

SITA

IDEAS THAT FLY

Innovation for airports
of the future





DIGITAL
TRANSFORMATION
IS THE ANSWER

SITA

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This white paper covers the challenges, key trends and factors that will affect airport operations at future airports.

A more comprehensive white paper covering airport-wide issues at future airports is also available. We have also published two further white papers covering the specifics of Passenger Processing and Baggage Operations at future airports.

EXECUTIVE SUMMARY

The air transport industry is going through its most significant period of change since the rapid and widespread adoption of the internet in the early 2000s.



Challenges

Passenger numbers will double over the next twenty years, but airports simply can't expand at that rate. So they will have to do more with what they already have, reducing friction, optimizing operations, and speeding up the passenger journey.



Key Trends

And that's precisely what they're doing. Airports everywhere are adopting and investing in smart technology. Airport-wide, they're leveraging advances in mobile, artificial intelligence, networks and connectivity, cloud computing and APIs, and not forgetting the push towards net zero.

Airport operations are being transformed by developments in robotics and automation and predictive maintenance, and by the gradual move towards total airport management (TAM).



Future airport

All of this will lead over the next decade towards the future airport. A fully interconnected airport, with a 360 degree vision of data, processes and opportunities. Airports will face increased passenger demand but they have a limited ability to build airport infrastructure or increase the number of aircraft. Instead they will turn to measures that make them more efficient and improve the passenger experience.

SITA: YOUR PARTNER

We are the world leader in digital travel

Ubiquitous

Over

1,000

airports with a SITA presence.

500+

airlines and ground handlers at over...

2,800

airports use SITA's WorldTracer baggage tracing solution.



Industry-leading footprint

We have biometric solutions in service all over the world. Including Tier 1 airports such as Beijing (PEK) and Bangkok (BKK). And more than 600 biometric-enabled systems deployed in the US, serving almost every airline with international operations.



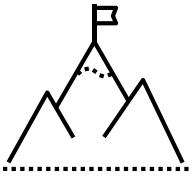
End-to-end biometric expertise

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



Unique in the industry

We have already proven delivery of an end-to-end seamless digital journey. From home to hotel.



CHALLENGES

Post-pandemic, passenger numbers have surged back with remarkable vigor. They already exceeded pre-pandemic levels in 2024, and are expected to surpass 5 billion for the first time in history in 2025. Also in 2025, the number of flights globally is forecast to exceed 40 million for the first time¹.



40
MILLION

flights globally forecast in 2025



7.9
BILLION

passenger journeys predicted in 2043

In the twenty years between 2023 and 2043, passenger traffic will more than double. With a net addition of over 4.1 billion passenger journeys, IATA predicts a total global number of 7.9 billion in 2043. And that's just the baseline prediction; it could be significantly higher².

Even pre-pandemic, airports everywhere were struggling to deal with increasing passenger demand. Issues of aging infrastructure and the need to address climate change don't help.

Post Covid, experienced staff who left the industry during the pandemic never came back. In SITA's 2024 Air Transport IT Insights Survey³, 'retaining and recruiting IT staff' is cited by a third of airports as being their biggest IT and data challenge.

¹ <https://www.iata.org/en/pressroom/2024-releases/2024-12-10-01/>

² <https://www.iata.org/en/publications/economics/reports/global-outlook-december-2024/>

³ <https://www.sita.aero/resources/surveys-reports/air-transport-it-insights-2024/>



On a broader note, we asked airports to name their biggest specific challenges. They said: “the balancing act between developing and deploying new innovative technologies (such as AI and biometrics), while also trying to maintain and upgrade infrastructure, engage in effective digital transformation, and updating legacy systems”. They will of course also be trying to maximize retail opportunities across the airport.

The biggest physical challenge, or course, is that airports can’t simply double in size, to handle twice the volume of passengers. It’s difficult and expensive. But quite apart from the vast CAPEX costs required, most airports lack the physical space – and the political support – to expand their footprint indefinitely.

Instead, airports will need to find new ways to handle more passengers within the same space. They will need to adopt a whole raft of smart new technologies – including advanced self-service, mobile apps, automation, biometrics, AI, data and systems integration, and secure off-airport solutions. They also need to work to create an ‘agile and flexible work structure’, cited by almost a third of airports surveyed as a challenge. So that existing staff can be freed up to be where airports need them most, driving faster processing for passengers once they arrive at the airport. In so doing, airports will improve their processes, and empower their people.

Over the next decade airport evolution will lead to a complete transformation of the airport experience. Making operations more efficient and enabling a whole new range of new revenue streams to maximize airports’ profitability and sustainability.

Increasingly, technologies such as predictive maintenance and robotics are essential for enhancing efficiency and lowering operational costs. Advanced management software, artificial intelligence (AI) and automation will also play a critical role in optimizing airport operations.

AI in airport operations is just beginning to make its presence felt. Some 36% of airports are already using AI in aircraft turnaround, while 30% are using AI in flight operations (flight arrival, prediction). Take-up is lower on other parts of airport operations, including simulation capability for optimal reaction (22%), asset management (check-in, parking stand, gates) (18%), and scaling airline operations up and down, based on demand (16%). Lower still are the number of airports already using AI in total airport management (TAM) (12%) and for automated predictive alerts prior to and during flight disruption events (12%)⁴.

Airports are strongly prioritizing IT spending in airport operations, however, almost right across the board. Airports in SITA's 2024 Air Transport IT Insights said that by 2027 they will invest in:

Operations and business intelligence dashboards

89

Geographic information services, including ground and vehicle tracking systems, and moving maps

75

Full airport collaborative decision making (A-CDM) including connection to the regional air traffic management (ATM) network manager

68

Automated safety management systems (SMS)

73

5G communications and private Wi-Fi networks

74

Aircraft turnaround, ie video analytics, sensors (76% – up from just 24% in 2024)

76

AI including tools such as ML, LLM, computer vision (72% – up from just 16% in 2024)

72

Mixed reality (eg digital twin), augmented / virtual reality technology

49

Autonomous machines (eg driverless cars, tugs, robots, machines)

37

⁴<https://www.sita.aero/resources/surveys-reports/air-transport-it-insights-2024/>



KEY TRENDS IN AIRPORT OPERATIONS

“

Managing an airport is one of the most difficult jobs that exists, anywhere. Airport operations managers continuously have to juggle a complex set of dynamic and often competing priorities. Technology is increasingly being leveraged to make airport operations more efficient, while optimizing resources and improving the overall passenger experience. Without compromising on safety and sustainability.”

Peter Drummond
VP Product Management,
Operations at Airports, at SITA.

ROBOTICS AND AUTOMATION

Robotics and automation are revolutionizing airport operations, driving significant improvements in efficiency and cost-effectiveness. By leveraging robotic systems for tasks such as baggage handling, cleaning, and security patrols, airports can streamline operations while reducing reliance on human labor. This shift enhances productivity and allows staff to focus on higher-value activities requiring human judgment and interaction.



The deployment of autonomous systems is particularly beneficial in high-volume areas where speed and accuracy are paramount. For instance, robotic baggage handlers can significantly reduce turnaround times by ensuring swift transportation of luggage between terminals and aircraft on departure. They can also improve baggage reclaim times by speeding up the journey from the aircraft to the baggage hall on arrival. Baggage handling efficiency will also be improved in terms of the number of bags processed / delivered per hour.

Automated cleaning solutions for their part maintain hygiene standards with minimal human intervention, delivering reductions in cleaning time while improving cleanliness ratings.

In terms of security, further ahead, AI-driven security patrol robots will eventually be able to monitor terminals autonomously, improving incident responses and incident response times.

The future of airport operations lies in the seamless integration of autonomous technologies, where human expertise is complemented by robotic precision and efficiency. Advanced AI, improved sensor technologies, and breakthroughs in materials science will enable robots to handle increasingly complex tasks with minimal human oversight.

Over the next decade, the integration of AI, ongoing trials, regulatory developments, and changing workforce dynamics will play crucial roles in this evolution.



PREDICTIVE MAINTENANCE

Over the next decade predictive maintenance is poised to transform the way airports manage their assets and operations, allowing them to anticipate equipment failures before they occur.



Predictive maintenance is enabled by deploying Internet of Things (IoT) sensors on critical airport assets to monitor their performance in real-time. Advanced data analytics and machine learning can then be applied across cloud-hosted platforms for scalable data management and analysis. This will allow airports to build a proactive maintenance strategy based on historical data and real-time monitoring.

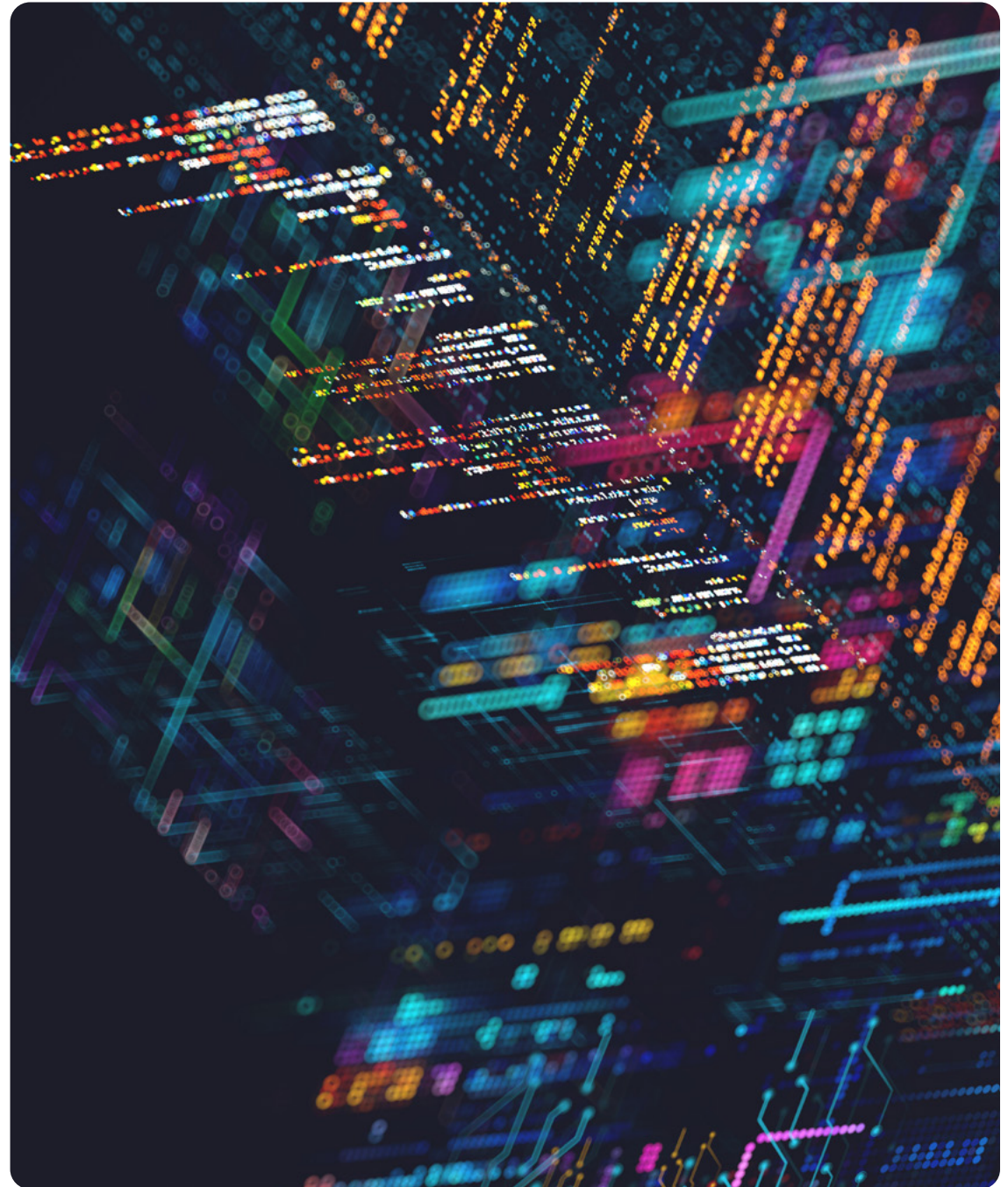
Automated workflows can be used to generate maintenance alerts and manage work orders, with fewer manual errors. Proactive maintenance strategies also contribute to energy efficiency and reduced environmental impact.

AMS / TAM

In today's complex world, Airport Management Systems (AMS) are essential for optimizing airport operations, enhancing the passenger experience, and ensuring safety and efficiency.

The increasing use of AI, IoT and machine learning for automation and real-time data collection will deliver improved decision-making and enhanced operational efficiency. Moving forward, the Implementation of autonomous vehicles and robots for baggage handling and security screening will increase safety with reduced human error. Predictive analytics will help inform decisions based on real-time data from various operational aspects, leading to better resource allocation and enhanced operational performance.

Also increasingly popular are digital twin solutions, which create virtual models of airport systems, allowing for real-time simulation and optimization of operations.



MOBILE RESOURCE MANAGEMENT (MRM)

Mobile Resource Management (MRM) is emerging as a key focus within airport operations. Mobile technology and devices are used to enhance the efficiency and responsiveness of resource allocation, improving operational effectiveness. MRM integrates seamlessly with robotics and automation, predictive maintenance and Airport Management Systems (AMS).

As airports embrace advances in MRM and AMS, they will not only improve their operations but also contribute positively to environmental goals.





Benefits

The benefits of predictive maintenance include:

- Enhanced safety and reliability: continuous monitoring of equipment health ensures early detection of anomalies, reducing the risk of equipment failure or operational disruptions.
- Significant cost savings: predictive maintenance reduces maintenance costs by optimizing schedules and alleviating the need for unnecessary repairs or replacements.
- Improved operational efficiency: by minimizing unplanned downtime, airports can maintain smoother operations, leading to better service delivery and improved passenger satisfaction.
- Extended asset lifespan: proactive interventions help extend the life of critical infrastructure and equipment, maximizing return on investment.
- Better resource allocation: data-driven insights allow for more effective allocation of maintenance personnel and resources, ensuring that teams are deployed where they are most needed.



Outlook

The future of predictive maintenance in airport operations will be characterized by:

- Integration with Total Airport Management (TAM): predictive maintenance will become a fundamental component of broader TAM frameworks, enhancing overall airport efficiency by ensuring that assets are maintained optimally without disrupting operations.
- Advanced analytics capabilities: as machine learning algorithms improve, airports will benefit from even more accurate predictions regarding asset performance and maintenance needs.
- Collaboration across stakeholders: effective predictive maintenance will require collaboration among airlines, ground services, equipment manufacturers, and technology providers to share data and insights.
- Increased automation: automated systems for monitoring and alerts will streamline processes further, allowing maintenance teams to focus on strategic tasks rather than routine checks.

The move towards Total Airport Management (TAM)

While sophisticated AMS platforms continue to manage airport operations effectively, there is increasing demand to connect the complete airport operations ecosystem. These systems are becoming increasingly well-integrated as Total Airport Management (TAM) solutions.

TAM helps airport operators deliver real-time resource allocation and optimization, and dynamic capacity management for terminals and runways. It improves baggage handling efficiency, reduces maintenance downtime and airside operations costs, and can dramatically improve customer service response times.

SITA Total Optimizer

One example of TAM is SITA's Total Airport Optimizer, which leverages real-time data and advanced technologies to streamline various airport functions. Using an AI-powered platform, Total Airport Optimizer helps airports manage every aspect of their operations, bringing sustainability into the heart of holistic operational decision making.

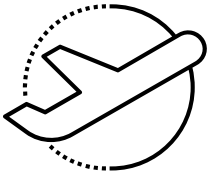
Sustainability

SITA's commitment to sustainability solutions for the industry saw a new partnership agreement signed with Unvers in 2024. Unvers is a global net zero partner and a technology leader in Artificial Intelligence of Things (AIoT). The partnership focuses on real-time data IoT flows, so that airports can monitor and report their energy usage, emissions from aircraft and other vehicles, and their carbon footprint.

TAM leverages:

- Holistic resource management: integrating various operational aspects – such as energy consumption, vehicle usage, and environmental impact – into a single platform for real-time monitoring and optimization.
- Predictive analytics: using the power of big data to predict and plan for consumption patterns and recommend areas for efficiency savings.
- A focus on sustainability: helping airports manage their carbon footprint by monitoring emissions and providing alerts when thresholds are exceeded.





SITA AND THE AIRPORT OF THE FUTURE

With strong and sustained passenger growth continuing, airports are well aware of the need to invest in new technology – and the long-term costs of not doing so.



In recognition of this, research shows that they are consistently spending around 6% of global annual revenues on IT investment⁵.

The trends and technologies identified in the previous section are already having a positive impact on airports worldwide, but for the most part they are being deployed separately rather than combined. Over the coming decade, however, it's all going to come together, for a fully connected airport.

⁵<https://www.sita.aero/resources/surveys-reports/air-transport-it-insights-2024/>

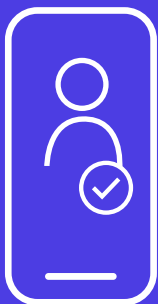


FULL CONNECTIVITY

Airports are already well-connected places, with advanced fixed and mobile networks, but the next decade will see a huge increase in advanced connectivity. This will deliver a highly integrated, intelligent ecosystem.

The deployment of 5G networks supports high-speed communication between devices, enabling seamless connectivity for passengers, devices and operational systems. We will also see much more connectivity airside, with advanced Wi-Fi and the move towards 6G.

Future systems will seamlessly blend cloud, edge, and on-premises resources. Within a decade, the distinction between these different environments will vanish, replaced by a unified, adaptive computing fabric that dynamically allocates resources based on real-time operational needs. This will not just deliver vastly improved flexibility and scalability and greater resilience, but also the ability to process vast amounts of data in real time. Future infrastructure will be characterized by highly distributed, AI-optimized systems.



APPS

Mobile phones and other hand-held devices are now near-ubiquitous in airports, both in the hands of passengers and staff. Airports will take advantage of this by using apps to carry out more and more complex tasks. Processes that take place on the move will become an everyday occurrence.

Giving staff mobile devices and workplace apps has already produced important productivity gains, but much more can still be done. Untethering staff from costly and inconvenient terminals and workstations, and letting them work on the move, makes sense:

- Staff can engage in higher-value face-to-face customer engagements, where a personal touch is needed.
- Real-time task tracking helps monitor staff assignments efficiently.
- Instant communication tools ensure seamless coordination among team members.
- Consistently-designed solutions help minimize training needs.
- Operational dashboards provide insights into performance metrics.
- Incident reporting features allow for quick resolution of operational challenges.

We will also see apps developed that allow for more collaborative decision-making – not just between airport staff, but across the whole ecosystem, helping reduce delays and improve operational efficiency.

DATA

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



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

Big data

Airports leveraging big data and analytics are already seeing impressive results, with improvements in operational efficiency, and platforms that enable predictive analytics helping with resource allocation. Data and analytics will become increasingly important as the use of mobile devices, sensors, and on- and off-site passenger touchpoints grows.

IoT integration

The integration of the Internet of Things (IoT) has already delivered impressive results, including important reductions in equipment downtime. Collecting real-time data on equipment status helps airports plan for proactive maintenance.

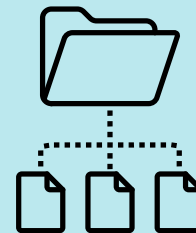
ARTIFICIAL INTELLIGENCE (AI) / MACHINE LEARNING (ML)

Airports are already beginning to use AI with some 45% integrating data and a further 13% exploring ways to organize data to support AI initiatives. Almost one in ten airports is already actively training AI with their collected data, but just 2% have so far implemented a Large Language Model (LLM) that feeds into their AI systems⁶.



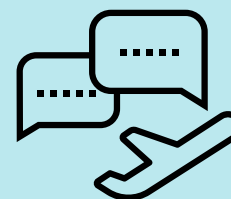
45%

of airports are integrating data



13%

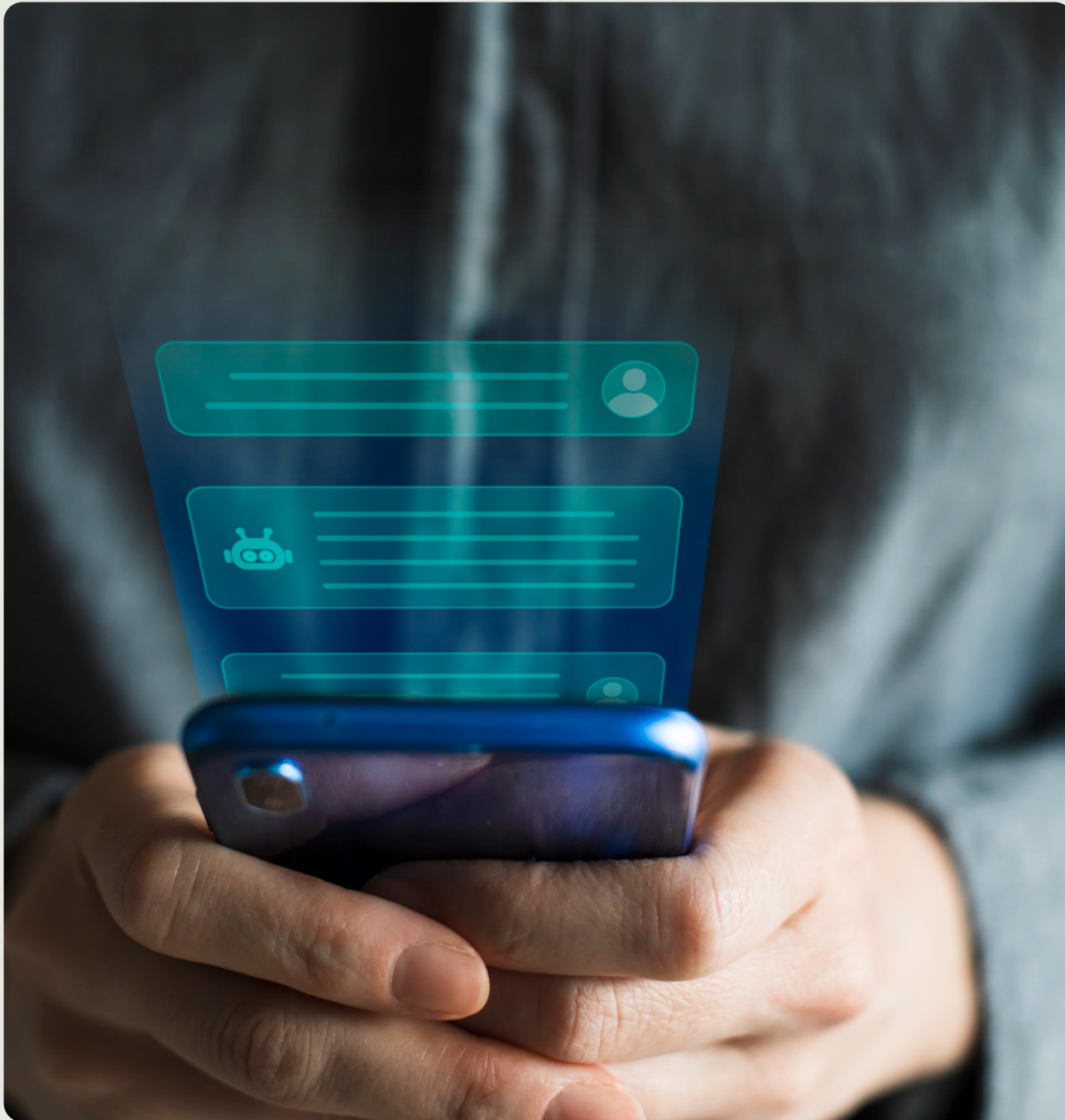
exploring ways to organize
data to support AI initiatives



30%

of airports are employing AI tools

⁶<https://www.sita.aero/resources/surveys-reports/air-transport-it-insights-2024/>



This will all change dramatically in the coming decade, as airports start to use a mixture of generative, assistive, and agentic AI. Generative AI will be used in areas such as flight schedule optimization, terminal design and personalized communications to passengers. Assistive AI will be used for operations center support, predictive maintenance and multilingual assistance, among other areas. Agentic AI for its part will be used in many areas such as improving autonomous baggage handling, and reducing fuel consumption in self-driving vehicles. It will also be used by airports and governments to improve security screening and increase threat detection accuracy.

So it's no surprise to find that AI is an investment priority, with a third of airports surveyed saying AI is a key IT resource focus for 2025, and one in six saying it's their number one priority⁷. One respondent went as far as saying "AI is emerging as an initiative that might impact almost all of the processes in the airport".

Over a third of airports (36%) are now using AI for aircraft turnaround, indicating strong efforts to enhance efficiency in this area. 'Flight operations' also sees notable AI adoption, with 30% of airports employing AI tools.

At the same time, it's important to note that one in four airports surveyed are still not using AI at all. This highlights significant potential for continued innovation within the sector.

⁷<https://www.sita.aero/resources/surveys-reports/air-transport-it-insights-2024/>

GROWTH OPPORTUNITIES

There are many areas where billions of dollars of new value can be generated in airports over the next decade, either from increased revenue, reduced costs, or both.

Low-friction walk-through airports

The goal for all airports is to increase capacity without increasing physical space. This can be achieved when passenger-on-the-move biometrics replace all static gates – including security, lounges, boarding and borders, delivering:

- An increase in overall capacity in the same terminal space
- Improved on-time performance through faster passenger flow and boarding
- Reduced resource costs across all passenger journey activities
- Increased retail space and dwell-time, enhancing non-aeronautical revenue





Remote multi-airport operations

Some future airports will see the benefits of managing and controlling the Day of Operations (DoO) at multiple airports from a single, centralized operational location. To do this they will almost certainly leverage autonomous AI operations. This will:

- Help automate decisions and actioning
- Deliver operational efficiency and flexibility
- Optimize available resources
- Deliver operational resilience
- Improve on-time performance and reduce delays through aligned multi-stakeholder planning



Shifting boundaries

Airports are already thinking about ways of moving some processes off-airport, and this trend will increase over time. With airport processing distributed over a wide geographical area, airports will reduce the time spent and the friction created by passengers landside. Passengers will then be able to spend more time relaxing airside and taking advantage of shopping and dining opportunities. Airports will benefit from:

- Growth in non-aeronautical revenues
- Increased throughput and capacity
- Early flow information
- Enhanced support for multimodal travel
- Reduced congestion
- Resource and cost savings
- Repatriated airport real-estate



Autonomous AI optimization

Future airports will leverage autonomous AI-optimization to create a highly efficient, interconnected self-optimizing ecosystem, with:

- Automated operational decisions and actioning
- Continuous assessments, simulation, predictions and task allocation
- Improved on-time performance via optimized asset coordination
- Increased movements via optimized asset utilization
- Increased airport capacity
- Resource and cost savings across ground handlers and airlines
- Enhanced non-aeronautical revenues from reduced queuing and longer dwell time
- Security improvements due to faster processing and optimized resource allocation



Autonomous common use ground service equipment

In future airports, autonomous common use ground service equipment will help create efficiencies across the whole airport ecosystem. Ground service equipment will be operated under a common use, flexible, and technology-driven service model, delivering:

- Improved utilization of assets
- Improved ground service equipment ROI
- Autonomous operations
- Improved operational efficiencies
- Support for airport sustainability goals
- Improved handling of irregular operations
- Enhanced non-aeronautical revenues from per-use charges and dynamic pricing
- Security improvements due to real-time tracking



Increased resilience and up time

Future airports will use robotics to increase resource availability and operational flexibility. This will:

- Enable productivity 24/7
- Support operational resilience
- Improve workplace security and safety
- Reduce down time
- Enable autonomous AI ground services

YOUR PARTNER: SITA

We've been working in the
air travel business since

1949

AS A TRUSTED
VOICE, WE SET
THE STANDARD.

- We are the market leader by a very long way
- We understand your world and how to meet your challenges
- We offer unique interoperability and global standards support
- We are the only player working end-to-end, collaborating across all stakeholders
- We offer unrivaled, unbeatable support

We have the market leading solution for integrated airport management. We offer biometric expertise that's scalable to your airport and interoperable with your existing systems, and across borders. And we have biometrics working in some of the world's busiest airports.

We developed the global standard for baggage management and tracking. And we created our first electronic identity system back in 1996 for the 2000 Sydney Olympics.

Combining our solutions and expertise, we're driving towards a future where airports have a comprehensive view across their domain, from whatever perspective they need. A future where passengers have full control of their journeys.

Together, we can transform airports from simple transit hubs into digital, personalized experiences for travelers across the world.

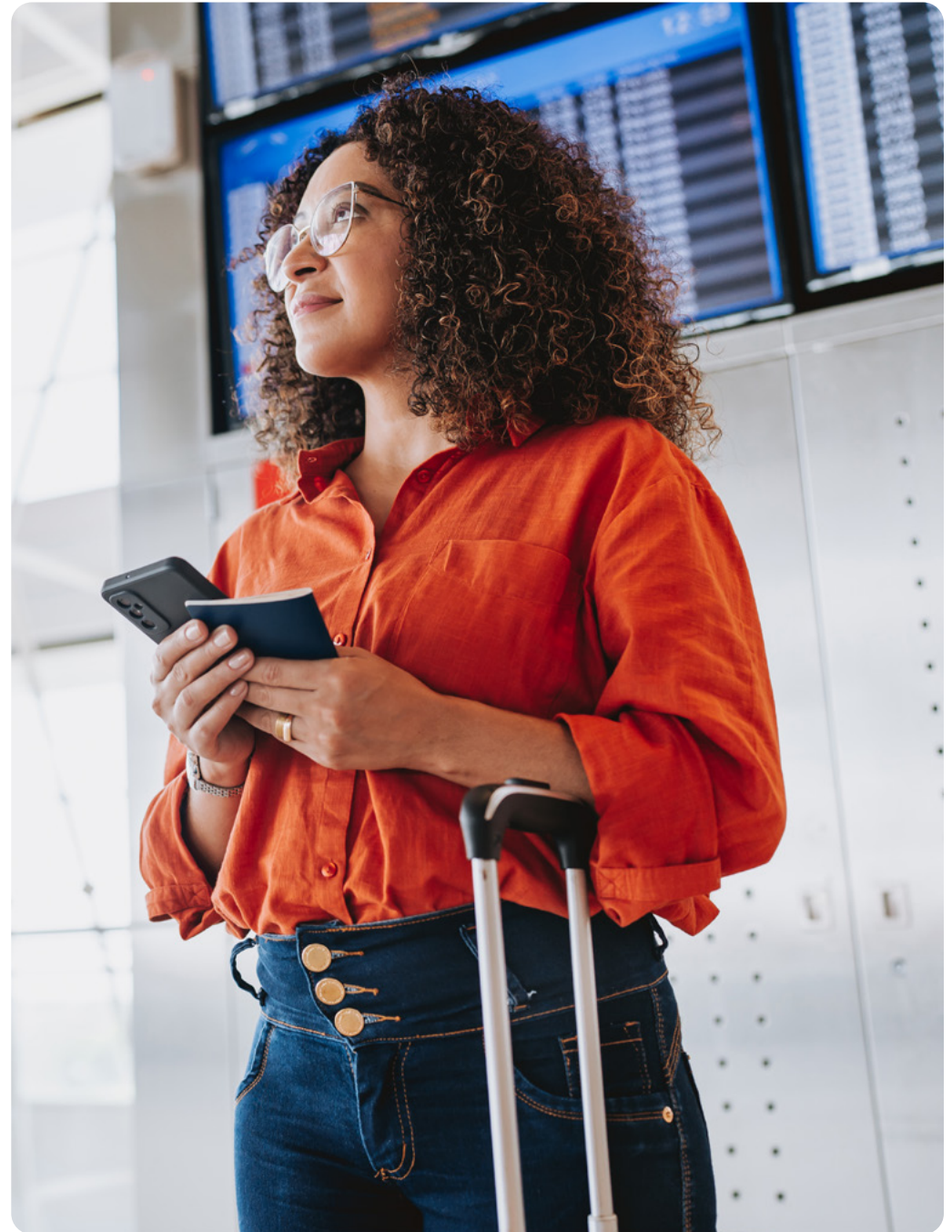
We've done a lot of thinking and what we've discovered is that ideas are easy. It's implementing them in a risk-free way in the live, no-fail, secure airport environment that's incredibly hard.

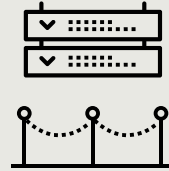
That's where SITA's experience and industry know-how makes all the difference

We find answers that work.



CUSTOMER REFERENCES / CASE STUDIES





JFK

John F. Kennedy International Airport (JFK) serves over 60 million passengers annually. SITA has been awarded projects at JFK for both the New Terminal One (NTO), as the role of Master Systems Integrator, and Terminal 6, as a passenger processing and terminal operations systems provider. SITA plays a critical role in mitigating risks, ensuring project excellence, and fostering collaboration among multiple stakeholders.

The upcoming New Terminal One is set to become JFK's largest terminal, replacing the existing Terminal 1-3. Once completed, it will set a new standard, delivering over 15 innovative solutions, and offering a world-class experience that enhances connectivity for both visitors and residents of the New York region.

At JFK Terminal 6, the focus is on enhancing passenger processing and operational efficiency through the integration of SITA's Common Use technology and IPS's Self-Bag Drop (SBD) solutions, one of the first sites to feature both solutions. These advancements will streamline check-in and baggage handling, ensuring a seamless and more efficient travel experience.

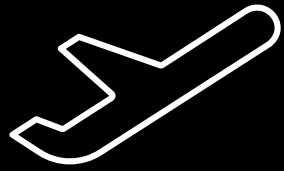


TORONTO

Toronto Pearson International Airport (YYZ) is the largest airport in Canada, and the 40th busiest airport in the world for passengers. SITA partnered with the Greater Toronto Airport Authority (GTAA) to pilot one of the biggest revolutionary innovations yet in airport management.

SITA's Total Optimizer allows airports to dynamically align operations, including operational performance, capacity provision, revenue generation, cost efficiency, passenger experience, and sustainability. Previously airports worked hard to optimize individual workstreams. However, lack of synchronization and conflicting KPIs have held back progress, potentially costing airports millions of dollars in lost efficiency.

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



LOOKING
FURTHER
AHEAD



Many other technologies and trends are already on the horizon, and will doubtless have an important impact on airports. Innovations to consider include faster and more powerful networks, robotics, autonomous vehicles, quantum computing and urban air mobility (UAM).

Airports also need to plan for ever-increasing numbers of electric vehicles, both airside and in airport car parks, and will need to consider upgrades to electric charging infrastructure. Looking even further ahead, as aircraft design changes, and when hydrogen becomes a feasible zero-emissions fuel, airports will need to plan for the management of ammonia on a large scale.

6G networks and beyond

Further advances in mobile – and fixed – networking technology will deliver ultra-high-speed, low-latency networks, enabling seamless integration of the physical and digital realms. With sufficient bandwidth, we can envisage holographic telepresence, enabling remote expert assistance and a fully-immersive passenger experience.

Autonomous vehicles

In the first instance, autonomous vehicles will likely be used for airside airport operations to improve efficiency, safety and sustainability. Autonomous airside vehicles could include self-driving tugs, fuel trucks, and even autonomous aircraft pushback systems.

Future applications could include self-driving vehicles being used for baggage handling, passenger transport and even aircraft servicing. This would be likely to depend on AI-driven traffic management systems to optimize vehicle routes and operations.

Robotics

Relatively speaking, robotics are still in their infancy, but it is possible to imagine future robotic applications. This would however presuppose an intelligent, data-driven, living map of the entire airport and its operations. Applications could include:

- Swarm robotics for baggage handling – coordinated robot teams could autonomously manage baggage, all the way from check-in to aircraft loading, as well as unloading and baggage distribution.
- AI-powered customer service robots – humanoid robots with advanced natural language processing could provide personalized assistance throughout the airport.
- Nanorobotics for maintenance – microscopic robots could perform predictive maintenance on aircraft and airport infrastructure, right down to the molecular level.



FINAL THOUGHTS

DIGITAL TRANSFORMATION ISN'T JUST A CATCHPHRASE; IT'S A BUSINESS IMPERATIVE.

To meet rapidly growing passenger demand, and ensure long-term financial stability, airports need to make better use of their existing physical spaces. They can do this by adopting and integrating new technologies, optimizing processes landside, airside, and off-airport, and empowering their staff.

Technology alone isn't enough. Staff training and effective change management are crucial for success. Well-trained personnel can guide passengers, manage exceptions, and help maintain a positive experience. While automation and robotics can help take over many of the more mundane non-customer-facing activities.

Advanced connectivity already enables everything from mobile check-in to self-bag drop to biometric boarding – and it can all be improved by harnessing the power of artificial intelligence.

What's needed next is better collaboration among all the stakeholders—airports, airlines, ground handlers, technology providers, regulatory bodies and more.

And that's why we're here. Across the globe, SITA is making innovation happen. We're exploring future-proof solutions that can be deployed today, and providing a pathway for what's to come.

So come and talk to us.



SITA AT A GLANCE

SITA: YOUR WORLD LEADING PARTNER

Smoother air travel every step of the way.

- We provide services over the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected.
- Our customers include airlines, airports, ground handlers and governments.
- We work with around 400 air transport industry members and 2,800 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA.
- Through information and communications technology, SITA helps to make end-to-end journeys easier for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.
- With a customer service team of over 2,000 people around the world, we invest significantly in achieving best-in-class customer service, providing 24/7 integrated local and global support for our services.
- Created and owned 100% by the industry, SITA is the community's dedicated partner for IT and communications, uniquely able to respond to community needs and issues.
- Our annual Air Transport and Passenger IT Insights reports for airlines, airports and passengers are industry-renowned, as is our Baggage IT Insights report.



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