Improving Customer Experience With Digital Identity & Orders:
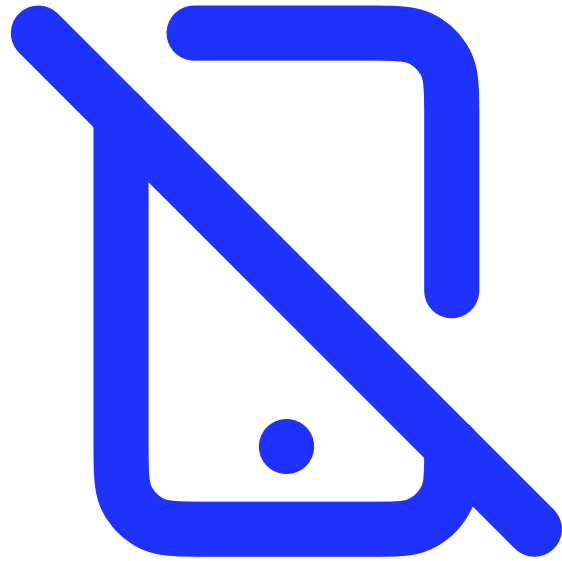
Harry Grewal,
IATA Director of Airport Infrastructure & Customer Experience

IATA WORLD FINANCIAL SYMPOSIUM

IATA WORLD PASSENGER SYMPOSIUM

Silence Your Phone Please

#IATAWFS #IATAWPS #IATAWFSWPS

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Baggage, Border Control & Transfer Remain Key Pain Points

2024 Satisfied **2024 Dissatisfied**
2025 Satisfied **2025 Dissatisfied**

Booking	Final Dest Reach	Search for travel Opt	Check-in	Payment	Aiport Arrival	Boarding	Bag drop	On-Board	Security	Transfer	Border control/Immigration	Baggage collection
85%	83%	82%	82%	81%	81%	75%	74%	73%	72%	69%	66%	65%
5%	4%	6%	7%	6%	5%	11%	10%	10%	11%	9%	15%	16%
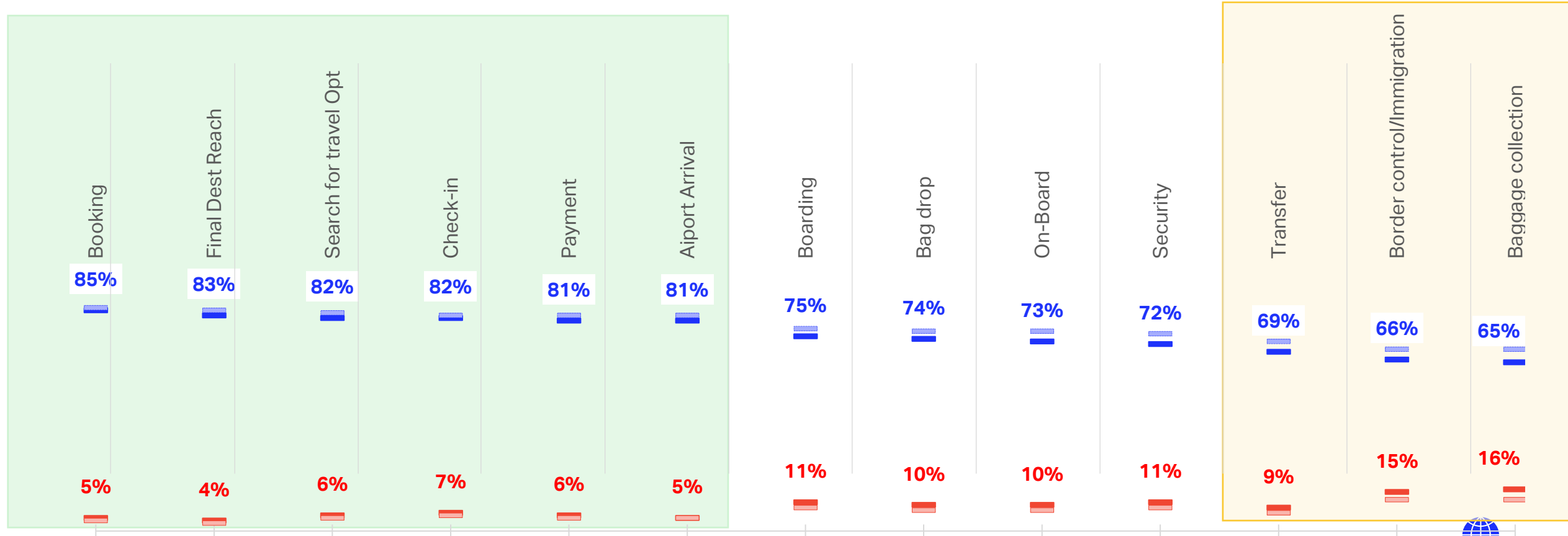
Source: Global Passenger Survey 2025
Base: N (2024)= 13'487, N (2025)=10'534

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Use of Digital and Biometrics Increasing Across Touchpoints

Booking & Payment

Increase in Airline App Bookings
Growth of Digital Wallets

Check-in

High preference for online check in

Baggage

Real-time baggage tracking increasing
Growth in use of electronic bag tags

Border control

Online visa preferred
Willingness to share digital ID

Security

High interest in trusted traveler program
Biometrics preferred

Passengers are ready to embrace digital tools and biometrics to accelerate speed and convenience across every touchpoint.

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Speed Remains the Essence at the Airport

Maximum desired time to get to the gate (without shopping, dining, etc.)

Less than 30min for 73% of the passengers with a carry-on bag only

Less than 45min for 78% of the passengers with a carry-on bag and checked-in bag

Less than 1h for 90% of the passengers with mobility aid or special assistance

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Are we Listening to our Customers?

10 November 2025

IATA Passenger Understanding:

GPS

Yearly survey, >10K global air travelers

- General air travel satisfaction

- Trends

- Zoom in on specific themes (baggage, accessibility, biometrics, etc.)

PaxInsight

Continuous survey within 48h of flight, confirmed airline passengers,

- Satisfaction with total passenger journey (pre-, in-, and post-flight) and KPIs such as NPS, overall satisfaction, etc.

- 150 monthly responses by airline, region and cabin class.

PaxInsight: What do we measure?

Net Promoter Score	Overall Experience Rating	Transversal brand value
		Value For Money / Reality vs Expectations

Pre-flight & On-ground	In-Flight	Post-flight
– Booking – Check-in – Dept. Lounge – Boarding – Transfer Experience – Dept. Airport focus	– Cabin Environment – Seat Comfort – Cabin Crew – Cleanliness – WiFi & Connectivity – Entertainment – Food & Beverage	– Transfer Experience – Arrival Experience

IATA PaxInsight

Domestic and International Passenger Integration Program (DIPIP)

Unlocking Benefits of Mixed Terminals with Biometric Solutions

10 November 2025

AtkinsRéalis   IATA

The burden of passenger segregation

Mandatory separation
of international and domestic
passengers

Additional infrastructure
required to enforce segregation

Duplicated resources,
rigid operations, and inefficiencies

DOMESTIC AND INTERNATIONAL PASSENGER INTEGRATION
PROGRAM

10 November 2025

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VISION

A seamless, shared terminal experience for all travelers.

o   Integration of domestic and international passengers

o   Shared departure lounges

o   Flexible gate allocation

o   Seamless transfers for all passengers

Biometric technology enables secure and seamless passenger integration.
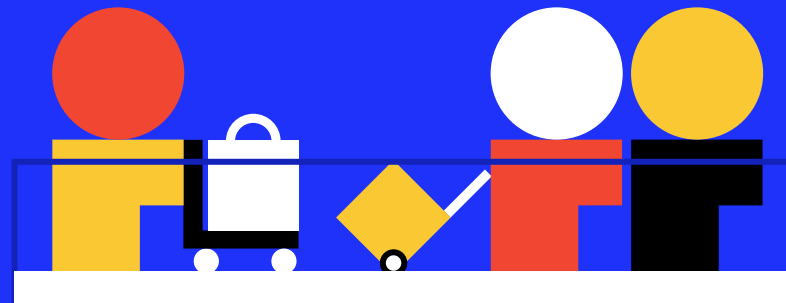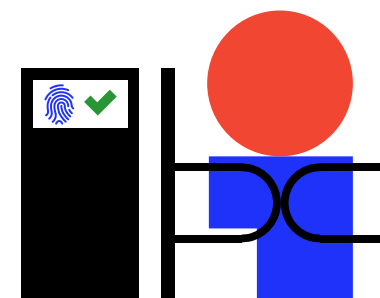
Biometrics enable integration

ENROLL

EXPERIENCE
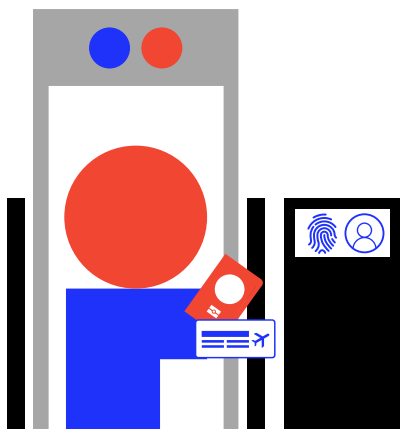
RECONCILE

Passengers enroll once to **validate identity** and documents**.**
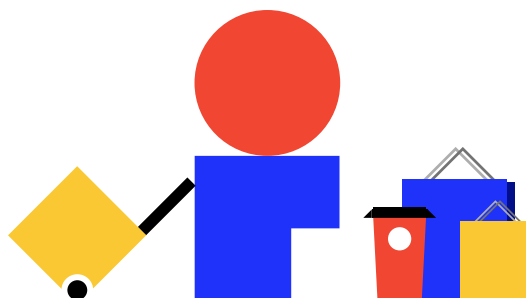
Logical segregation without physical barriers, allowing full access to the terminal.

Biometric reconciliation at touchpoints and boarding ensures compliance.

Benefits

CAPEX
Greater capacity with more efficient use of current infrastructure.

OPEX
Reduced ground handling staffing and utilities costs.

PASSENGER EXPERIENCE
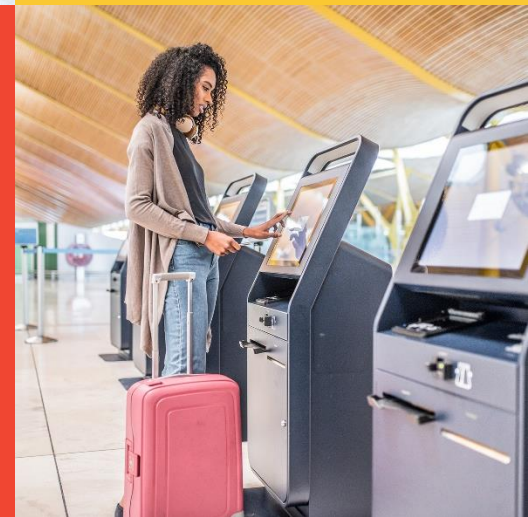Faster processing and greater variety of retail options.

REVENUES
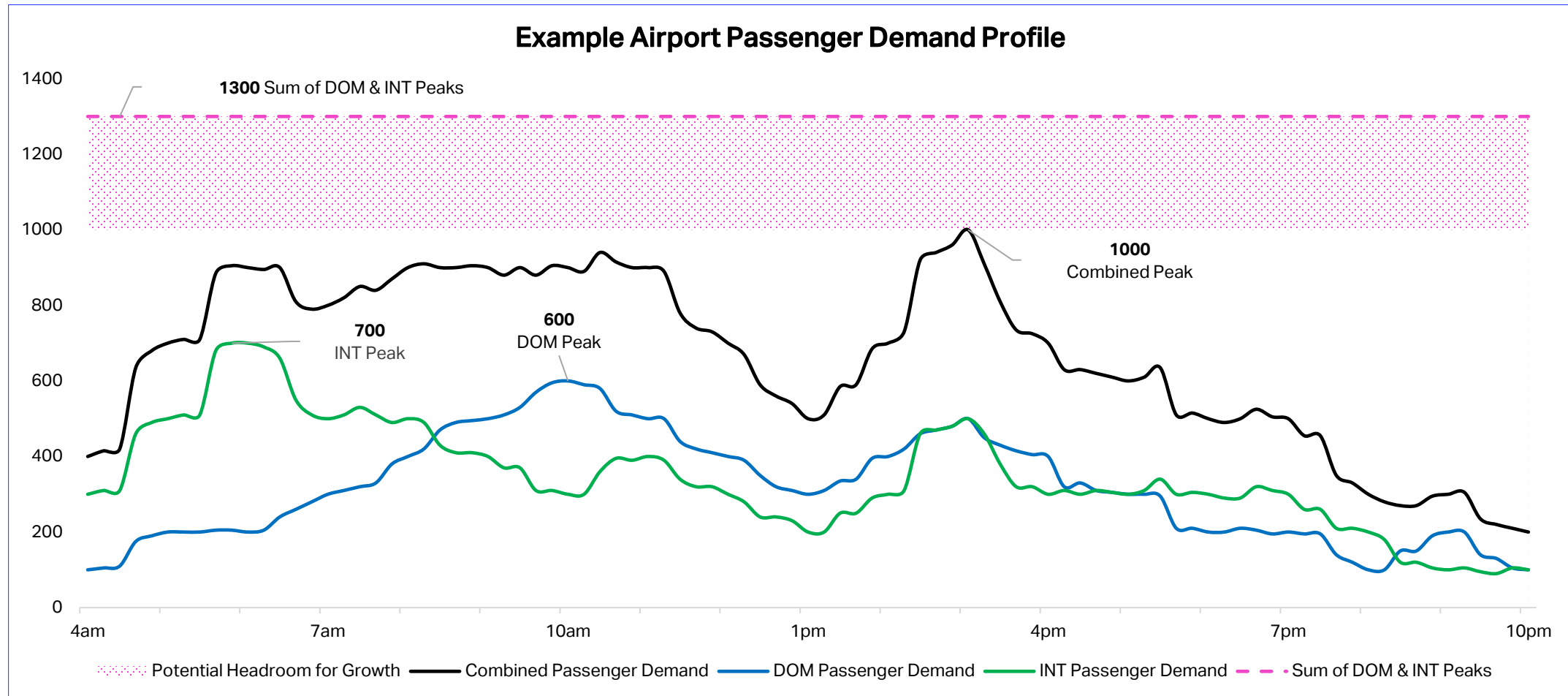Improved MCTs and increased passenger flow through commercial areas.

SUSTAINABILITY
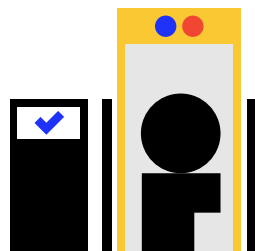Reduced airport operational carbon and airline fuel burn.

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Benefit → Increased Capacity

Example Airport Passenger Demand Profile

1300 Sum of DOM & INT Peaks

1000 Combined Peak

700 INT Peak

600 DOM Peak

Legend: Potential Headroom for Growth — Combined Passenger Demand — DOM Passenger Demand — INT Passenger Demand — Sum of DOM & INT Peaks

X-axis: 4am, 7am, 10am, 1pm, 4pm, 7pm, 10pm

Y-axis: 0, 200, 400, 600, 800, 1000, 1200, 1400

DOMESTIC AND INTERNATIONAL PASSENGER
INTEGRATION PROGRAM

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Solutions and Implementation

END-STATE

Implementation of
- Digital Travel Credential
- Passenger Ready2Fly
- Advanced information sharing

INTEGRATED

Stakeholders' systems integration and data sharing.

BASELINE

Airport only system. Biometrics used as a flow management tool.

DOMESTIC AND INTERNATIONAL PASSENGER INTEGRATION PROGRAM

10 November 2025

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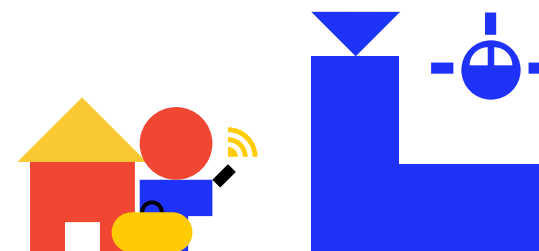
Redefining Terminal Operations

The integration of domestic and international passenger flows is an enabler of **operational excellence** and **passenger satisfaction**.

The time to act is now, let's lead this transformation as an **industry**.