



SITA

TRANSFORMING THE
TRAVEL OF TOMORROW

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We are the tech engine of the air transport industry.

You may not see us, but every time a bag arrives on time, a passenger breezes through a biometric gate, or a pilot avoids a storm cell, chances are, we are behind it.

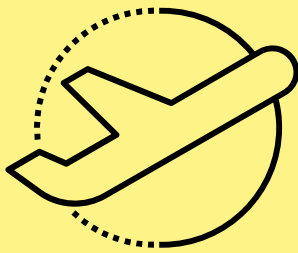


WHO WE ARE

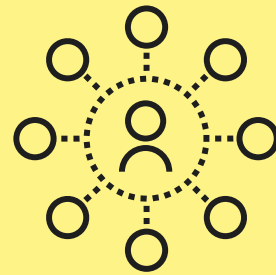
Connecting the world's travel industry for over 75 years

SITA is a global technology company owned by and dedicated to the air transport industry. We design, deliver, and support solutions that make travel easier, smarter, and more sustainable.

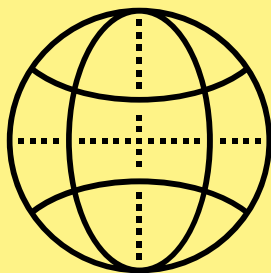
Founded in 1949 by
11 airlines.



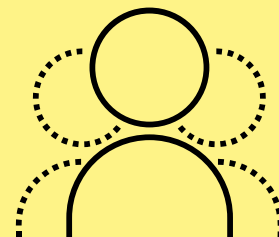
Owned by the air transport
community, not shareholders.



Present in over 200 countries
and territories.



Serving more than 2,500
customers, including airlines,
airports, and governments.



WHY WE MATTER

You might not know us – but our impact is everywhere.

1000+

airports use our systems

19,600+

aircraft operate with our connectivity and data tools

70+

governments rely on us to manage secure and seamless borders

45-50%

of all data exchanged in global air transport flows through our systems

13b+

passenger interactions processed every year

2.2b

border crossings supported annually

308,000t

tons of CO₂ saved in 2024 through our airline optimization tools

We are the invisible infrastructure behind visible improvements in passenger experience, operational efficiency, and environmental impact.

WHAT WE DO

We provide the technology that powers global travel – from airports and aircraft to borders and beyond.

SITA's technology touches every part of the journey. Whether it's checking in at an airport, verifying your identity at a border, or sending data from a plane in the sky, we help the industry operate more smoothly, securely, and sustainably.

Airports

What we power: check-in, bag drop, boarding, baggage tracking, airport operations

The impact:

- Used at over 1,000 airports worldwide
- More than 5,000 biometric checkpoints deployed globally
- 13+ billion passenger interactions per year

What we offer:

- Self-service check-in, mobile boarding, biometric screening
- Shared systems that allow airports and airlines to work together efficiently
- Baggage tracking, mishandling recovery, and status notifications
- AI-powered tools to manage queues, predict disruptions, and track emissions
- Airport operations platforms for turnaround, scheduling, and resource management

Borders

What we power: identity verification, border checks, travel authorizations, threat detection

The impact:

- Trusted by 70+ governments, including all G20 nations
- 2.2 billion passenger journeys supported annually
- 78% faster border processing using SITA biometric gates
- 97% document fraud detection using automation (compared to 85% manually)

What we offer:

- Digital visas and travel authorizations
- Advance passenger checks before departure
- Biometric border control gates
- Risk-based passenger screening systems
- Secure digital identity pilots enabling future walk-through travel

Aircraft

What we power: flight planning, fuel optimization, in-flight data sharing, disruption management

The impact:

- Supporting 19,600+ aircraft
- 308,000 tons of CO₂ saved in 2024 via SITA's optimization tools
- Used by over 6,000 aircraft for fuel and weather efficiency

What we offer:

- Real-time flight planning and emissions reduction tools
- Weather prediction systems that help avoid turbulence and delays
- Communication systems between cockpit and ground control
- Decision-making tools for airline dispatchers and control centers

Communications and Data

What we power: messaging, data sharing, airport updates, mobile app connections

The impact:

- Carrying 45–50% of industry data traffic
- 4 billion operational data transactions and 11 billion messages processed each year
- 750+ airports connected to our global network

What we offer:

- Secure, real-time data exchange for airlines, airports, and governments
- Messaging systems for boarding, baggage, flight status, and more
- Shared infrastructure for rapid deployment of digital services
- API tools for mobile apps, passenger notifications, and operational dashboards



Support and Services

What we power: system support, field services, 24/7 troubleshooting

The impact:

- 1,750 service engineers across 110 countries
- 3 global command centers: Montreal, Singapore, Cairo
- Support available in 60+ languages

What we offer:

- 24/7 monitoring and response for all SITA solutions
- On-the-ground field engineers close to every major transport hub
- Proactive service management and rapid incident resolution
- Global reach, delivered with local expertise



INNOVATION IN ACTION

Shaping the future of travel through co-creation and R&D



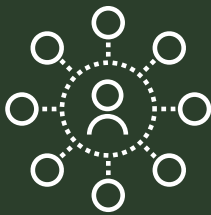
US\$94 million

invested in R&D in 2024



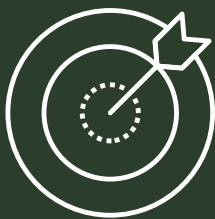
390

patents granted, with 260+ pending



100+

co-innovation programs active with industry partners



Focus areas

artificial intelligence, digital identity, biometrics, automation, climate impact

We pioneered the first Digital Travel Credential based on ICAO standards and continue to develop solutions for urban air mobility, maritime tech, and intermodal rail integration.

SUSTAINABILITY THAT SCALES

Helping aviation reach net zero – and beyond



Net zero target by 2050, with SBTi-validated plan



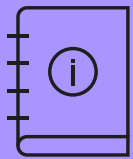
46% emissions reduction committed by 2030



Climate KPIs embedded into product design and internal performance



Key tools: OptiFlight, Eco Mission, Total Optimizer, Smart Path, and more



80+ live programs with customers to reduce emissions and improve reporting

We build solutions that help our customers reduce fuel, energy use, and environmental impact — from the runway to the skies.

BUILT FOR RESILIENCE

Helping the industry operate through disruption

Vanuatu earthquake

Restored airport connectivity and passenger systems within a week

Hajj pilgrimage

Supported smooth handling of 6.2 million pilgrims with real-time coordination

2022 FIFA World Cup

Managed passenger flow and biometric border checks

Paris 2024 Olympics

Streamlined airport access and infrastructure upgrades

Major weather events

Over 400 flight hazards avoided in 2024 through real-time alerts

We're a trusted partner when the pressure is on, keeping the industry moving, no matter what.

WANT TO KNOW MORE?

Looking for story ideas, stats, or expert interviews?

Keen to know more?

Check out this link for more info and to get in touch:



For further information about SITA, please visit www.sita.aero

Contact us:

Contact our global media team:
media.relations@sitaaero.com

Visit our newsroom:
www.sita.aero/pressroom

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[LinkedIn](#)

[YouTube](#)





Registered Office

SITA SC

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

Geographic Offices

Americas

600 Galleria Parkway SE
Suite 1000
Atlanta, GA 30339
USA
Tel: +1 770 850 4500

Asia Pacific

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

Europe

Chemin de Blandonnet 10
1214 Vernier
Switzerland
Tel: +41 22 747 6000

Middle East & Africa

Holcom Building
Cornich Al Nahr
Beirut - Lebanon
Tel: +961 1 637300



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WWW.SITA.AERO