



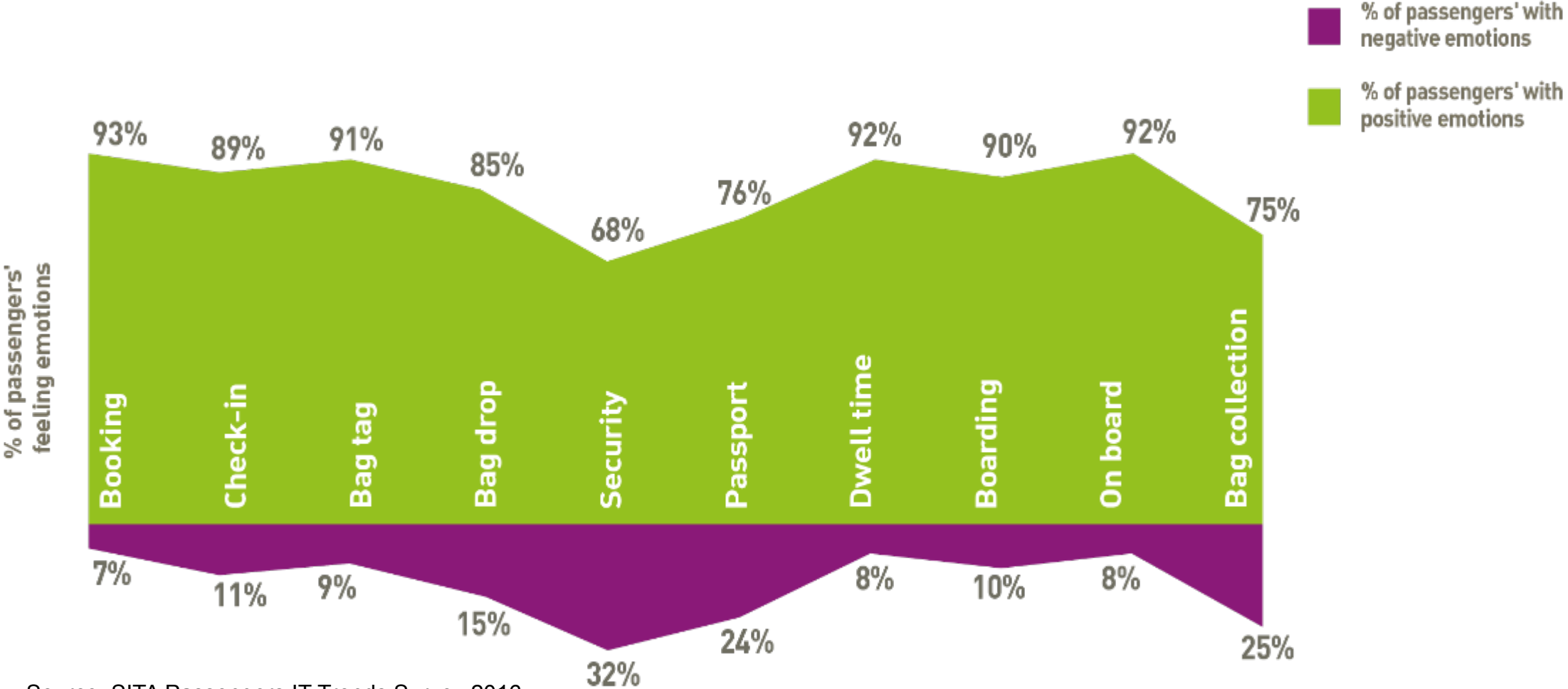
NEXTGEN FACILITATION & TECHNOLOGY

Digital Connectivity

Dr Carlos Kaduoka, MRAeS

SITA
Create success. Together

EMOTIONAL EXTREMES DURING THE JOURNEY IN 2016



Source: SITA Passengers IT Trends Survey 2016



Create success. Together

PASSENGER PROFILES



34%

CAREFUL PLANNER



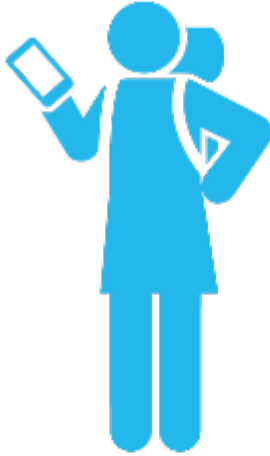
14%

HYPER-CONNECTED



14%

PAMPERED



9%

OPEN-MINDED ADVENTURER

Source: SITA Passengers IT Trends Survey 2016

CLOSING REMARKS: THE ROLE OF TECHNOLOGY

- Technology plays an important role to supports the airport's stakeholders' operational objectives but also to provide passengers with an enhanced experience
- Passengers prefer technologies as it gives them more control during their journey
- Multi-channels are key to meet the needs of the different passenger profiles

THANK YOU



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