

Digital Travelers Set Out The Landscape For Airline And Airport Strategies In 2025

Executives believe that a growing number of tech-savvy travellers will have the biggest impact on their digital plans over the next six years leading up to 2025 in airport and airline IT, according to a *2025: Air Travel for a Digital Age* report published by SITA.

The report revealed that by 2025, 68% of all passengers will be digital travellers and will expect to manage their travel in the same way they do every other aspect of their daily lives—through their mobile phones.

This demographic of travellers will be able to use their mobile phones to access services ranging from baggage location notifications to boarding tickets and payments. They also expect their trip to be delivered as a single, unified experience across airports, airlines, border control and other modes of transport, from the moment they leave home to when they arrive at their desired destination.

“83% of airport and airline IT leaders surveyed by SITA believe that this demographic shift will be the most important influence on their passenger solutions strategy by 2025,” said Barbara Dalibard, SITA CEO. This shift will allow more efficient collaboration between airlines, airports and other parties responsible for delivering that experience.

Biometric technology is one of the key enablers to delivering more automation as well as effortlessly linking each step in the journey. This technology is set to evolve significantly, in terms of geographic spread and functionality, as it’s already being used at airports for border control and boarding aircraft.

According to the research, over half of the industry’s IT leaders believe biometric travel identity tokens will be a key driver for the future of passenger experience.

To date, the focus has largely been on using biometrics for identity verification across single journeys or airports, but the industry is shifting its main focus more and more to providing a fixed digital identity that can be used across multi-stop journeys, making the most out of biometric technology.

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