

READY FOR THE CONNECTED TRAVELER?

EUROPE AVIATION ICT
FORUM
ATHENS 2015

Francesco Violante
Chief Executive Officer

SITA



SITA

Create success. Together

EUROPE AVIATION IS BOUNCING BACK

- Passenger traffic 5.2% higher in 2015 v 2014
- Load factors at historic highs
- 188 million more passengers traveling in 2020 (IATA)
- European airlines to add 7,300+ new aircraft to their fleets in next 20 years (Boeing)



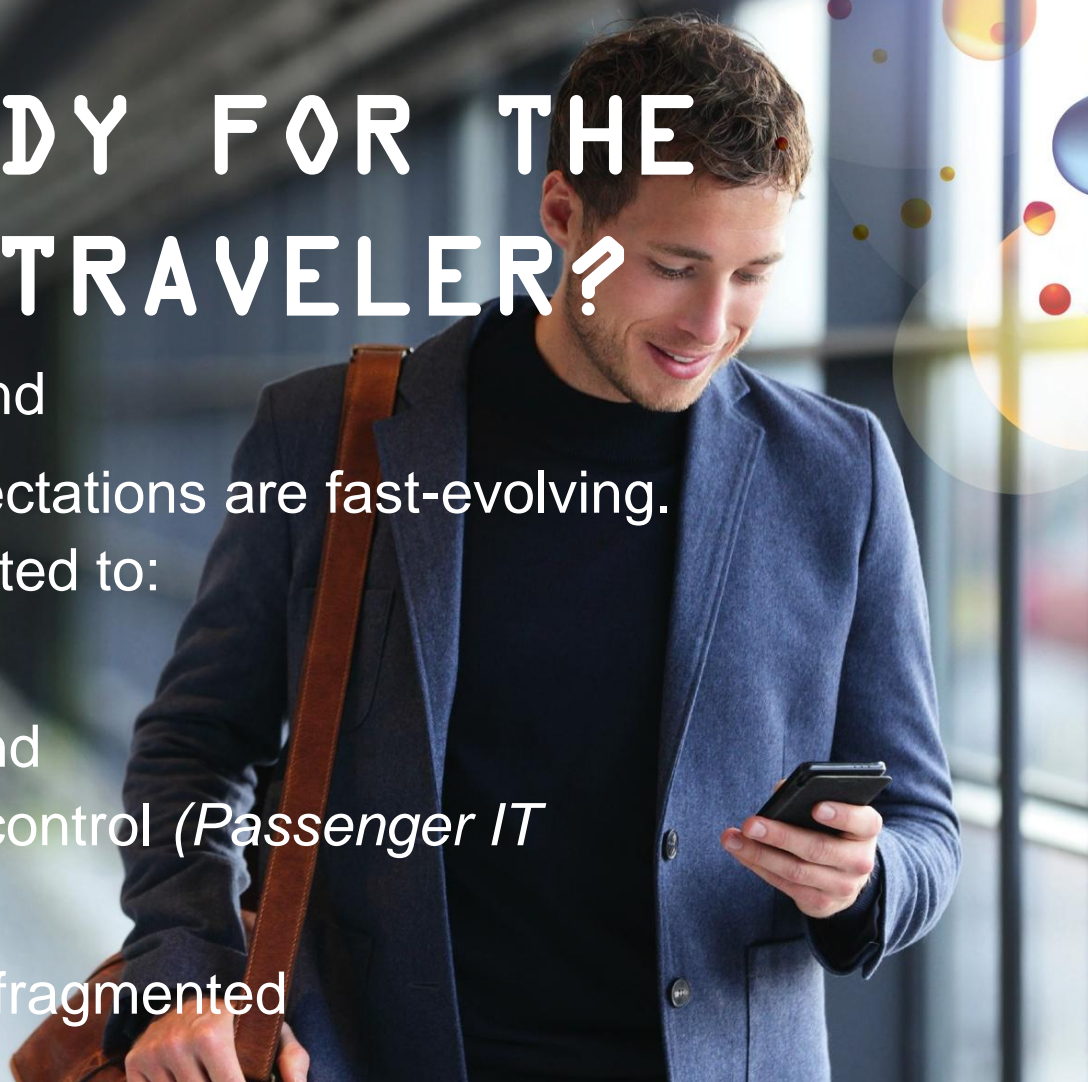
SITA HAS A STRONG PRESENCE IN EUROPE

- 10 of 11 founding members were from Europe
- 40% of SITA members are based in the region
- Strong relationships across all sectors
- We see the trends ...



ARE WE READY FOR THE CONNECTED TRAVELER?

- Connectivity is the big trend
- Connected travelers' expectations are fast-evolving. They expect to be connected to:
 - Tailor their trips
 - Reduce their stress and
 - Stay informed and in control (*Passenger IT Trends Survey*).
- But still the experience is fragmented



TOWARDS THE 'JOINED UP' JOURNEY

- Opportunity to create a seamless experience
- Industry collaboration is key:
 - Standards and integration
 - Common use, shared infrastructure
- Our industry must continue to innovate



TAKING THE END-TO-END VIEW: AIRPORTS

- Airports are investing in the end-to-end journey
- The place where stakeholders connect
- Robust IT infrastructure is critical
- Creating new insights through data analytics



TAKING THE END-TO-END VIEW: AIRLINES

- Airlines are investing significantly to improve the passenger journey
- Leveraging mobile devices and apps
 - Automate and semi automate steps
 - Keep passenger informed – reduces stress levels
 - Source of data that can improve operational efficiency
- Wearables



DELIVERING THE 'ALWAYS-ON' TRAVEL EXPERIENCE

- Transforming interactions with travelers
- Mobile and social commerce
- Delivering personalized services
- Connecting in-flight



CLOSING REMARKS

- The potential of UBIQUITOUS CONNECTIVITY
- Connected travel demands a connected industry
- Standards and common approaches to intelligence and data
- Shared infrastructure for airports and airlines
- Collaboration is key
- Embracing new IT and innovation



THANK YOU