



# Innovation to support Industry Restart

**IATA has pivoted all its innovation efforts towards supporting airlines in their restart activities. While IATA's restart plan is giving broad guidance, our innovation effort focuses on presenting targeted solutions to airlines that fit within this guidance and that offer immediate benefits.**

IATA's Digital Transformation Advisory Council (DTAC) has set several priorities and recommendations to IATA and its Board of Governors:

## COVID-19 / Industry Restart

Regarding COVID-19/Industry restart, it is business critical that the industry delivers:

- Digitalization guidelines to governments for global and scalable passenger data collection for COVID related data (Health forms/Medical credential and contact tracing data...).
- Identity Management standard with focus on Verifiable Credentials which will unlock the full spectrum of contactless travel (including when exceptional data collection measures are enforced in time of disruption).
- Efficient API Data Processing by governments

based approach (Order Number, ticket number...).

## Future of the Airlines' data ecosystem

Regarding the future of the airlines data ecosystem, it is business-essential that the industry delivers:

- The baseline for integrated data ecosystems through acceleration of open APIs, open standards and open architecture as a means to build the path to a new and more(?) efficient industry architecture.

## New Normal Customer centricity

Regarding the New Normal Customer centricity, it is business-essential that the industry delivers:

- Passenger processing customer centricity in end-to-end contactless travel based on One ID and Identity management standards, as well as the efficient processing of API data by Governments (advance admissibility vetting by governments prior passenger journey and for the arrival procedure).
- Customer centricity in retailing through "customer as a reference" in NDC/ONE Order rather than existing transactional



## Pragmatic Innovation to support the Industry Restart: leveraging our innovation tools to offer targeted solutions with near-term benefits to airlines.

IATA is developing a new set of strategic streams for 2021, in line with the current industry situation. Innovation is focusing on the areas covered in these new streams:

### Unlock value chain data

The aim of this stream is to allow the various actors in the supply chain to connect directly for data exchange through:

- More data: data available and accessible across the industry.
- Maximize data exchange: data shared in a timely trusted and open manner.
- Extract data intelligence: airlines empowered to make the best business decisions

#### Innovation activities supporting this stream:

	<b>Accelerate@IATA</b>	<b><u>SEGMENT 1 – ANTICIPATE DEMAND</u></b> (15 Sep- 15 Oct) <ul style="list-style-type: none"> <li>- Supply and demand trend analysis and new ways of forecasting</li> <li>- Using data to identify intent to travel (airline, hotel), passenger sentiment</li> <li>- Market-based capacity planning and coordination: Coordinate capacity and maintain supply</li> </ul>
	<b>Projects</b>	<b><u>Open AIR</u></b> Open Air Directory provides links to airlines' privately designed open APIs.
	<b>Data Science Lab</b>	<b><u>COVID-19 SUPPORT:</u></b> Provide tangible data insights, comparative analysis and visualizations highlighting the impact on flights patterns due to COVID-19

## Commercial Planning

Covid-19 transformed completely how demand could be forecasted. Most of our current demand forecasting techniques became far less relevant with Covid-19. Innovation can play an important role in identifying new ways of dynamically matching supply and demand in a connected world. New sets of data such as general search trends, shopping requests, social media and news sentiment or travel and quarantine rules will become critical data to be dynamically processed to extract intelligence supporting a dynamic matching process of supply and demand.

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	<b>Projects / Initiatives</b>	<b><u>Air Travel Pulse:</u></b> Demand Rebound Tracking. <b><u>Sign up to the Hub</u></b> to receive the Air Travel Pulse updates.

## Stimulate Demand

One of IATA's key areas of support for industry restart is around demand and how it can be stimulated. Shopping behaviors have drastically changed and airlines need to adapt to a new type of demand during and post-Covid. New products and services must be explored and developed as well as innovative solutions to be provided to support the value chain in this direction. A wide range of activities supported by the innovation team has been launched to incentivize passengers to fly again.

### Innovation activities supporting this stream:

	<p><b>Accelerate@IATA</b></p>	<p><b>Segment 2 – STIMULATE DEMAND</b> (8 Oct- 8 Nov): Incentivize passengers to fly again</p> <ul style="list-style-type: none"> <li>- New products during/after COVID, Offer flexibility and ancillaries, including insurance (cancellation, quarantine fees, etc.)</li> <li>- Leverage destination marketing incentives (vouchers, rebates, tax) to benefit airlines</li> <li>- Restore connectivity – facilitating new types of partnerships</li> <li>- Visa Facilitation</li> </ul>
	<p><b>Think Tanks</b></p>	<p><b>Emerging products and services:</b> This idea looks at retailing in general, with two driving objectives: 1- facilitate the onboarding and integration of API providers (including start-ups) by airlines and 2- improve the retailing capacity of airlines (not limited to ancillaries, but all kinds of products).</p> <p><b>Trust:</b> Focuses on building customer confidence in the retail experience. The intent is to provide customers with choice and transparency through further unbundling and travel flexibility, but still (re)building a solid revenue optimization model.</p>
	<p><b>Innovation Matchmaking</b></p>	<p><b>AIR Tech Player responses to COVID-19 Series:</b> This webinar series covering several topics around distribution and retail aims at exposing innovative solutions from startups and IATA strategic partners that can support airlines effort in their rebound strategies</p>
	<p><b>Innovation Sprints</b></p>	<p><b>NDC/ONE Order Travel Agent Onboarding:</b> Develop new processes and the user interface to facilitate an easier onboarding process of travel entities to the airline systems in an NDC and API world.</p>
	<p><b>Data Science Lab</b></p>	<p><b>COVID-19 TRAFFIC IMPACT :</b> Passenger flights predictive analysis</p>



## Contactless customer experience

Contactless end-to-end customer journey is expected (?) to be widely adopted by customers. This stream focuses on activities aimed to create a Contactless and Customer-Centric Travel Experience, enabled by advances in biometrics and the ubiquity of mobile devices. These will help to restore passenger confidence, offer a better experience and reduce cost for airlines and operators.

### Innovation activities supporting this stream:

	<p><b>Accelerate@IATA</b></p>	<p><b>Segment 3 - PASSENGER CONFIDENCE</b> (22 Oct- 22 Nov): Restore passenger confidence and improve experience on the ground</p> <ul style="list-style-type: none"> <li>- Contactless, Seamless Journey</li> <li>- Traveler Safety &amp; Communication</li> <li>- Improve Customer Interaction with airlines and authorities</li> </ul>
	<p><b>Projects</b></p>	<p><b>One ID</b> aims to deliver trusted identity including digital travel document, digital travel authorization and any other document necessary to enter a country</p>
	<p><b>Think Tanks</b></p>	<p><b>Customer as the Reference.</b> The concept leverages on the capabilities developed by the One ID program to recognize the customer first, using the credentials of the customer's choice rather than requiring the customer to present a transaction reference as a condition of claiming a service.</p> <p>The <b>Airline Retailing (AIR) Think Tank</b> Building from the TrulyMe idea from the 2019 AIR Think Tank, this concept leverages technology advances made by the One ID project and extends the use of the technology from facilitation use cases to distribution</p>

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