

SITA

Industry overview

+4.6%

Overall global passenger traffic growth, set to grow 6.7% in 2025.

\$8.9bn

\$8.9 billion in airport IT spend in 2024.

+8bn

IATA expects over 8bn passengers by 2040, that's double today's numbers.

\$115bn

Global market for digital identity solutions projected to reach \$115bn by 2032.



Travelers' voice

SITA Passenger IT Insights 2025



Travelers' voice key takeaways

DIGITAL-FIRST JOURNEYS AS THE NEW BASELINE



66% would pay for faster airport processing,
78% want end-to-end baggage tracking, and
79% are ready to adopt digital identities on their
phone

FAST, FRICTIONLESS JOURNEYS



62% would choose biometric checkpoints over
traditional border counters.

VISIBILITY & TRUST AT EVERY STEP



79% would provide their digital identity and
biometrics in advance of travel.

BAGAGGE CONFIDENCE



78% would pay for end-to-end baggage
service.

Travelers' voice key takeaways

FULLY DIGITAL, MOBILE-FIRST EXPERIENCE



+4.6 billion people use internet on mobile devices every day – *that's more than half the world's population.*

SUSTAINABLE TRAVEL WITHOUT COMPROMISE



9 in 10 would pay more to cut emissions.

SIMPLER, SMARTER INTERMODAL JOURNEYS



8 in 10 prefer someone else to build their intermodal itinerary.

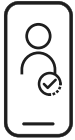
SUPPORT WHEN IT MATTERS MOST



Welcome automation, but want human support at stressful points 40%-50% on average

LAC Passengers are already digital – why isn't travel?

Two key survey findings for requested improvements to the passenger journey at LAC airports:



Nearly 70% in Brazil want reduced airport processing time
(vs. 64% globally)



42%: want real-time journey updates via app
(vs. 35% globally)



LAC Passengers are already digital – why isn't travel?



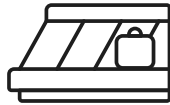
87%: expect to book at least one intermodal trip
(vs. 70% globally)



95%: want digital wallet for travel documents
(vs. 87% globally)



67%: willing to pack less luggage for sustainability
(vs. 55% globally)



83%: would pay for end-to-end baggage services
(vs. 78% globally)



Contributing to our customers' success



Aruba

1st Digital Travel Pilot
in the world

Proof of Concept
with Delta Air Lines



Colombia

1st Airport
Collaborative
Decision Making
(A-CDM) in Latin
America



Dominican
Republic

1st Border control
gates in the
Caribbean



Jamaica

Digital Travel
Declaration solution



Peru

New standard for
transforming the
passenger
experience

Partnership with LAP
and Migraciones