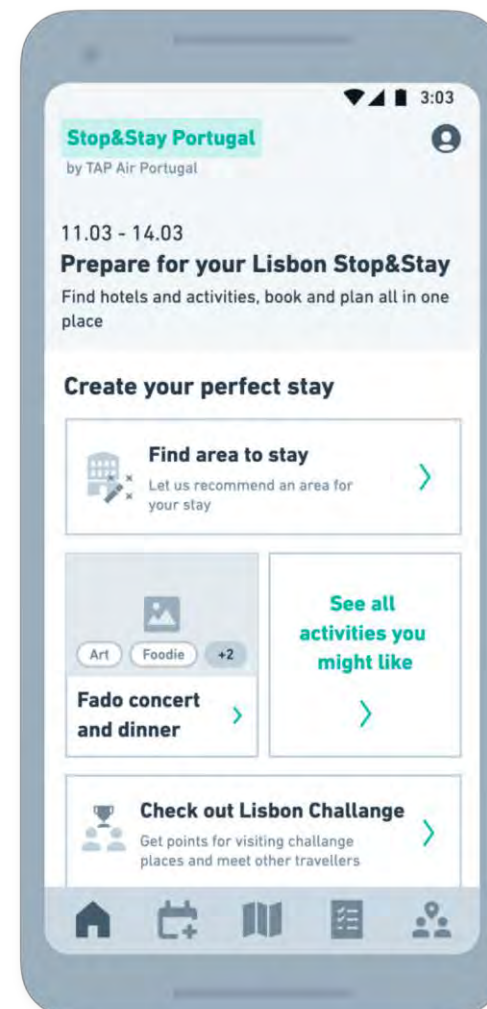
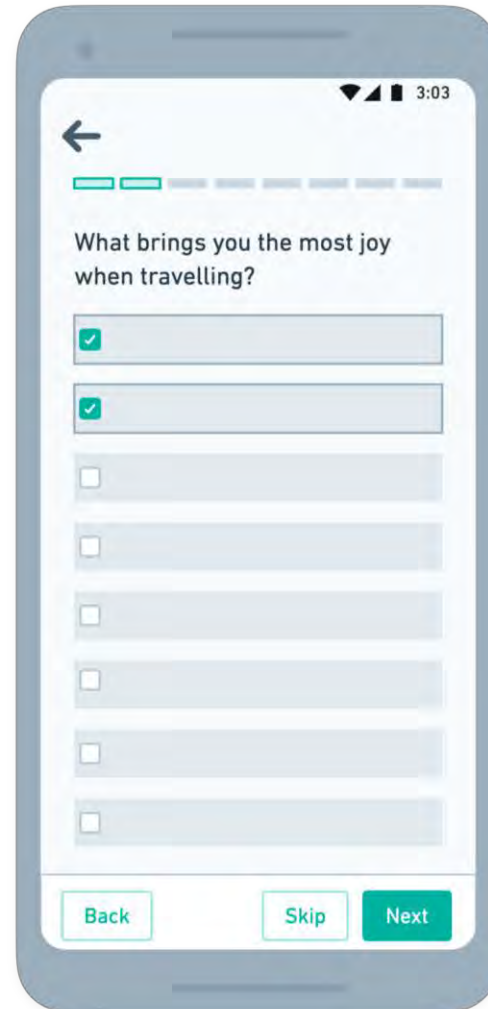
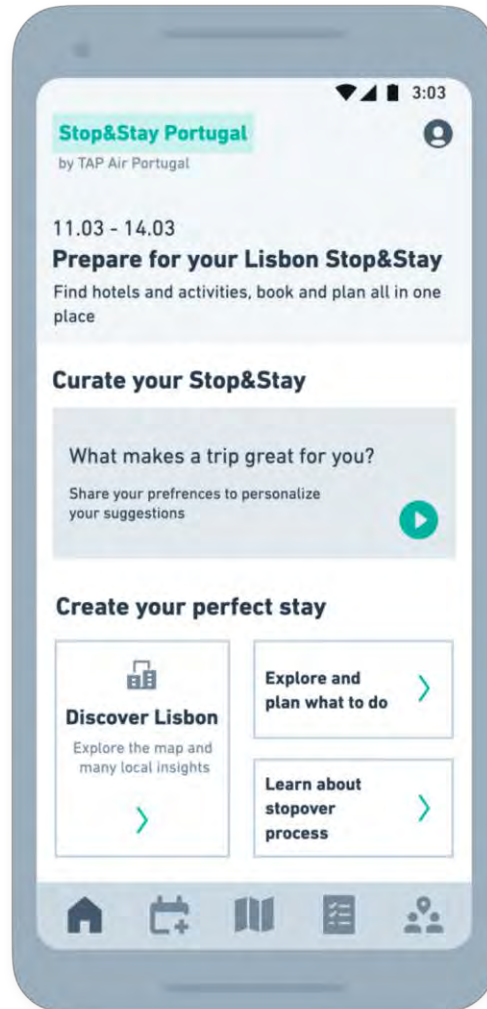
Making a long trip to visit grandchildren

▲ “Planning and the trip itself can be daunting”

- 76 years old
- Lives in Brazil
- Goes to Dublin just to see her son and grandchildren
- Limited budget
- Needs a break and tranquility before final arrival because of her health
- Needs support, has not traveled often on her own

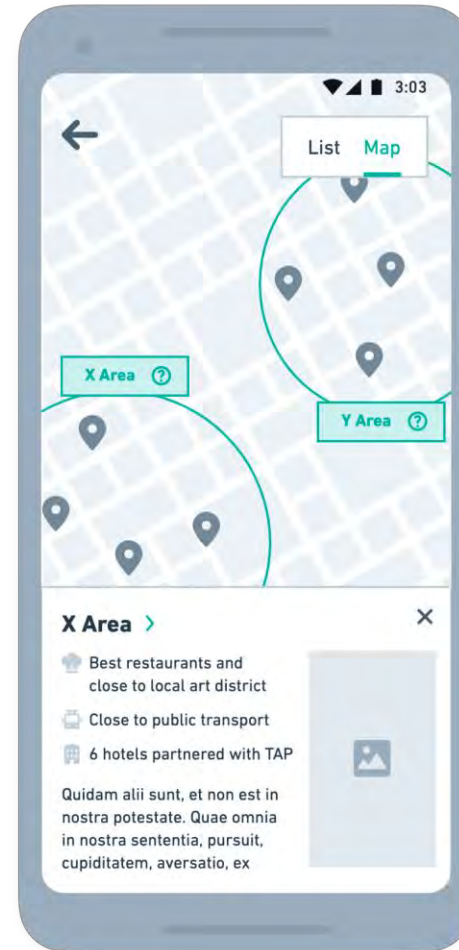
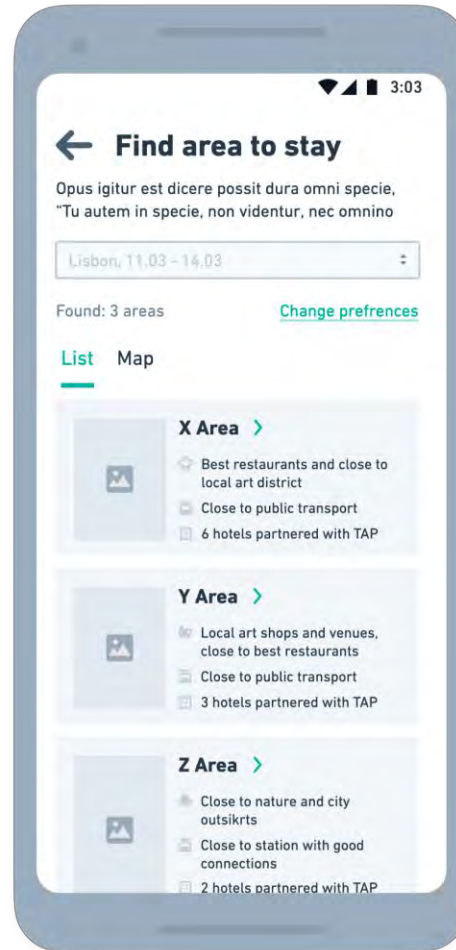
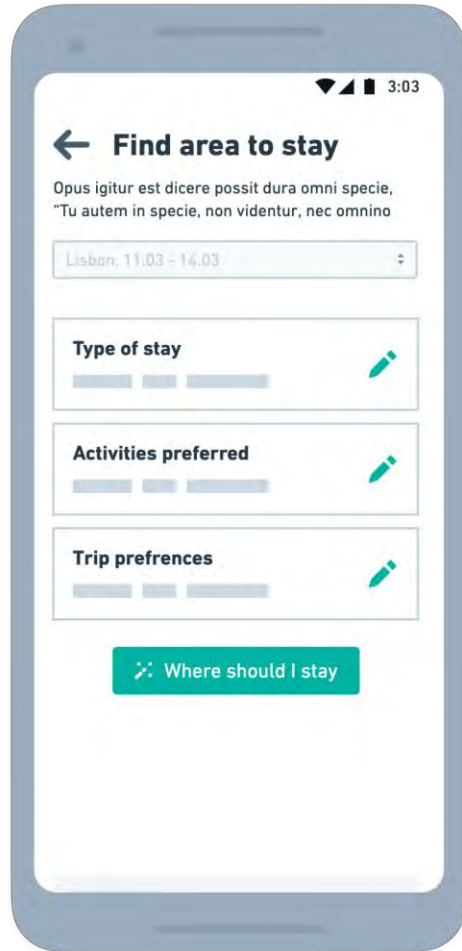
# Streamlining the planning experience

Research, plan, and explore every option



# Meaningful recommendations

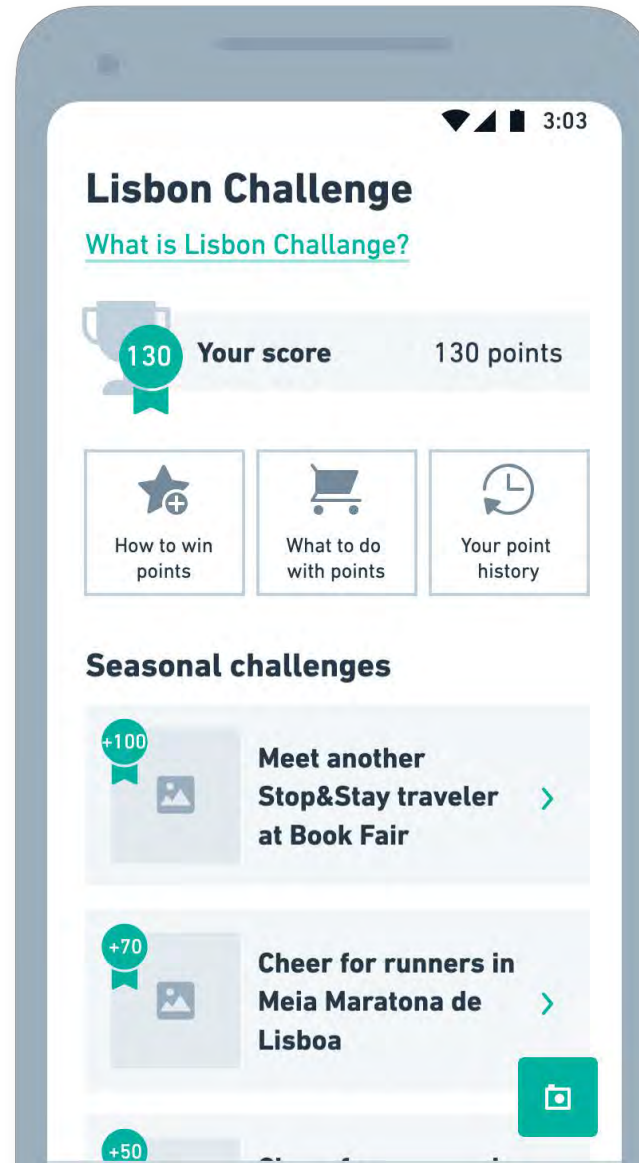
Local advice based on user preferences





# Immersion into local culture

Not just a travel app, but a guide to local life



# An untapped opportunity



Personalised & interactive  
customer engagement



Increase demand &  
differentiation



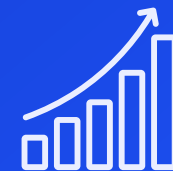
Engage your local  
stakeholders



Meeting customers new  
travel habits & preferences



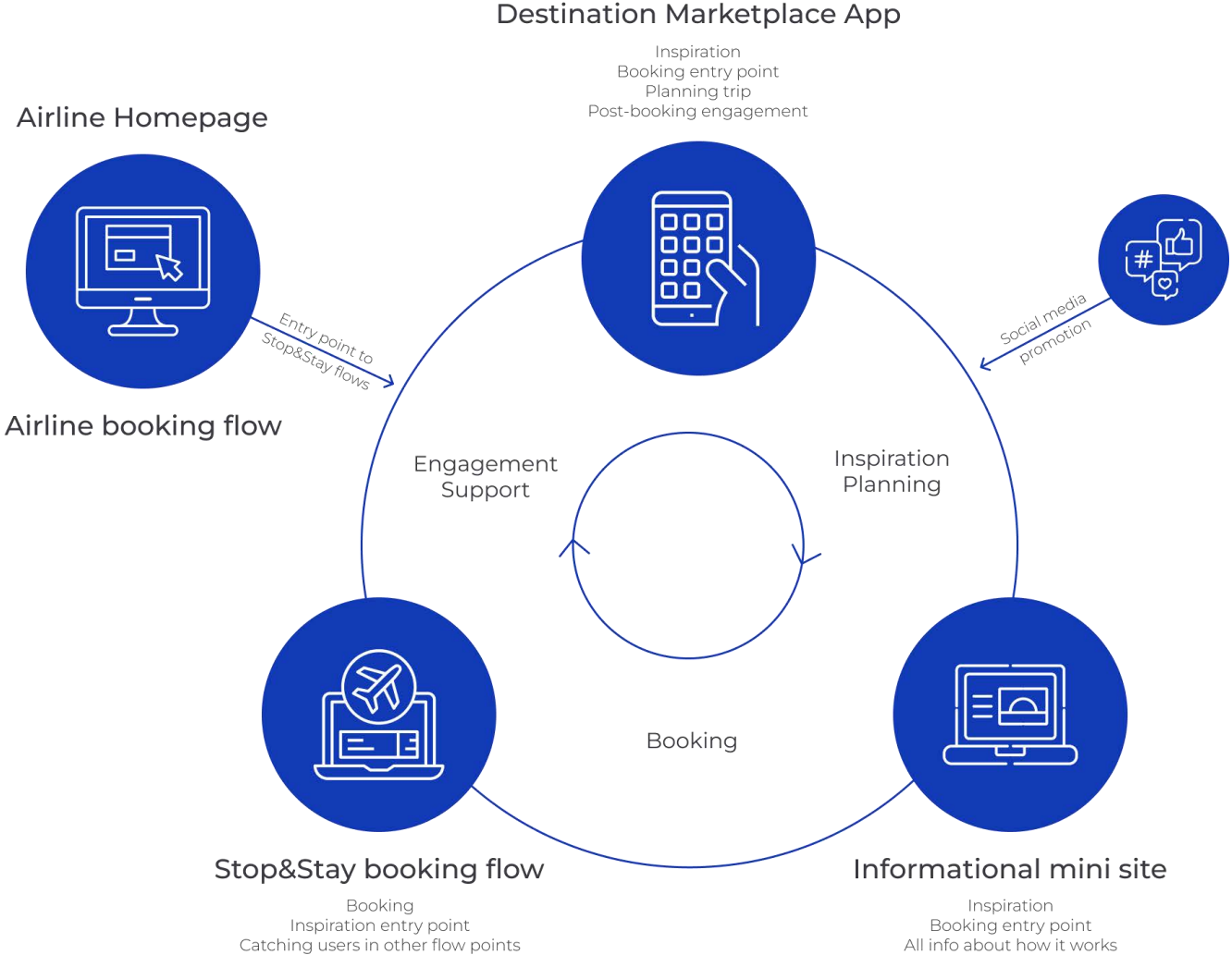
More awareness for your  
destinations



More direct bookings, more  
flight & ancillary revenue



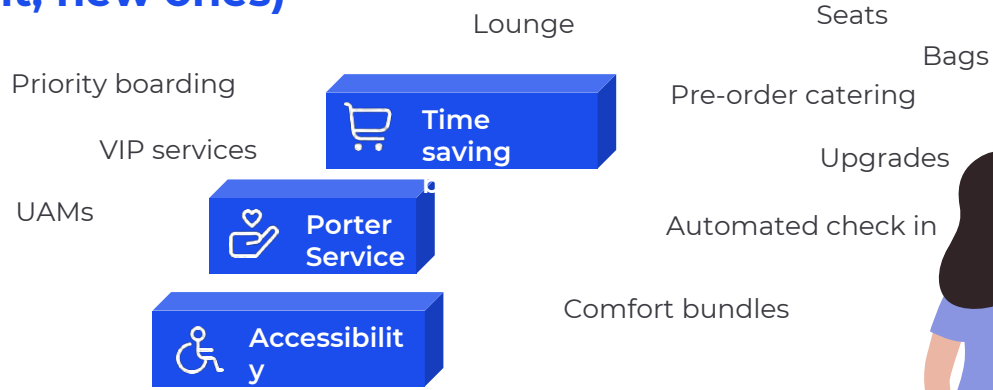
# Stop&Stay digital engagement ecosystem



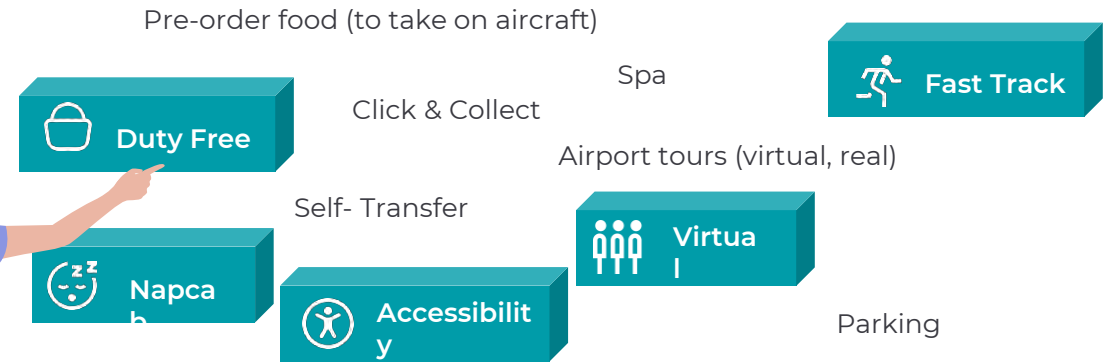
# A marketplace to help to retail anything, anywhere, anytime, end-to-end



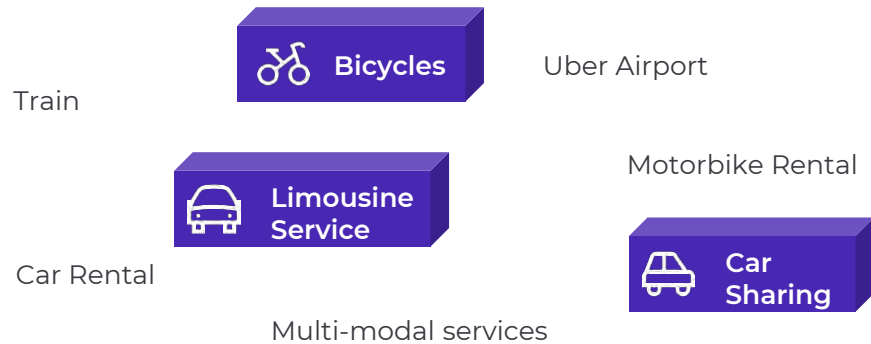
## Sell airline own products (current, new ones)



## Airport eco-system products & services



## Transport & Mobility Services



## Other Travel Products / Services & anything else



Airlines and airports need the Product-Offer-Order capabilities to engage effectively with each other and the wider eco-system.



We work tirelessly to make every touchpoint of the journey impactful



[www.branchspace.com](http://www.branchspace.com) \* [reinventdigital@branchspace.com](mailto:reinventdigital@branchspace.com)

Check our **Customer Stories** here: <https://www.branchspace.com/customer-stories>



**IATA  
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Geneva, Switzerland  
25-26 April 2024

## **Upskilling for the Future**

**Jane Hoskisson**

Director Talent, Learning,  
Engagement and Diversity, IATA

**Arpad Szakal**

Aviation & Aerospace,  
Cormis Partners

**Raquel Montejo**

**Sagardia**

Assistant Director Learning &  
Development, IATA





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Geneva, Switzerland  
25-26 April 2024

# Networking Lunch



**IATA  
INNOVATION  
DAY**

Geneva, Switzerland  
25-26 April 2024

## **The Crucial Role of Industry Standards in Fostering Innovation**

**Andrei Grintchenko**

Head Industry Architecture and Standards, IATA



# Industry Standards and Innovation

**Andrei Grintchenko**, IATA Head Industry Architecture and Standards



# Standards can be important for Innovation

- Can create efficiencies and foster innovation
- Can accelerate and enhance technology adoption
- Ensures compatibility and interoperability
- Provide for shared norms and nomenclature
- Supports simplified template contracts and agreements

# What are Industry Standards?

- **Resolutions**

- Developed by owning group, endorsed by Board and adopted by Conference with **unanimous** support from airlines, **binding** on all members.

- **Recommended Practices (RP)**

- Developed by owning group, endorsed by Board and adopted by Conference with **two-thirds majority** support from airlines, provides **guidance** to members.

- **Aviation Industry Data Model (AIDM)**

- Developed and maintained by Architecture and Technologies Strategic Board.
- Provide a structured representation of data relevant to our industry and covers various aspects, including business processes, entities, relationships, and data attributes. Serves as a canonical data model for development of data exchange technical messages.

- **Data exchange formats and Implementation Guides**

- Developed by owning group, endorsed by owning Board and Architecture and Technology Strategy Board. Adopted by the Conference, or under delegated authority from the Conference.

- **Specific Manuals or Guides adopted under a Resolution or RP**

- Developed by owning group, endorsed by owning Board and Architecture and Technology Strategy Board. Adopted by the Conference, or under delegated authority from the Conference.

# Modern Airline Retailing Vision

Airlines in control of their products, money & data

## Digital Identity

Customer Identity in Retailing

Customer Identity in Service Delivery

Digital Identity of Value Chain Partners

## Selling with Offers

Product and Partnership Management

Offer and Channel Management

Payment Management

## Fulfilling with Orders

Order Management

Order Accounting & Financial Management

Delivery using Orders

# Standards landscape behind the Pillars

## Digital Identity

## Selling with Offers

Enhanced Distribution

## Fulfilling with Orders

Simplified Distribution

Simplified Settlement

### Reference Business Architecture for Passenger Distribution with Offers and Orders

Created by the Airlines Consortium and passed as PSC Recommended Practice 1786a

- Commonly known as **"One ID"**
- Advance information sharing, a contactless process based on biometric recognition
- Work started in 2019 with first guidance materials
- **Recommended Practice 1701p** Digitalization of Admissibility passed in 2021

- Commonly known as **"New Distribution Capability (NDC)"**
- Introduces the concept of "Offer"
- Work started in 2012 with the passing of **PSC Resolution 787**
- First schemas & guidance published 2015
- **Recommended Practice 1730** (Product Management)

- Commonly known as **"ONE Order"**
- Replaces PNRs, tickets, EMDs
- Work started in 2016 with the passing of **PSC Resolution 797**
- First schemas & guidance published 2018
- **Recommended Practice 1780s** (SRSIA) to facilitate interlining with Orders

- Commonly known as **"Settlement with Orders (SwO)"**
- Simplified settlement of Orders with Sellers and Retailor and Supplier
- Work started in 2018 and is reflected in **PSC Resolution 750a** passed in 2020
- First schemas & guidance published 2019
- **PAConf Resolution 850** updated in 2023

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25-26 April 2024

**Exploring Passenger Tribes**

**Charoula Gkioka**

Head of Strategic Industry Collaborations, Amadeus





Charoula Gkioka  
April 25, 2024

# MEET THE TRAVELERS OF 2033

Introducing Amadeus  
Traveler Tribes 2033





# 01

## BACKGROUND

# Why is Amadeus doing this report?

- The study focuses on understanding the human side of travel. It uses a sophisticated and diverse research approach.
- The travel industry is very dynamic. We are passionate about improving the travel experience for everyone, now and in the future.
- The report also highlights the role that technology can play in making business travel more seamless



By researching travellers' behaviours, attitudes and preferences, and how technology can improve travel, we can deliver better travel experiences more effectively.

# 02

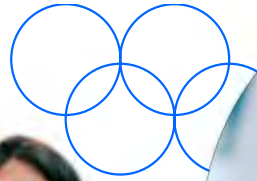
## INTRODUCING THE FOUR TRAVELER TRIBES



# Who are the Traveler Tribes 2033?

The Traveler Tribes & percentage of travelers within each tribe\*

**15%**  
TRAVEL  
TECH-FLUENCERS



**43%**  
PIONEERING  
PATHFINDERS

**25%**  
EXCITED  
EXPERIENTIALISTS



**17%**  
MEMORY  
MAKERS



\* All data are consolidated global figures



# Pioneering Pathfinders

# TODAY

## Progressive in 2023 but becoming more sensitive

2033: Informed risk taskers in search of sustainable discovery and personal growth

- 82% of this Traveler Tribe are between the ages of 23 and 41, and 68% live with their partners and children.
- Their above-average income lets them live a fast-paced life, always looking for their next big adventure.
- 50% own a VR headset, NFT, or smart speaker (much higher ownership compared to others).
- They're open to calculated risk. 43% have invested in stocks and shares with 65% owning cryptocurrency.
- Pioneering Pathfinders have an emerging sensitive side. They care about the planet. Already in 2023, 42% own an electric car. And they're more likely than others to volunteer in their local community.
- Sustainability is 20% more likely to dictate their decisions compared to others.

“ I feel that technology would play a big, positive role. I don't exactly have the picture of how it will, but I'm positive that it would erase health risk, human error, and make things better for travelers.”

Pioneering Pathfinder

\*All comparisons are compared to other Traveler Tribes

# Memory Makers





# TODAY

## Habitual and happy in 2023

2033: Curating memories of people and places and seeing value in VR

- 44% of Memory Makers are aged 42 or older.
- They're less likely to have changed jobs or sought out new vocational skills in the past year\* and have low to medium income levels.
- Memory Makers put people first and place less emphasis on the planet and technology. 57% of them say that sustainability doesn't dictate the decisions they make.
- 40% of Memory Makers are most excited by the prospect of being able to remember trips more vividly in 2033.
- 58% have no positive emotions toward travel in 2033, 56% are concerned about the changes that may happen.
- Despite skepticism about technology, Memory Makers are excited about VR and AR preview tours. 57% of them will use VR tours before purchasing a trip – seeing it as a way to ensure value for money.

“I'm not really into technology and gadgets. But I have the essentials, what I need for myself.”

Memory Maker

\*All comparisons are compared to other Traveler Tribes

A woman with long dark hair, wearing a brown hoodie and a red knit beanie, is looking out over a city. The background features a suspension bridge and a tall brick building. The scene is framed by large, overlapping yellow circles on a yellow background.

# Excited Experientialists

# TODAY

## Carefree & experience heavy in 2023

2033: Open minded and exploratory but avid anti-planners

“ I know it sounds really cliché, but we're here once in this life. ”

YOLO. Excited Experientialist

- Excited Experientialists have a "try it and see" approach to life.
- They prefer experiences over materialism – having traveled 38% more than others in the past year.
- Travel provides a release from monotony. They're instinctive thrill seekers who balk at routine.
- 44% don't live with children. The absence of commitment allows them to explore the world.
- 45% have a mid- to high-income with jobs that often provide flexible working options.
- Living in the moment is part of who they are. That's why they're more likely than other travelers to act on instinct rather than to do research before deciding.
- Excited Experientialists don't have a favored way for travel to develop in 2033. But they are very unlikely to be open to a highly controlled, scheduled and managed experience they must reserve far in advance.

\*All comparisons are compared to other Traveler Tribes



# Travel Tech-fluencers

# TODAY

## From business travelers in 2023 to the future mindful balancers

2033: New and novel beats tried and tested but torn about tech

- Travel Tech-fluencers are today's young business travelers. They prefer new things versus the tried and tested.
- 48% are under the age of 32, and three quarters travel for business. They've a moderate income but are confident it will increase.
- As avid planners, they crave control. And they aren't as willing to relinquish that control to technology.
- They're most likely to use a high street travel agency in 2033 and 68% of them will still use social media reviews.
- Travel Tech-fluencers are prepared to pay more for biofueled flights. However, often this won't be at a cost to themselves given the higher probability that they'll be traveling for business.
- Travel Tech-fluencers are excited that AI will make planning travel in 2033 faster and reduce problems.
- But more than any other travelers – they fear the risk of cyber-attacks and are concerned about data security.

“ We see a total overhaul of travel in 2033. And technology will aid this ”

Travel Tech-fluencer

\*All comparisons are compared to other Traveler Tribes

# 03

## HOW TRAVELERS THINK ABOUT TRAVEL IN THE FUTURE



# What excites the Traveler Tribes about travel in the future?

5 things that excite travelers most about trips in 2033\*

- 44%** That traveling to trip destinations will be quicker
- 36%** To be able to remember trips in more vivid ways
- 35%** The chance to travel in more environmentally friendly ways
- 34%** That technology could reduce problems during trips
- 34%** Different ways of paying for trips will make trips more affordable



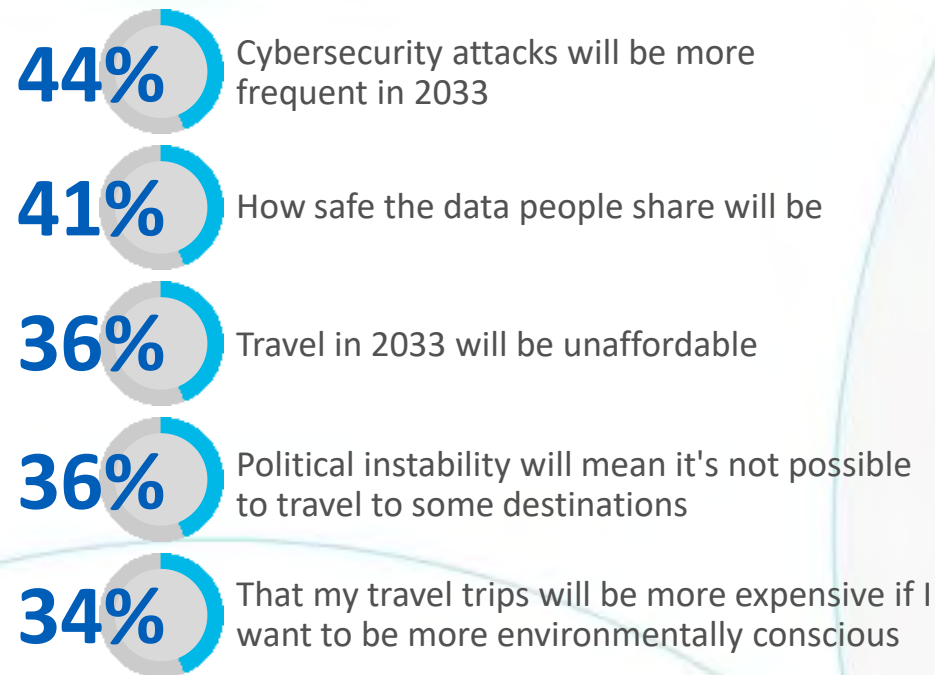
The technologies which will most interest travelers in 2033

- 1** Being able to pay for trips by cryptocurrency, in a virtual reality or via facial recognition
- 2** Using data to create relevant trips
- 3** Biometric data - to allow you quick access through passport control
- 4** Apps which have everything I need to plan my travel
- 5** Virtual reality preview tours

\*Percentage listing as one of the top three things which excite them most about trips in 2033, from a list of 9

# What concerns do the Traveler Tribes have about travel in the future?

5 things that concern travelers most about trips in 2033\*



\*Percentage listing as one of the top three things which excite them most about trips in 2033, from a list of 9





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25-26 April 2024

**A Pathway to Inclusive Design**

**Linda Ristagno**

Assistant Director External Affairs, IATA



# Focus on Accessibility



# Why it matters...

...to allow *everyone* to participate fully in society and the economy

- Persons with disabilities find inaccessible and unaffordable transportation 15 times more difficult than for those without disabilities.
- An estimated 1.3 billion people (16% of the world's population) experience significant disability. This represents 1 in 6 of us.
- This number is expected to increase over time with a growing – and ageing – global population.

# Aging population: More "old" than "young" for the first time in history: Increasing need for assistance



More than **one-quarter** of Japan's population is over the age of 65.

This will grow to **40%** by mid-century



By 2050, more than **one-quarter** of Europeans will be aged 65 and over, with the older population in all but two European countries representing at least **20%** of the total population.



In the U.S., the 65+ represents **15%** of the population – a 33% increase over 10 years, vs. a 5% increase in the under-65 population.

Travel improves my general mood/outlook toward life



It doesn't matter whether I'm going to the next town or across the country - I love taking a trip



# UN Convention on the Rights of Persons with Disabilities

**Disability** is an evolving concept and results from the interaction between persons with impairments and **attitudinal and environmental barriers**

that hinders their full and effective participation in society on a equal basis with others



# UN Convention on the Rights of Persons with Disabilities (CRPD)

## **Barriers vs example of changes/regulations**

1. Constructional: accessible lavatories / seating allocation
2. Transportation: Onboard wheelchair/ safe transport of mobility aids/ emergency procedures/ boarding and disembarking rules
3. Communication: verbal/ etiquette/ assistance
4. Attitudinal & human interaction: Crew member behavioral training/ security screening/ one-person-one-fare regulation
5. Technological: Online booking platform/ automated border control/ wayfinding solutions/ waiting time/ signage at airport

**Common denominator:** lack of common approach across markets creates confusion to passengers



# Inclusive Developments

● Attitudinal Changes

● Technological Developments

● Inclusion and design



# Attitudinal Changes

---





# Technological Developments



- WhatsApp
- Twitter
- Facebook
- Instagram



# Inclusion and design



# Passengers needs ...

- Can we use booking systems?
- Can we see and hear communication screens and announcements?
- Can we use the airport services?
- Can we safely walk up aircraft boarding stairs?
- Can we understand and read safety briefings?
- Do all staff in aviation understand customer service to a person with a disability

The list goes on and on !!

# Is the future in universal design?

## What is universal design?

- Universal design” means the design of products, environments, programmes and services to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

## What it means in terms of compliance to regulation?

- European Disability Act as an example

Industry stakeholders want assistance in translating regulatory requirements into implementable frameworks\*.

## Industry Standards & Guidance Material

- Better definitions
- Improved messaging Standards & Pre-notification Systems
- Obtaining advanced info from pax with disabilities on the type of service required
- Reviewed guidelines on Service Handling Process
- Accessible seating on aircraft
- In flight facilities available to passengers

## Airport Infrastructure & Facilities

- Wayfinding - Disability assistive routes
- Ramp equipment and procedures
- Dedicated areas / lounges
- Airport assistance service
- Accessible elevators/lifts

## Training & Awareness

- Training all staff on accessibility
- Disability awareness
- Competency Based Training
- Specialized Training
- Call centre staff training
- Soft skills training for front-line staff

# IATA strategy for an accessibility path

**Policy & Regulations**

**Standards & Operations**

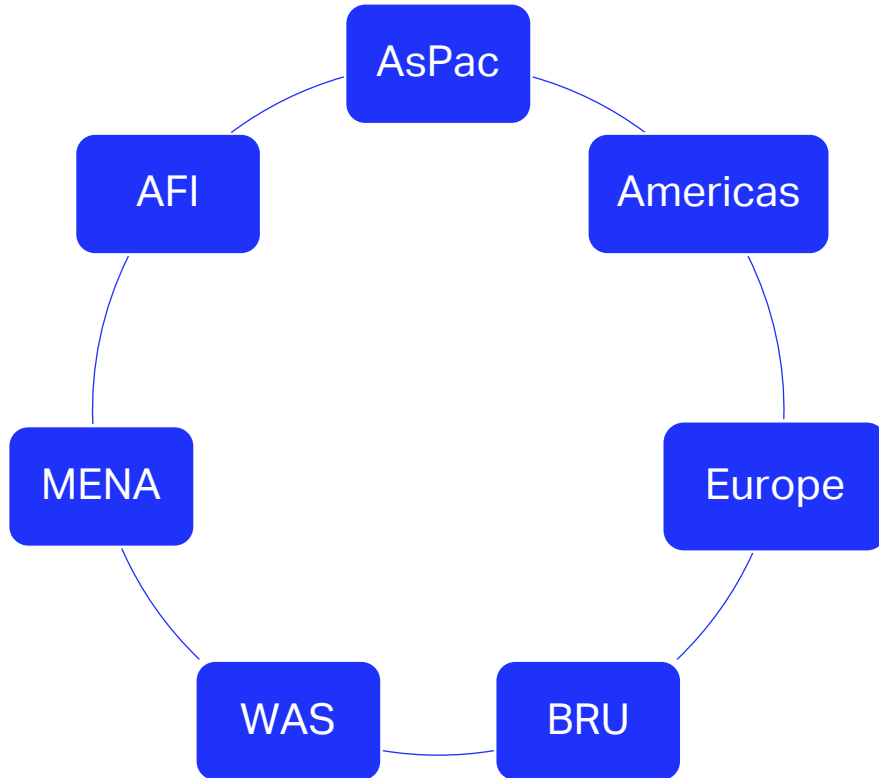
**Outreach to the community**

**Make it a part of the brand: we  
work together**



# IATA Accessibility Network

## Regional Delivery Focal Points



- Intelligence gathering
- Regional coordination
- Priorities' delivery

## Global Development



- Policy development
- Global delivery & regional support
- Advocacy coordination
- ACCWG secretariat

## Global SME Support

ECON

Legal

Comms

FSDS

OSS

Medical Adviser

# Wheelchair Assistance





# Higher Satisfaction for Special Assistance Services in 2023, More passengers Seeking Special Assistance



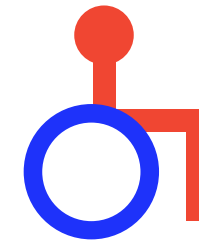
More passenger asked for assistance for themselves or others

**80%**

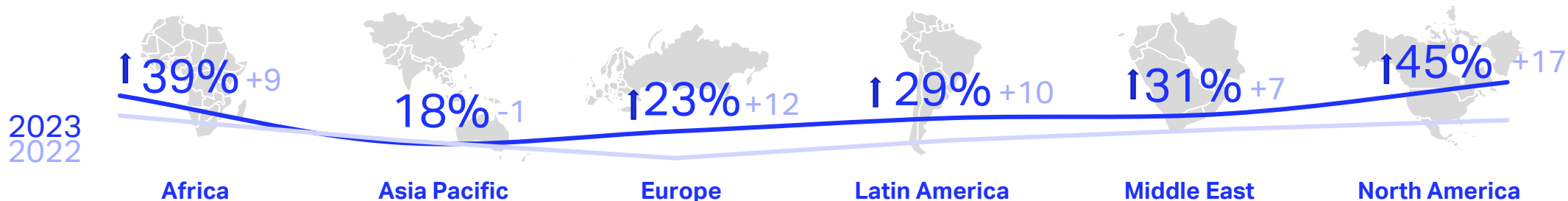
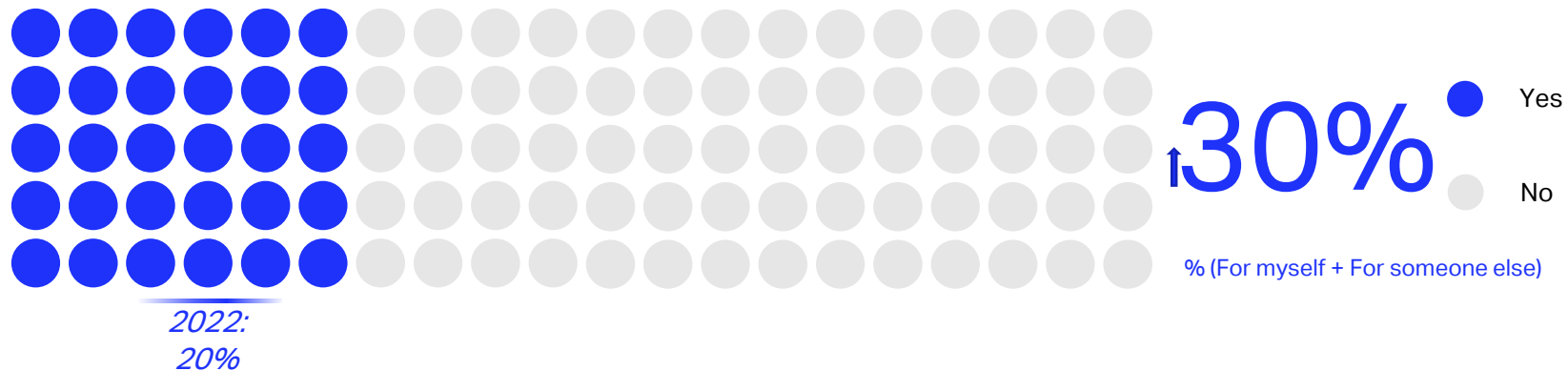
said that their service expectations were met up 4% since 2022

# GPS : Service Assistance Requests

## Requesting special assistance likely to be wheelchair assistance



3 in 10 passengers requested a service either for themselves or someone else. The largest increases were recorded in North America (+17pp) and Europe (+12pp).



QUESTION: E.1 IN THE PAST 12 MONTHS, DID YOU REQUEST ANY SERVICE ASSISTANCE FOR YOURSELF OR SOMEONE ELSE AT ANY POINT OF YOUR JOURNEY?

BASE: N (2022)=10.206 N (2023)=8.790

SINGLE ANSWER

↑ ↓ THE 2023 RESULTS ARE 3 OR MORE PERCENTAGE POINTS HIGHER/LOWER THAN THE 2022 RESULTS



# Best practices



# Safe Transport of Mobility Aids

In coordination with disability community and range of aviation stakeholders.

## Examine and develop solutions in these areas:

- Rethink passenger and its mobility aid journey
- Support passengers with information along the travel chain
- Outlines for mobility devices handling training
- Job aids examples at booking, preparation, loading/ unloading and securing



# Clear identified areas for improvement

Top improvement areas:

20%

Improve website  
accessibility for booking  
and reservations

19%

Communication on info  
and services available

# One click away

- Joined up approach regulators/ industry/ community
- Best practice on accessible websites
- Facilitate communication with passengers
- Lists the type of services offered and why it is important to act as soon as the booking process starts.



## 'One Click Away' Best Practices

First Edition



# Any questions?



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Geneva, Switzerland  
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**Innovation Round Table by Branchspace**





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# Networking Coffee Break

See you back at 16:10



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25-26 April 2024

## **Scenarios for Metaverse in Action**

**Anna Schneider**

Senior Research and Intelligence Analyst,  
Lufthansa Innovation Hub



# SCENARIOS FOR METAVERSE IN AVIATION

Anna Schneider  
Senior Research and Intelligence Analyst

2024-04-25

Lufthansa  
Innovation  
Hub





## A joint collaboration between aviation experts



The hype around the term “metaverse” may be over but the underlying technologies continue to advance.

Metaverse is the blurring of lines between the physical and virtual realities using:

- Immersive Technology
- Blockchain, Web3, and NFTs

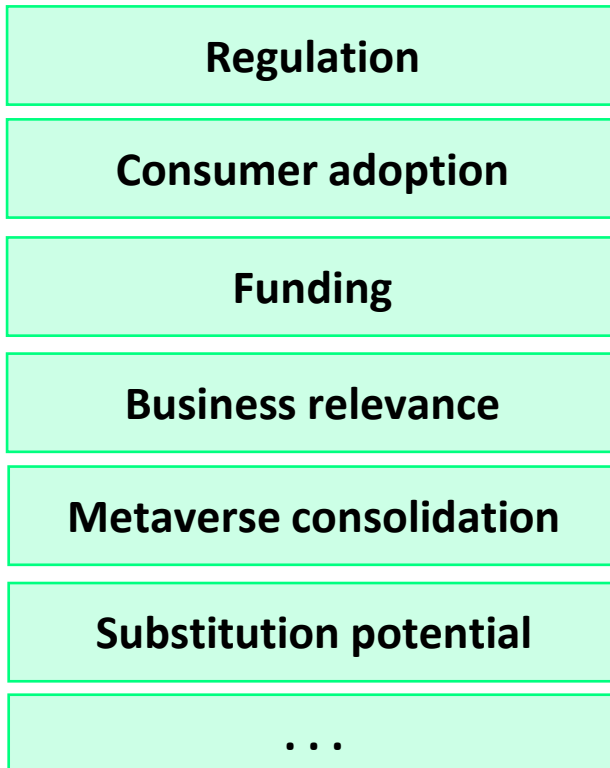
Throughout a series of workshops in 2023, we aimed to understand how metaverse can impact aviation in the next decade (until approx. 2030).

We used a compact scenario approach to frame our thinking.

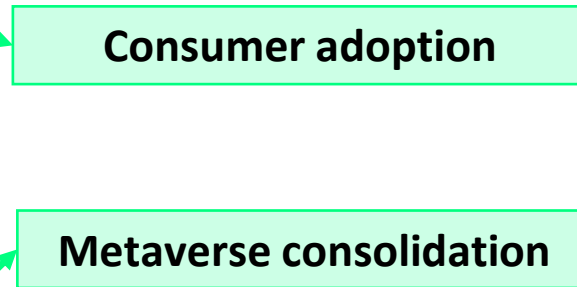


# A quick intro: our methodology

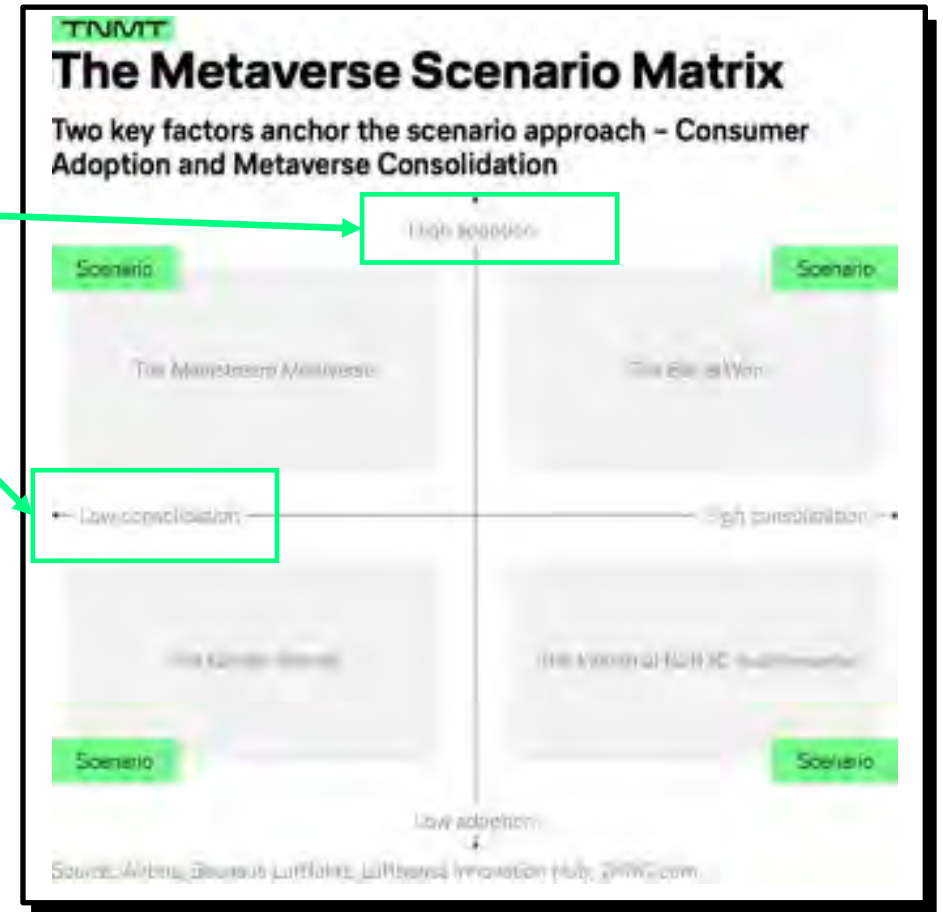
## Step 1: Collection of factors



## Step 2: Prioritization



## Step 3: Framework creation





# Scenario 1: Luxury consumer needs dominate metaverse development in aviation

## Scenario

The Golden Islands



Luxury consumers are the main target group for highly specialized and fragmented metaverse applications.

## Key Use Cases

- SALES**
  - Premium sales experiences
- IN-FLIGHT**
  - Premium in-flight virtual experiences
- CONCIERGE**
  - Immersive travel companion
- LOYALTY**
  - Tokenized premium collectibles and rewards



# Scenario 2: Industrial use cases incentivize joint development across the aviation value chain

## Scenario

The Industrial B2B2C Aviationverse



An industrial alliance between OEMs, suppliers, and airlines creates a shared metaverse infrastructure for the development of industrial use cases.

## Key Use Cases

### COLLABORATIVE ENGINEERING

Development using digital twins, virtual models, and generative design

### CABIN CONFIGURATION

Virtual models for cabin design, line-fit, and retrofit

### TRAINING

Virtual and augmented training scenarios across the aviation value chain

### B2B SERVICING AND OPS MANAGEMENT

Workflow modelling and oversight, supply chain traceability using blockchain



# Scenario 3: Metaverse access is becoming a mass commodity but platforms remain fragmented

## Scenario

The Mainstream Multiverse



A patchwork of consumer-facing metaverse platforms give rise to an evolving use case landscape relevant to airlines.

## Key Use Cases

### PRE-FLIGHT

Travel planning, inspiration and booking supported by virtual experiences

### IN-FLIGHT

Virtual experiences for retail and entertainment, potentially: BYOD

### POST-FLIGHT

Immersive customer support

### LOYALTY

Tokenized collectibles and rewards





# A true metaverse unfolds

## Scenario

The Bet is Won



The “ideal” outcome is realized by the emergence of a unified metaverse infrastructure accessed by the masses.

## Key Use Cases

B2C	Travel planning, inspiration, booking, customer support...
B2B	Virtual meetings, content assets, experience design...
INDUSTRIAL	Engineering, design, cabin interior...
OPERATIONS	Trainings, workflow augmentation, airline and airport ops...



## Nobody knows what the future will look like ... BUT...

- 1 **Monitoring progress of metaverse is essential as the uncertainty surrounding it remains high**
- 2 **All scenarios are rooted in reality: they are supported by current events that indicate its development**
- 3 **Metaverse has potential to support a range of use cases, allowing airlines to develop related strategies:**
  - PAX: differentiation, target premium travelers, enable a better booking experience
  - Operations: trainings experiences, customer support ops, augmented airport and ground ops
  - Industrial: aircraft engineering and cabin design, collaborative engineering on virtual models and digital twins

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## Open API Ecosystem

**Peter Sun**

Senior Manager Open Data Ecosystem, IATA



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## **Open API Ecosystem**

**Peter Sun**

Senior Manager Open  
Data Ecosystem, IATA

**Gayathri**

**Sasidhar**

Integration Domain  
Architect, Air France-KLM

**Michalis**

**Vitalis**

Founder / Mg Director,  
Most Valuable Paws Ltd

**Alex Walling**

Chief Strategy Officer,  
Rapid



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**End of Day 1**  
See you tomorrow at 09:00!



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## **The Role of an Airline Alliance**

**Kat Morse**

Senior Manager Innovation & Partnerships, IATA

**Andy Lui**

Head of Innovation, SkyTeam



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## **Industry, Alliances or Airline Groups: Why collaboration is better together**

**Kat Morse**

Senior Manager Innovation & Partnerships, IATA

**Jose Serrano Molina**

Innovation Principal, IAG

**Andy Lui**

Head of Innovation, SkyTeam



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**Digital Identity Program**

**Gabriel Marquie**

Senior Manager Digital Identity, IATA





# An identity framework is based on 3 concepts



**Holders**  
present a  
proof of what  
they claim

**Verifiers**  
request  
information  
and a proof

We rely on **credentials** to  
prove what we claim

# We need to have the same level of trust in digital as we do in the physical world



There is no physical interaction between the holder (customer) and the verifier (airline staff)

# Two tools are necessary for this to work

## Verifiable Credentials

A form of electronic certificates or attestation that contains cryptographically verifiable claims about a subject.

Can support selective disclosure, i.e. only sharing your name from your passport.

*e.g. digital passport, mobile driving license*

## Digital Identity Wallet

A software solution enabling a user to manage and control the presentation of the Verifiable Credential they hold.

Can be accessed through a mobile application or a web interface.

*e.g. Microsoft authenticator application, Apple/Google wallet*

# Adoption will ramp up quickly

By 2026, over 500 million people will regularly make verifiable claims using a digital identity wallet.

– Gartner

5 millions Americans have a mobile driving license

- Govtech

EU Member States will have to provide Digital Identity Wallets to their citizens and resident by the end of 2026.

63% of EU citizens want a secure single digital ID for all online services

- Eurobarometer survey

# European digital identity wallet framework is progressing

The screenshot displays the European Parliament's legislative tracking page for the Digital Identity Framework Regulation. At the top, the European Parliament logo is visible. Below it, navigation buttons for 'Index', 'Previous', 'Next', and 'Full text' are present. The main content area shows the document's progress through various stages: 'Texts adopted' (Thursday, 29 February 2024), 'Texts adopted' (Thursday, 29 February 2024), and 'Texts adopted' (Thursday, 29 February 2024). The document title is 'European Digital Identity Framework' with the reference number 'PE\_142024/0117'. Below this, the text reads: 'European Parliament legislative resolution of 29 February 2024 on the proposal for a regulation of the European Parliament and of the Council amending Regulation (EU) No 910/2014 as regards establishing a framework for a European Digital Identity (COM(2023)6231 - CS-8200202) - (2024/0117) (INI)'. The text further details the legislative procedure, including the date of adoption and the involvement of various committees and the Council.

- **Regulation approved** by the parliament 29 Feb 2024.
- **Implementing Acts** to be adopted 6 to 12 month after the Regulation.
- Member states will have to **provide wallets to their citizens and residents** 24 month after the adoption of the Implementing Acts.
- Technical specifications and **open-source implementation** were released in March 2024.
- **4 large scale pilot including 360 entities from 26 member states** are testing a range of use cases and the technical specifications till the end of 2025. Including travel and payment.

# One ID has matured two use cases



# Digital Identity can support many use cases

## Retailing

## Delivery

Preferences and travel history during shopping

Prove a discount entitlement

Provide an offer tailored for the customer preferences

Offer any / alternative payment solution

Manage my order with any partner

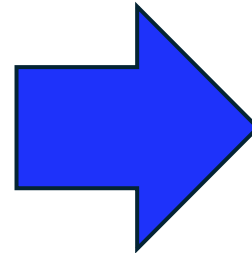
Verify and prove my eligibility to travel ahead of time

Prove my eligibility to receive a service

Travel without the need to show any document (contactless travel)

Handle disruption and refund

# From scanned paper to digitalization





# Digital Identity is structured as one pillar of Modern Airline Retailing

Airlines in control of their products, money & data

## Digital Identity

Customer Identity in Retailing

Customer Identity in Service Delivery

Digital Identity of Value Chain Partners

## Selling with Offers

Product and Partnership Management

Offer and Channel Management

Payment Management

## Fulfilling with Orders

Order Management

Order Accounting & Financial Management

Delivery using Orders

## Industry Activities

Standards Development

Industry Products & Utilities

Transition / Acceleration

Communication & Advocacy

# Get first mover advantage on a business framework that will be widely adopted

## Pilot and roll out mature concepts

- Digital Identity in distribution (B2B)
- OneID
  - Contactless Travel
  - Digitalization of admissibility to travel

## PoC for emerging concepts

- End to End digital ID PoC covering
  - Retailing
  - Service delivery
  - Value chain partner

## Standard setting

- Business standards
  - Distribution
  - Customer experience
- Technical standards
  - Credential exchange
  - Credential verification

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## **Digital Identity to Enable Customer Centricity**

**William  
Warbington**

Director Innovation Strategy  
Planning, SkyTeam

**Ursula Silling**  
CEO, Branchspace

**Vikas Bhola**  
Co-Founder & CEO, NeoKe

**Vladimir Vujovic**  
Senior Digital Innovation  
Manager, SICPA

**Kat Morse**  
Senior Manager Innovation  
& Partnerships, IATA

**Louise Cole**  
Head Customer Experience  
and Facilitation, IATA



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**A Path to Seamless Travel for the Industry**

**Alan Murray Hayden**

Director Airlines, Airports and Security, IATA





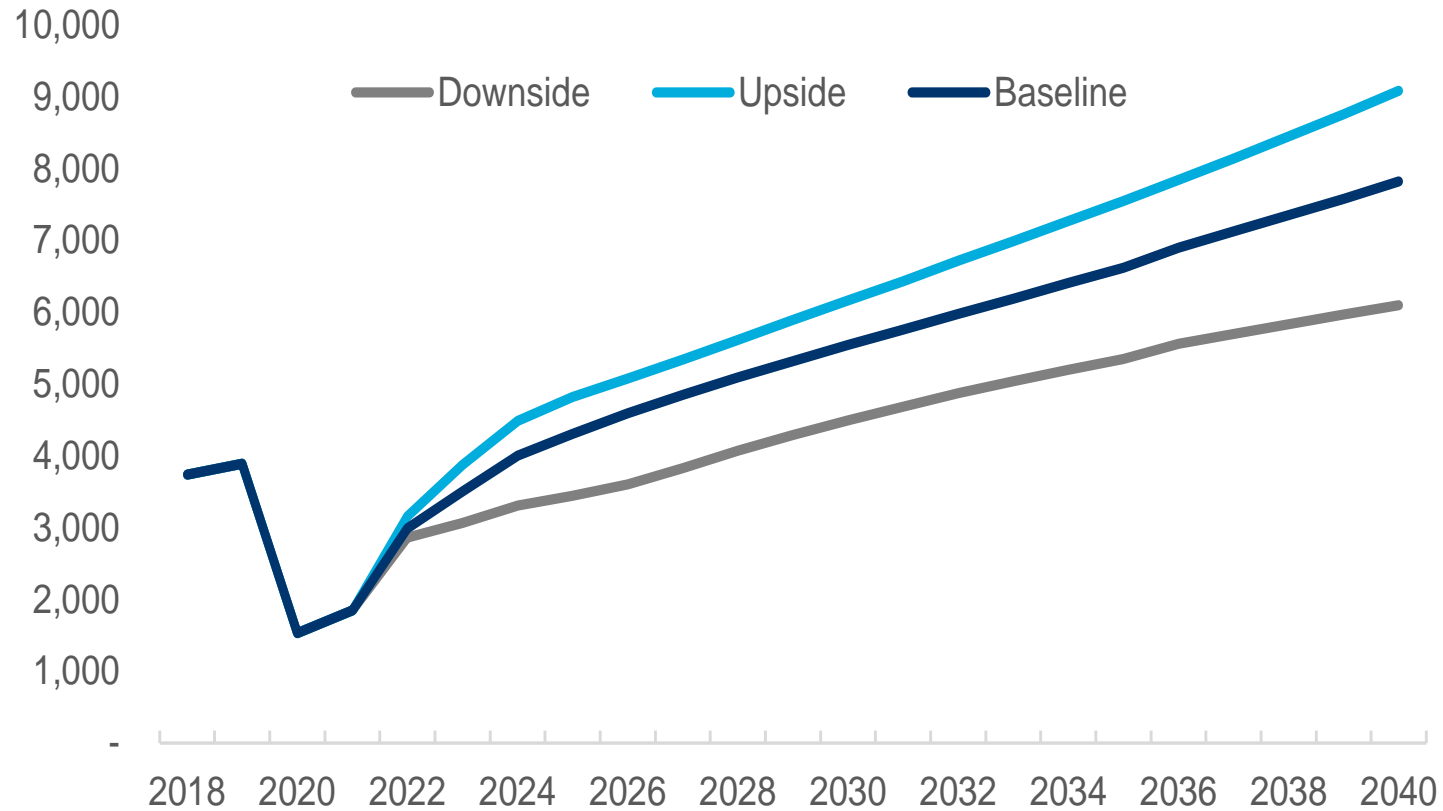
# Automating Passenger Travel Experience



# Growing Pains

Passenger numbers **2X** within **10** years

World pax demand by scenario, mns



Source: Oxford Economics/IATA - Air Passenger Forecasts



# The challenge

How to double the volume of passengers passing through existing airport infrastructure while delivering a superior passenger experience

## Airport Bottlenecks - Physical Touch Points

1. Identification check
2. Doc Check: Immigration airline & border control
3. Airport/Airline access touch points, eg boarding



# Solution

1

Move passenger identification and immigration verification checks off airport by incorporating them into the pre-travel experience

2

Process passengers at airport touch points using biometric enabled Contactless Travel solutions



# What does this look like for passengers?

1

## Create Digital Passport/ID



1. Take a selfie
2. Scan your passport/ID

or

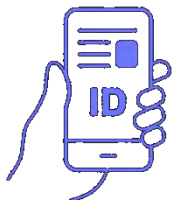


1. Take a selfie
2. Scan your passport/ID
3. Send to phone

or



Government Digital ID



2

## Ready to Fly/OK to Travel



1. Book a flight
2. You meet regulations

✓ OK to Travel

or



Visa or Residence Permit, DTA required

Take a photo



You meet regulations

✓ OK to Travel

3

## Contactless Travel



Enjoy Contactless Travel at XXX by sharing:

- Boarding Pass/
- Journey details
- Passport Details
- Name
- Biometric Photo
- Etc



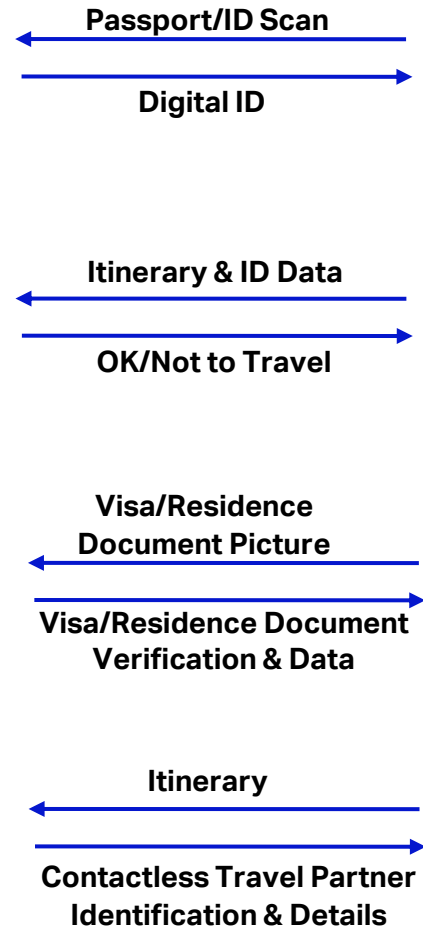
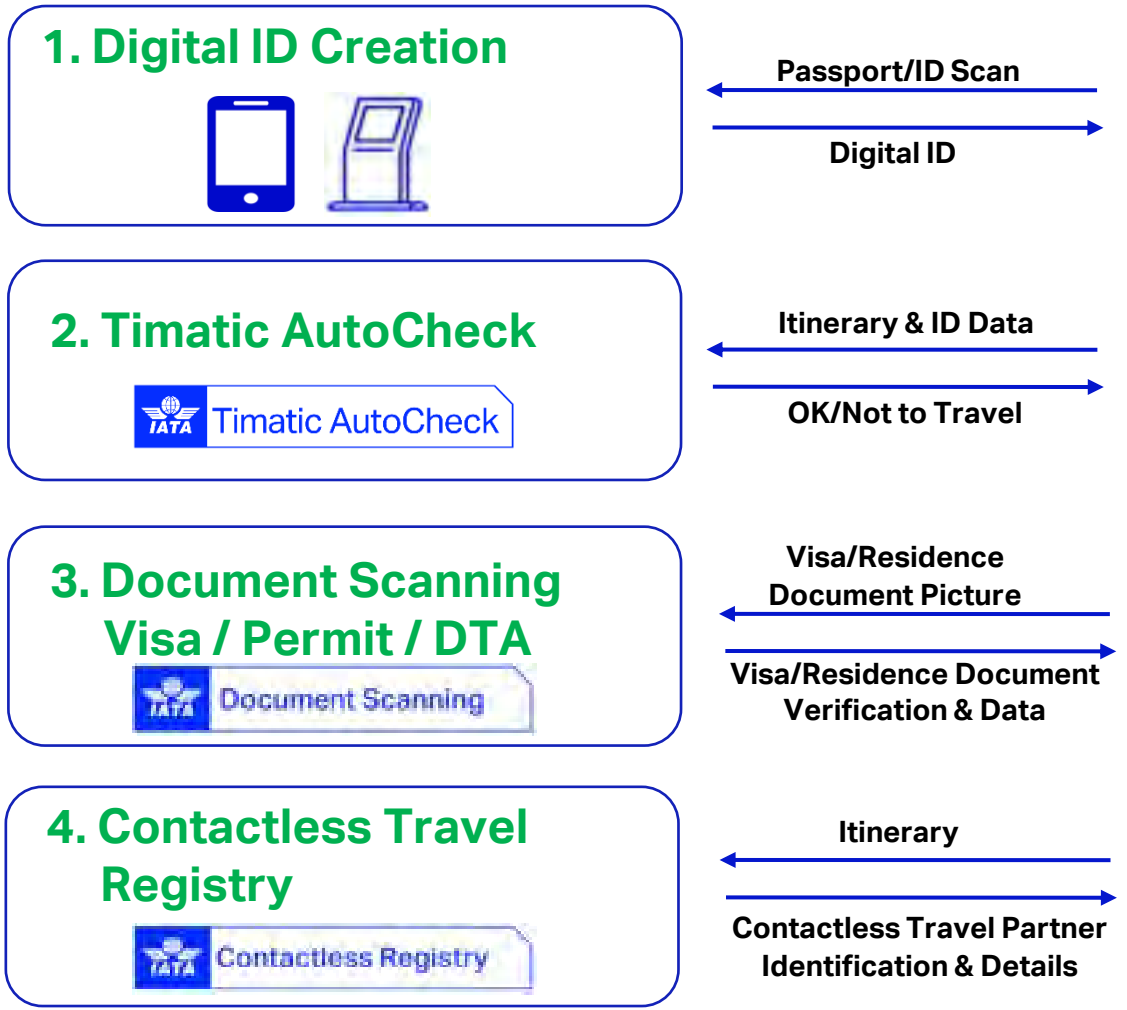
Share

No Thanks



# IATA and Industry Solutions

## Proposed IATA API Solutions

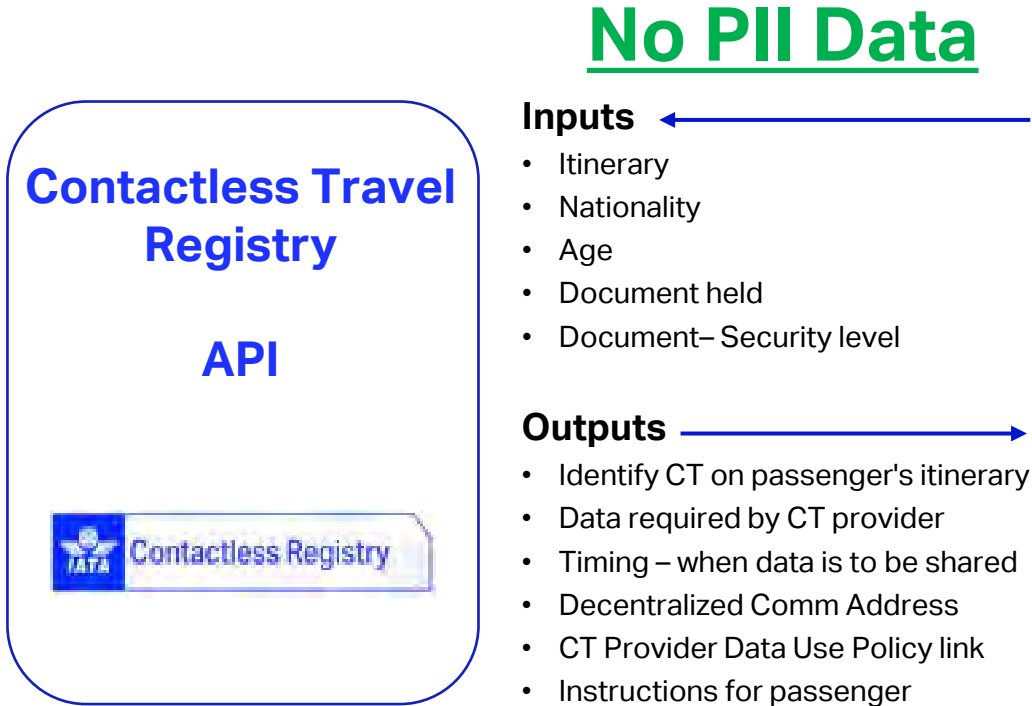


## Industry Contactless Travel Solutions



# Contactless Travel Registry – One ID Standards

## Data Sharing Business Logic



## Passenger Driven Data Sharing

- Passenger Details
- • Timatic - OK to Travel →
- Biometric Photo



- Passport Details
- • Itinerary Details →
- Biometric Photo



- Passport Details
- • Boarding Pass →
- Biometric Photo



# Contactless Travel

**Challenge:**  
**Develop Solutions for Airlines**

Alan Murray Hayden  
[murrayhaya@iata.org](mailto:murrayhaya@iata.org)



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## **Digital Identity Implementation**

**Mike Santos Luparelli Mathieu**

Product Innovation Director, Facephi



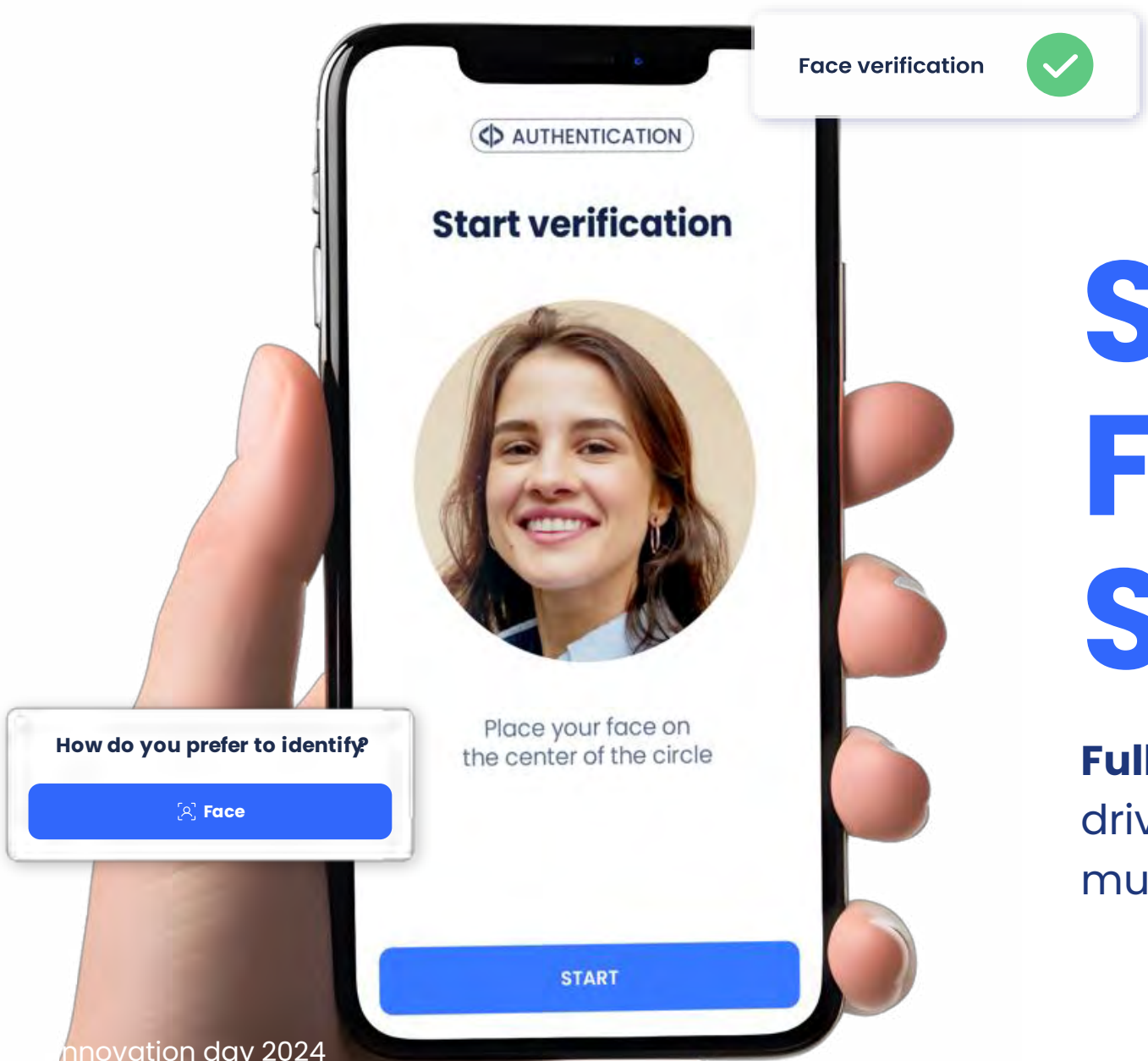
 facephi

 facephi

**IATA Innovation day**

**Miguel Santos Luparelli Mathieu**  
Product Innovation Director

2024



# Secure Fast Seamless

**Full digital identity solutions**  
driven by AI and ML based on  
multibiometric platform



## Facephi in numbers

We are the company with the **most financial institutions in the world**

**+300M**

End-users

**70%**

Tech team

**+300**

Customers

**99%**

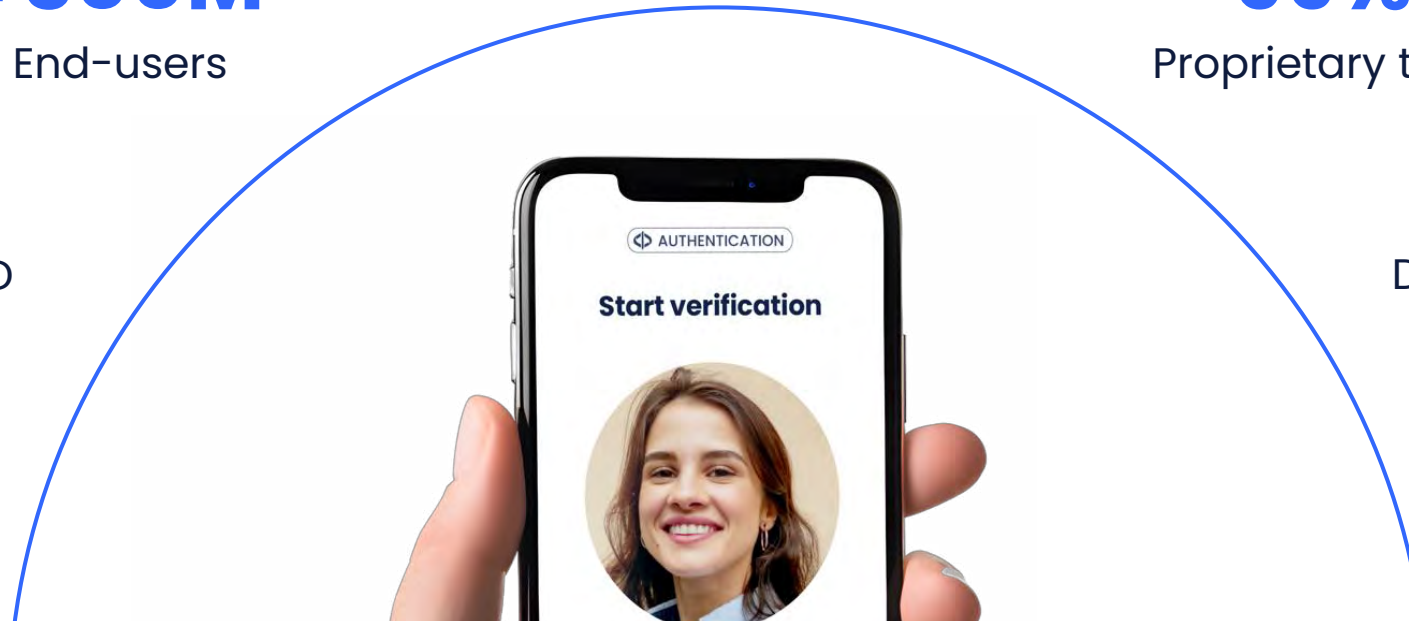
Proprietary tech

**+12**

Years of R&D

**+230**

Dedicated FTEs



# Towards the comprehensive management of digital identity


## AUTHENTICATION

- Fingerprint
- Facial
- Voice
- Behaviour

Reusable Digital Identity

## WALLET

- ✓ Interoperable
- ✓ Hybrid
- ✓ User-centered
- ✓ Wallet functionality



ONBOARDING

- IDV Digital Identity
- Passive liveness
- Blacklist validation
- Governmental Databases
- Video onboarding

## ONBOARDING

- OCR Scanning
- Document validation
- Video recording
- NFC Verification

- Security
- Operations
- AI
- Anti-fraud
- Behaviour
- Design Studio
- Identity Fabric
- UX | UI

## IDENTITY PLATFORM

We are the leading company  
with **the most financial  
institutions worldwide**

while expanding  
into **new sectors**



Redefining the airport passenger experience

# Case study: Aena

## The driving forces



### Streamlining operations

Reduces waiting times at security checkpoints and enhancing efficiency through the boarding processes



### Passenger experience

Increasing overall satisfaction and convenience



### Airport and passengers' security

Contactless travel experience.  
Mitigating potential security breaches



### Compliance

Ensures regulatory compliance (GDPR) adhering to regulations and standards



Redefining the airport passenger experience

# Case study: Aena

## Solutions

Onboarding



### Step 1

Automatically capturing the traveller's ID document



### Step 2

Selfie for facial verification



### Step 3

Biometric comparison with the image on the ID card

Authentication



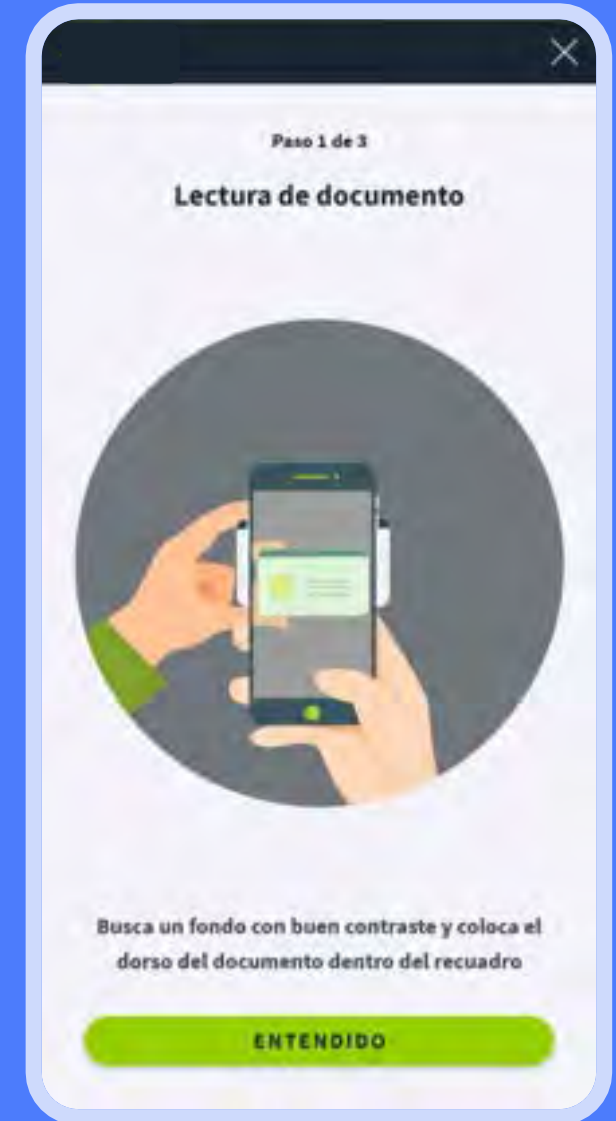
### Step 1

Biometric capture with passive liveness



### Step 2

Comparasion selfie against onboarding selfie (1:1) or against database (1:N)



Enhancing the digital identity experience

# Roadmap to Interoperability

IDV Digital Identity

Reusable Digital Identity

Wallet functionality

Identity Platform [Fabric]

 facephi

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# Networking Coffee Break

See you back at 11:30





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**Embracing Innovation – How is the industry doing?**

**Paula Pardo Esteve**

Senior Manager Ideation, Strategy and Partnerships, IATA



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**End of Day 2**  
Thank you for joining us.

