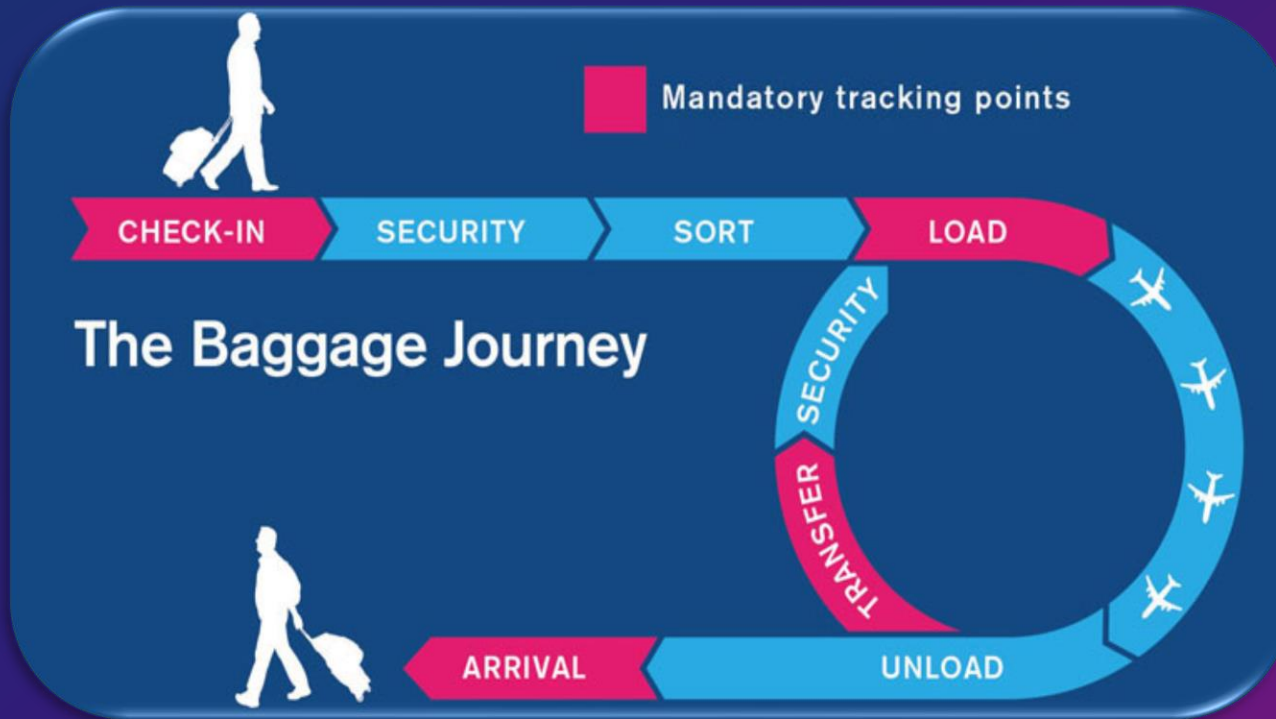


# Overcoming Challenges in Adopting IATA Resolution 753

Presented by Rick Nagy, Principal Product Manager – Alaska Airlines

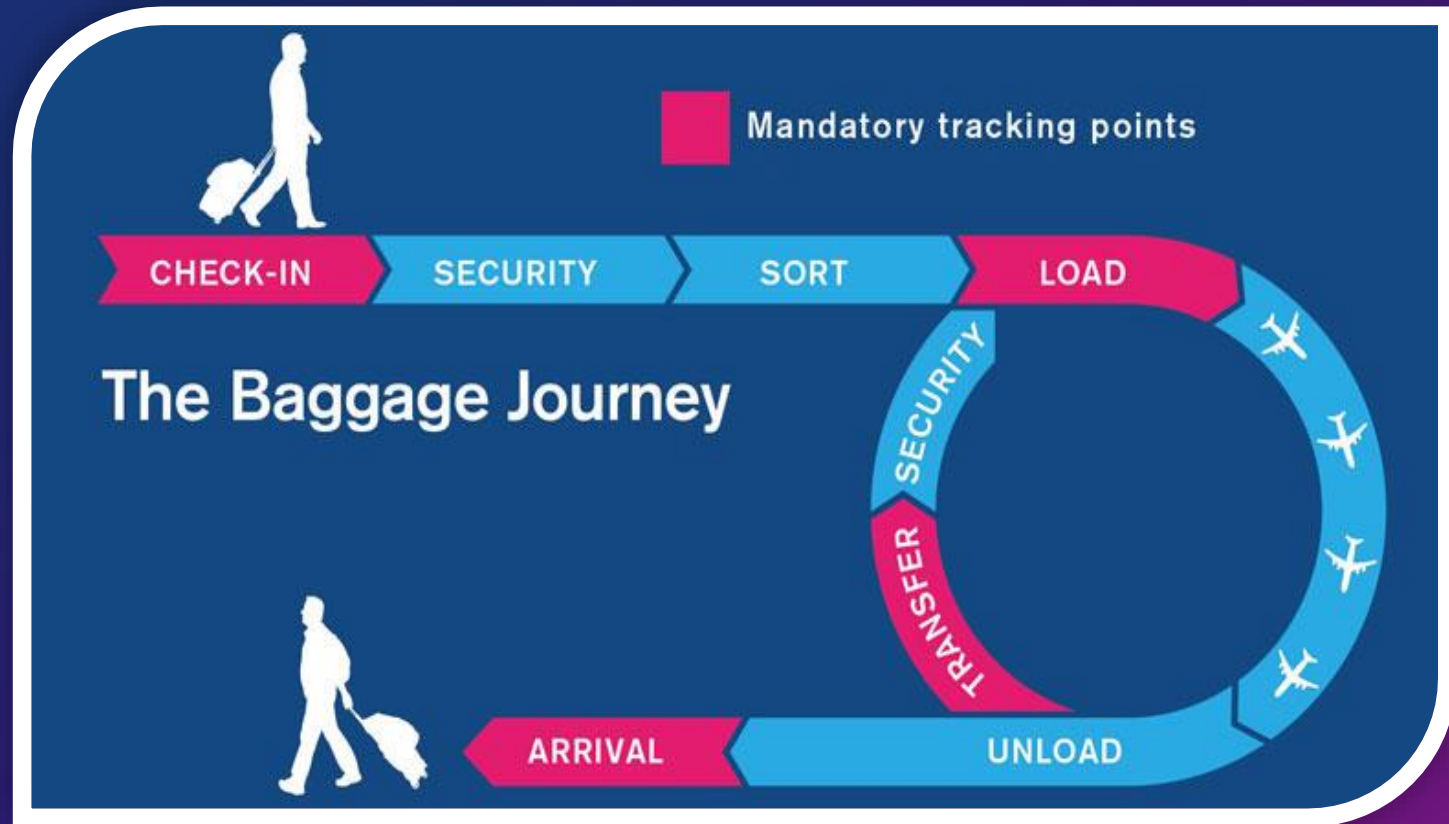
Vice-Chair, IATA Travel Standards Board

IATA Finance and Passenger Symposium – November 4, 2025



# What Resolution 753 Requires

Track every bag at every point.



Improve visibility

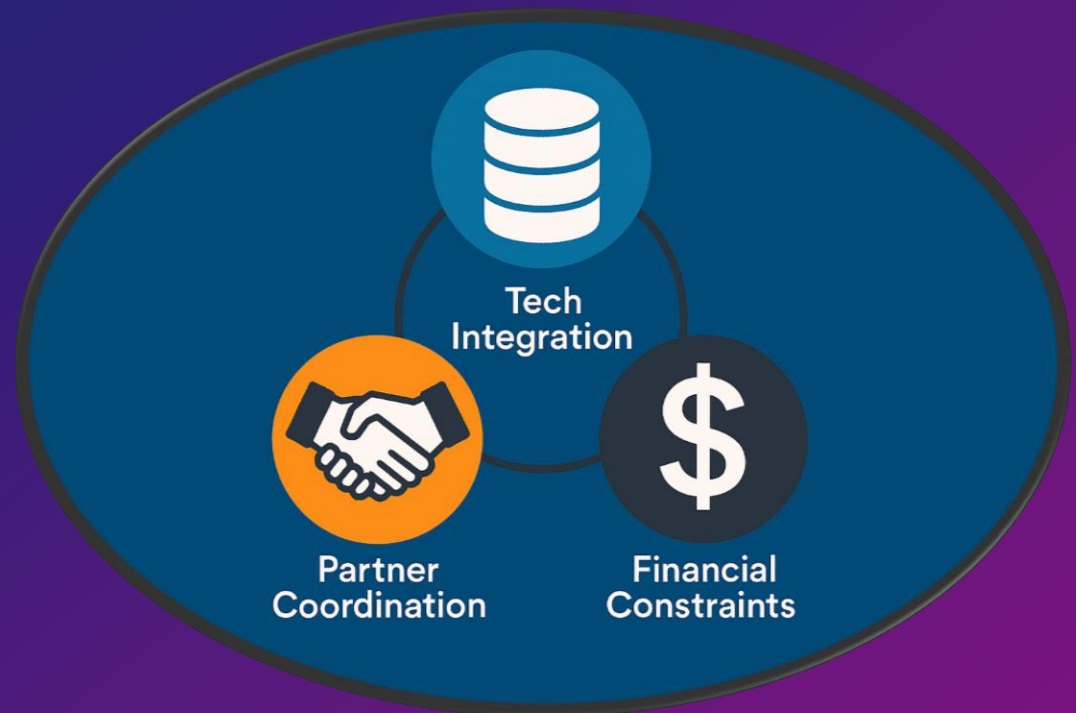
Reduce mishandling

Strengthen passenger confidence

*Alaska* × HAWAIIAN.

# The 3 Key Blockers

- Technology Integration & Legacy Systems
- Interline & Partner Data Coordination
- Financial & Change Management Constraints



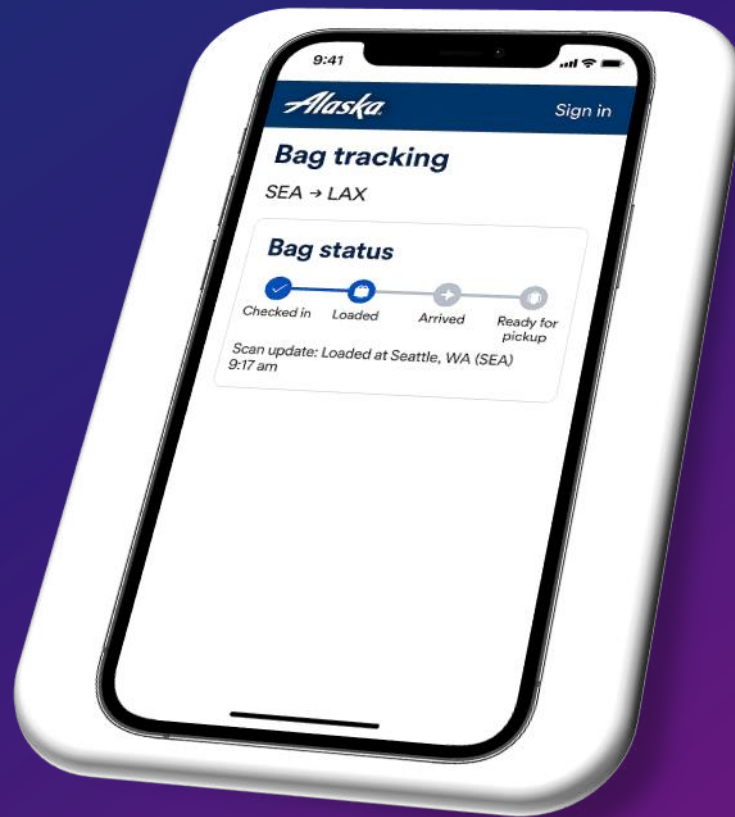
# The 5 Benefits of Compliance

- Lower Mishandling & Compensation Costs



# The 5 Benefits of Compliance

- Better Passenger Experience & Transparency





# The 5 Benefits of Compliance

- Operational Data for Process Optimization

AS23

AT GATE

☐ Origin Tail ETA Gate Local Conn Except. Assigned:  
**JFK N402AS 15:40 N7 60 24 2**  Marlena

[Connections](#) [Baggage Summary](#) [General Remarks](#) [Download Scans](#)

🔥 Hot

<input type="checkbox"/>	Dest.	Flight	ETD	Gate	Bags	FWD	AFT	AVIH	WCHR	Assigned
<input type="checkbox"/>	RDM	QX2414	15:59	Q12	2	2	0	0	0	
<input type="checkbox"/>	🌐 YYJ	OO3470	16:27	Q7	1	1	0	0	0	
<input type="checkbox"/>	YKM	QX2159	16:54	Q16	1	1	0	0	0	
<input type="checkbox"/>	HNL	HA841	16:55	S15	3	3	0	0	0	

❄️ Cold

<input type="checkbox"/>	Dest.	Flight	ETD	Gate	Bags	FWD	AFT	AVIH	WCHR	Assigned
<input type="checkbox"/>	ANC	AS225	17:35	N7	7	7	0	0	0	



Departure View - SEA

Baggage Intelligence Hub

Departures					Flight Filter				Bag Status	
ETD	D -	ETD Status	Ob Flt	Dep Gate	In Carts (Testing)	PSU / Total	At Risk Xfer Bags	Alerts		
15:59	(D-2)	ETD	AS 460 BOS	D7	51 / 53	61 / 66	1	2		
16:24	(D-27)	ETD	AS 752 PSP	N11	84 / 90	59 / 92	0	2		
16:26	(D-29)	ETD	AS 686 SBA	N2	26 / 27	0 / 29	2	0		
16:30	(D-33)	ETD	AS 1411 LAX	C15	79 / 93	0 / 93	14	0		
16:37	(D-40)	ETD	AS 16 JFK	N1	52 / 56	0 / 58	2	0		
16:38	(D-41)	ETD	AS 493 SEA	N10	29 / 31	0 / 31	0	0		
16:41	(D-44)	ETD	AS 551 LAS	N6	47 / 57	20 / 67	2	0		
			AS 1303 SJC	D4	20 / 26	0 / 26	0	0		

Alaska × HAWAIIAN.

# The 5 Benefits of Compliance

- Improved Partner Collaboration

## Bag History

Enter Bag Tag

Passenger Name	Location	Touch Point	Agent	Local Time Stamp	Station	Flight
--	DB11TB	--	AAAGENT	10/25/2025 21:15:54	DFW	707
--	AAFT	--	AAAGENT	10/26/2025 02:28:42	SEA	681
--	PSU	Planeside Upload	5135732	10/26/2025 11:41:10	SEA	681
--	BC 4	Baggage Claim 4	1220325	10/26/2025 15:02:56	SMF	--

# The 5 Benefits of Compliance

- Enabler for Offer, Order & Delivery Future...



OFFER



ORDER



DELIVERY

- But there is a challenge...



# The Baggage Source Message - BSM

- Type – B Teletype Messaging



LHRBAGX .HDQBAA  
041021 BSM  
.V/1LHR  
.I/BA123/04JUL/LHR  
.F/BA456/04JUL/JFK  
.N/0123456789001  
.W/K//23  
.P/DOE/JOHNMR ENDBSM

# 10 Year IATA Baggage Roadmap

- Three Pillars
  - Baggage Information Exchange and Data Standardization
  - Baggage Tracking and Automation
  - Streamlining the baggage claim process, combat fraud and enhancing the customer experience when things go wrong

# Conclusion

- Key Takeaway:
- Adopting Resolution 753 is not just about baggage — it's about enabling aviation's digital future.
- Quote:
- “Keeping bags and guests together.” rnagy