



APCS Strategic Partners Virtual Think Tank for Post COVID-19 Crisis: "Re-launching the Industry"

Virtual Think Tank Summary

On April 8th, 2020, two Virtual Think Tanks were made available to IATA's Strategic Partners offering them the opportunity to explore and develop ideas to support the aviation industry post Covid-19. The objective was to openly discuss and examine programs, activities and initiatives that could enable the airline industry and its ecosystem to relaunch operations in the post-Covid 19 environment. These virtual brainstorming sessions were delivered in accordance with competition guidelines provided by IATA legal. Members of the Travel Standards Board, comprised of airlines, were also present during both calls. Both sessions were well attended by SPs, travel Board Members and other relevant IATA departments¹. Very good feedback² was received from SPs during and after the sessions.

The sessions focused on 2 main themes;

- "How do we restore passenger confidence and motivate them to travel after the crisis?"
- How best to address the restart: "Passenger processes, as we know them today, will change. What new standards, best practices or processes will have to be considered post crisis?"

Restore Confidence

In order to restore confidence; the participants all agreed that cooperation with other International Organizations will be crucial for coordinated communication, measures and processes. Furthermore, confidence should not target only the passengers but the staff and crew as well. The passengers need full trust on a "healthy journey". As Corporate Communications already conducted Passenger Confidence Survey, the airline participants suggested that similar surveys could be sent to their frequent travellers as well.

Other activities must also be considered around a coordinated communication. The passenger will need confidence on the infrastructure and will rely on consistency of the processes across airports. Touchless touchpoints, assurance of safety distances, implementing holding areas, using thermal imagery analysis in public areas to identify potential issues, access to sanitizers, gloves, swipes and masks to staff are amongst ideas raised that could establish confidence in the safety of flying for the entire "aviation" ecosystem" to relaunch.

In terms of useful solutions as tools that could be used to restore confidence; Enhancement of TIMATIC solutions and other applications that would provide information on opening of routes were raised as well as health declaration Passengers (eHealth declaration) using general ledgers principles relying on self-declarations.

Tackle the Re-start

The passenger journey process steps³ were used to discuss the requirements to enable a "re-start". In terms of passenger process, most agreed that the principles of OneID, that enable touchless processes, should be accelerated. Turning the crisis situation into an opportunity was the aim of the discussion.

The participants supported the reduction / removal of touchpoints using LCC models (mainly related to check-in and bag drops) where possible and pursuing the Common Use efforts and Baggage improvement already triggered.

Security access and security screening seems to remain (at restart) an issue to maintain social distances; among ideas raised was the push for Family Lanes and use of non-intrusive technology where feasible (ie. Security Scanners) with minimal divestment required (CT). Today, travelling with hand baggage only allows passengers to avoid some physical touch point; solutions could be further improved to support this and optimize the baggage flow and handling.

The main concern about boarding and on-board seating will be to maintain the social distancing which could result in a longer boarding time and un-optimized aircraft space utilization that could lead to 40-50 % less capacity for airlines; good during re-start but would not be sustainable in the long term.

A question around Border Control, was raised as some States mandated fingerprints for authentication - will this disappear going forward to enable other touchless technologies is which could impact OneID principles of interoperability?

The confidence of passenger to re-start flying seems to be directly correlated to the measures in place to allow re-launch. An important dimension that participants raised is the criticality for passengers as well as all other industry stakeholder to have full trust in measures in place to allow any return to the "new normal". The term trust was used more often than "confidence" during the sessions.

¹ See Appendix E

² See Appendix D

³ See Appendix B



APCS Strategic Partners Virtual Think Tank for Post COVID-19 Crisis: "Re-launching the Industry"

Appendix A : Brainstorming main discussion points

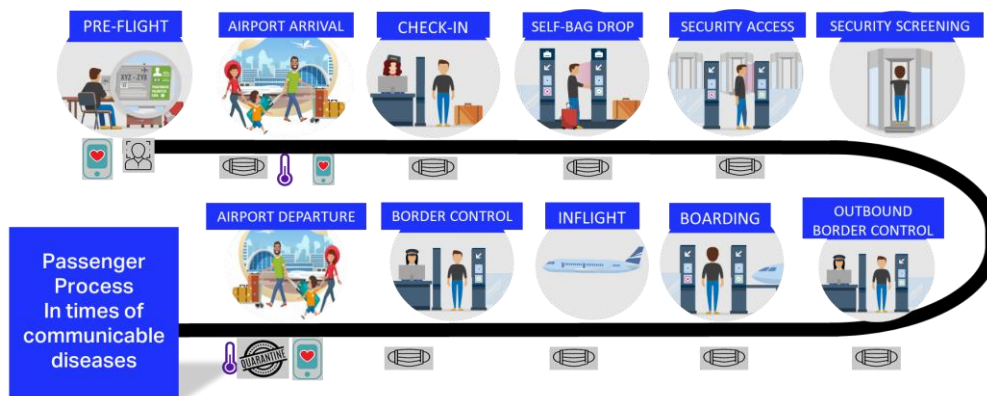
Call #1 notes / ideas parking lot:

- Survey the confidence (not necessarily GPS) of PAX in travelling
- Confidence Survey to be dispatched to Airline's Frequent travellers programs
- TIMATIC Push notification / lifting bans
- safe to fly status (like ready for carriage on cargo) / health certificate
- scientific reports to support confidence
- Heath certificate / ESTA equivalent (web portal)
- Social distancing at airports: line on ground / holding areas / CCTV with thermal imagery
- Self-service transactions / Kiosk process to be triggered by own mobile phones
- LCC model (no kiosk) to consider for airport touchpoints
- restore confidence of staff, crew is important as much as restoring PAX confidence in flying
- Family segregation at airport
- An endorsement or co-sponsored campaign-message with W.H.O. would leverage the brand equity of both IATA/WHO helping pax with the "trust" element
- Infrared Thermal CCTV is sufficient to assess PAX fever in public areas?
- some standards exist but not yet all connected. the key element is that we as airlines have to establish your identity based on your PP. One ID will bring this closer
- health protocol should be defined and considering that there will be contaminated people around us. We must reassure the passenger that even if there is someone sick around everything possible is being done to avoid contamination.
- Travelling with hand baggage only today allow you to have no touch point with current standards.
- Avoid fingerprints for border control
- industry should make sure that travellers are aware of risk and mitigations in place – Communication
- As solution providers, installing systems at airport still need physical presence, in particular in going to automation, gates, biometrics.... but for meeting, sure, things may change for some of them
- "reverse risk assessment"
- Business travellers would travel, as we are aware of what we can do to use mobile, such technologies
- Mobile control of kiosk device could provide from Platform Providers if airline CUWS services allow it. Thus, development cost of airline application could be decreased
- Another way reducing direct touch points is strictly reducing the use of paper documents (BPs & BTs).

Call #2 notes / ideas parking lot:

- Consistency of measures / process is key to confidence and relaunch
- accelerate OneID principles
- Use of general Ledger (Blockchain) for Health certificate to enable flying.
- Carriers not responsible to verify health / provide guarantees/ just to verify
- Self-declaration versus authority-based health "credentials"
- History of travel required for Authorities part of health declaration
- Digitize the VISA Offices
- "Never waste a good crisis" – opportunity to do things better!
- The more information the passenger has, the more confidence they feel to travel.
- Airlines to offer gel and masks
- Use of fabrics and material that don't "retain" the viruses onboard the aircraft and at airport (Kiosks, etc.)
- Realtime tool for airline agents to know which borders are open, what journeys are valid - chaotic situation for today
- Introduction of PPE to frontline staff to generate confidence
- Push for contact less EBT uses
- Some emphasis on home tagging from the industry could help mitigate interaction at the airport.
- The kiosk immigration/arrivals process can be replaced by the same processes running on the traveller's smartphone.
- Combined WHO/IATA campaign to restore PAX confidence
- Better understand PAX fears/needs in the COVID world (PAX survey and potential "risk analysis" done from the different categories of PAX perspective, what would drive a family to book a flight, a business traveller, what would stop him/her/them...
- Inform passenger about their increasing ability to fly to somewhere from somewhere (positive communication). A request to fly somewhere could be lodged somewhere by a PAX and he will get an alert when the destination becomes available.

Appendix B : Passenger Process steps and touchpoints





APCS Strategic Partners Virtual Think Tank for Post COVID-19 Crisis: "Re-launching the Industry"

Appendix C : Participation:

Call 1 : AM call (0700 Zulu time)

Airlines/ Travel Board participants :

- LH - Deutsche Lufthansa
- KL - KLM
- EK - Emirates
- HR - Hahn Air

Airport Representation:

- NAA – Narita
- LHR – Heathrow

Participant Overview:

- 4 Airlines
- 2 Airports
- 14 SPs
- IATA representation

Call 2 : PM call (1600 Zulu time)

Airlines/ Travel Board participants:

- AA - American Airlines
- AS - Alaska Air
- EK - Emirates
- HR - Hahn Air
- LH - Deutsche Lufthansa
- UA - United Airlines

Airport Representation:

- DXB Dubai International
- MCO Orlando International Airport
- YUL Aeroport de Montreal
- YYZ Toronto Pearson - GTAA

Participant Overview:

- 5 Airlines
- 4 Airports
- 33 SPs
- IATA representation

Appendix D : Sample Feedback (taken from chatbox on Teams)

Amadeus	<i>" 8.5; very good discussion and nicely moderated / Very worthwhile - good to hear everyone's perspective - thank you "</i>
NEC	<i>" a great discussion and some good thinking points. Thanks all and stay safe! "</i>
London Heathrow	<i>" 8.5 - really impressed "</i>
VisionBox	<i>" Thanks everyone! Meaningful exchange! WeAreInThisTogether 🙌👏 "</i>
Worldreach Software	<i>" Thanks all. Another meeting beckons. Stay safe. "</i>
SITA	<i>" Thanks all - very good discussion - step by step we'll find the right measures to bring our industry back to life in the best way. "</i>
GTAA	<i>" Thanks all from GTAA, very informative "</i>
ADB SAFEGATE Airport Systems	<i>" Thanks you all a very informative session "</i>