

IATA Think Tanks

Think Tanks are year-long collaborative design thinking activities with output of an industry white paper (where the ideas are articulated) and PoCs that are presented at the respective IATA industry event.

Airline Industry Retailing

distribution and retailing

Airlines:

Air France – Etihad – Finnair – IAG - Japan Airlines – KLM
Turkish Airlines – United Airlines

Partners:

Accelya – Amadeus – Discover – Mastercard – Mystifly –
PROS – Travelport – Travelsky – Expedia

Customer

Redesign the airport experience based on specific customer needs (i.e., time of day, shopping profile, preferences, etc.) to foresee demand and supply of goods and services.

Discoverable capabilities

Deconstruct the travel industry in Lego-style building blocks of capabilities.
Decentralized marketplace.

Retail Intelligence

Knowing the customer based on data. Role of A.I. in other types of retail systems.

March	31	Intro call, startup pitches
April	21	Brainstorm, subgroup creation
May	27	Brainstorm, idea pitches
June	16	Progress discussion
July	20	Progress discussion
August	25	Progress discussion
September	TBD	Progress discussion
October	28	DDR Symposium

Digital and Data

process digitalization

Airlines:

Air France – Cathay Pacific – Easyjet – Emirates – Gulf Air –
IAG - Japan Airlines - JetBlue – Turkish Airlines

Partners:

Google – McKinsey – Microsoft - OAG

Contactless Experience/Customer as the Reference

Using tech (e.g., VC and DID) to remain in contact with customer throughout the journey but without having to touch any airline- or airport-provided devices

Shopping Data

Potential new data sources to better anticipate customer's wishes and behavior. Shopping data including understanding what customer's look for to construct personalized offers.

Sustainability and Environment

Using AI for special sustainability areas like: Food management /optimization, water management, waste management, onboard connection to download real time wind patterns to optimize flight plan, time and therefore fuel consumption, weight / loss program etc.

April	14	Intro call, startup pitches
May	4	Brainstorm, subgroup creation
June	9	Brainstorm, idea pitches
July	16	Progress discussion
August	13	Progress discussion
September	1	Progress discussion
October	28	DDR Symposium

Financial

cash management & payments

Airlines:

Copa Airlines – Etihad – Finnair– Hahn Air – Kenya Airways–
Lufthansa – Malaysia Airlines – RAM – United Airlines

Partners:

Amadeus – Kentox – Mastercard – Visa – UATP - Worldpay

Currency risk @ money journey

Regain control over currencies to collect money.

Payment innovation

Brainstorming potential focus areas like new forms of payments and digital currencies.

May	11	Intro call, startup pitches
June	15	Brainstorm, subgroup creation
July	6	Brainstorm, idea pitches
August	10	Progress discussion
September	14	Progress discussion
October	12	Progress discussion
November	9	Progress discussion
December	TBD	WFS Special TT webinar

Members

2021 Themes

Planning