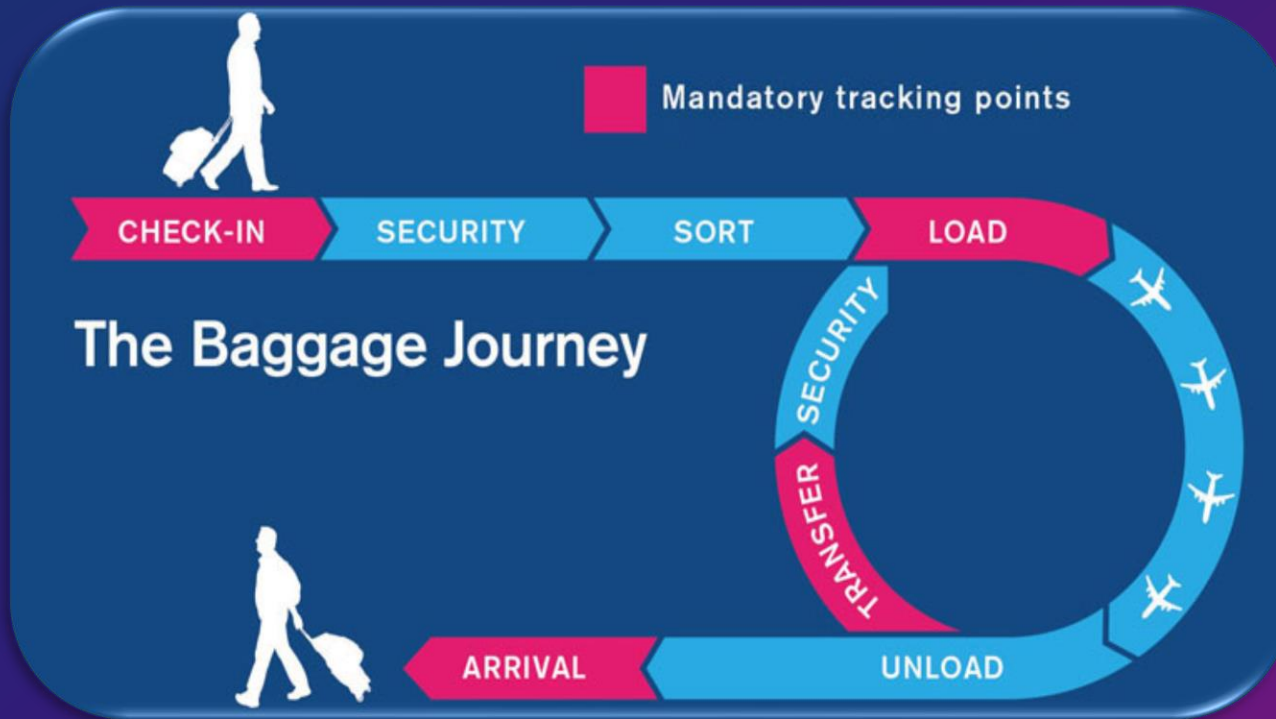# Overcoming Challenges in Adopting IATA Resolution 753

Presented by Rick Nagy, Principal Product Manager – Alaska Airlines
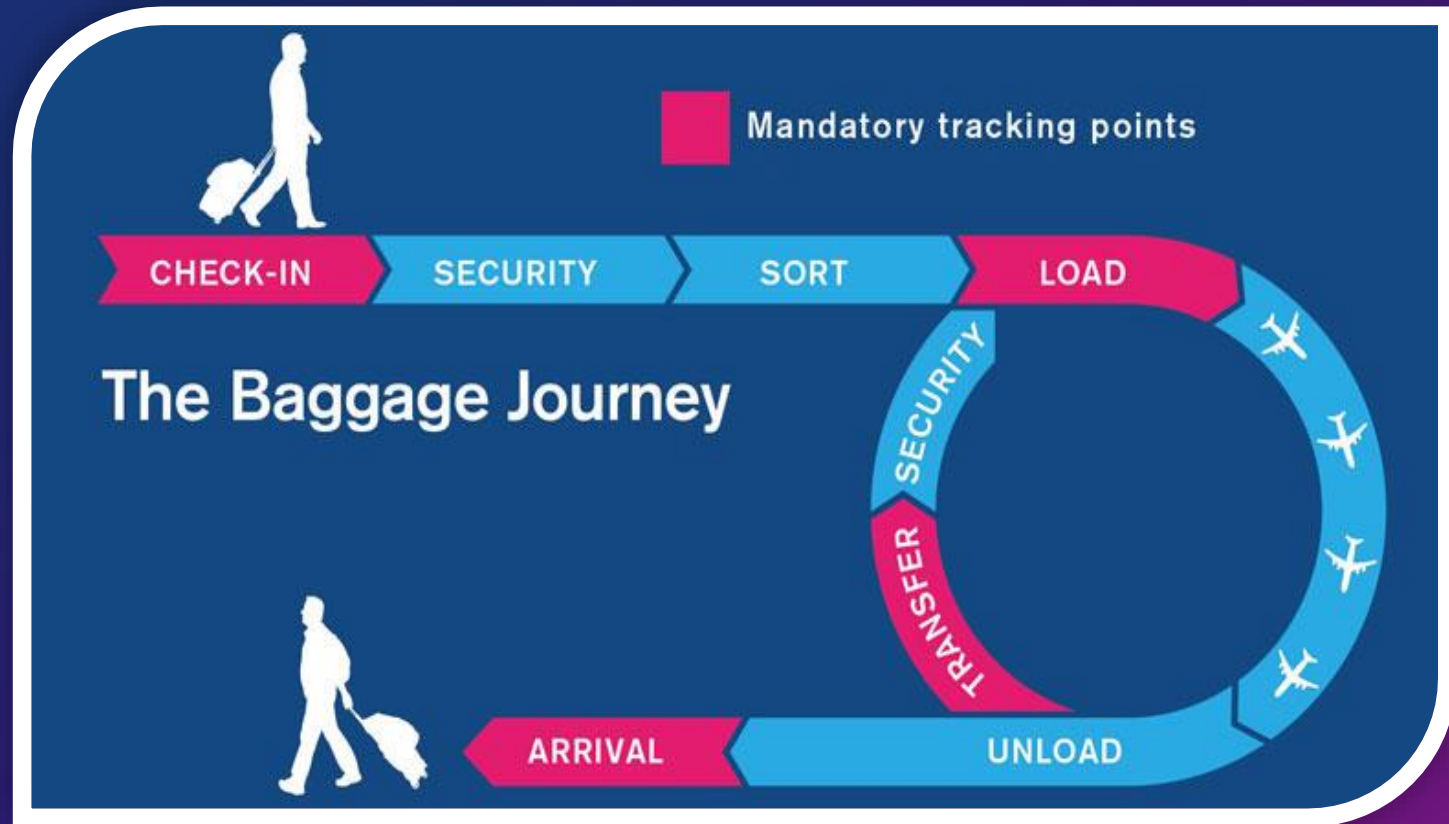
Vice-Chair, IATA Travel Standards Board

IATA Finance and Passenger Symposium – November 4, 2025

# What Resolution 753 Requires

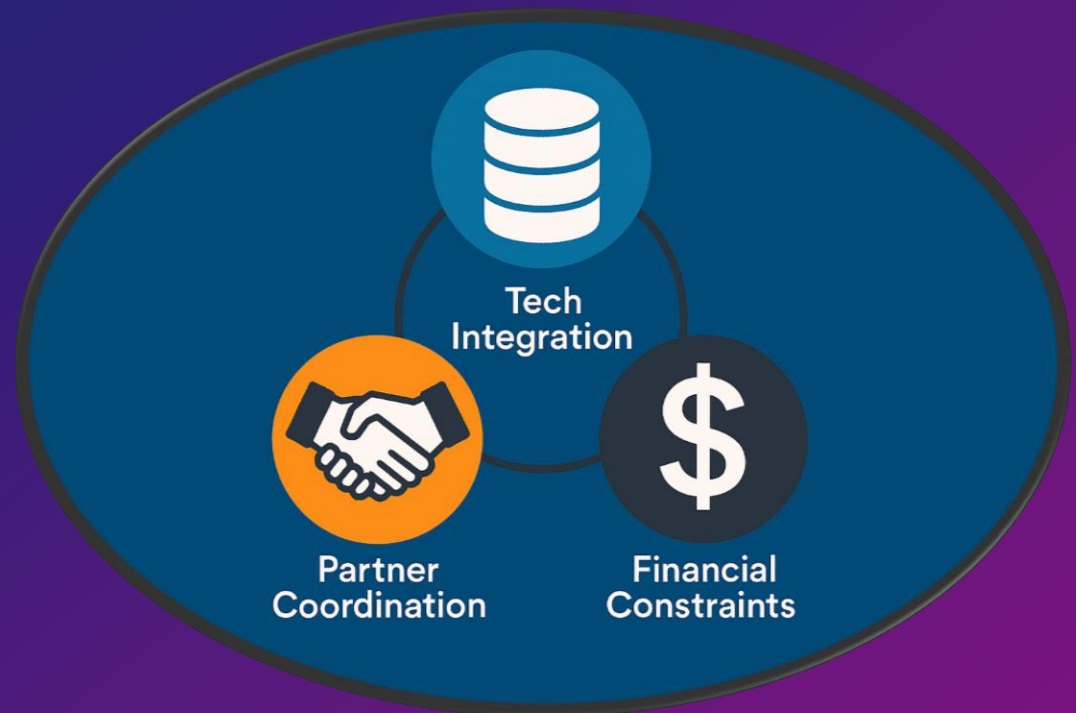Track every bag at every point.



Improve visibility

Reduce mishandling

Strengthen passenger confidence

# The 3 Key Blockers

- Technology Integration & Legacy Systems

- Interline & Partner Data Coordination
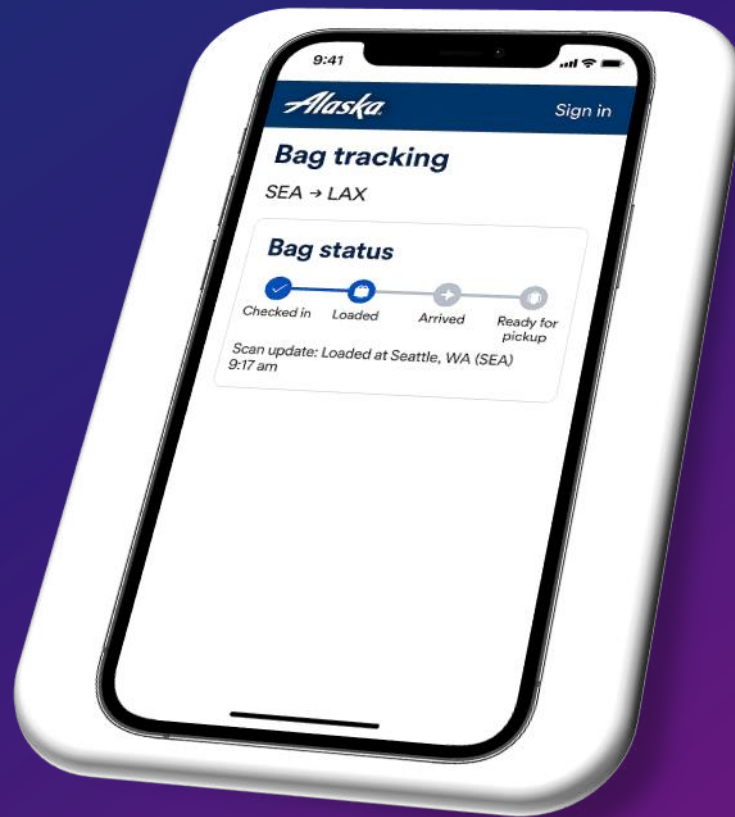
- Financial & Change Management Constraints

# The 5 Benefits of Compliance

- Lower Mishandling & Compensation Costs



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# The 5 Benefits of Compliance

- Better Passenger Experience & Transparency

# The 5 Benefits of Compliance

- Operational Data for Process Optimization

# The 5 Benefits of Compliance

- Improved Partner Collaboration



**Bag History**

**Enter Bag Tag**

512856    [Submit]

| 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 | -- |

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# The 5 Benefits of Compliance

• Enabler for Offer, Order & Delivery Future…



**OFFER** → **ORDER** → **DELIVERY**

• But there is a challenge…

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# 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 Pillers

  - 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