

SITA

Maximizing the Potential of Tourism, Travel, and Commerce with Digital Identity

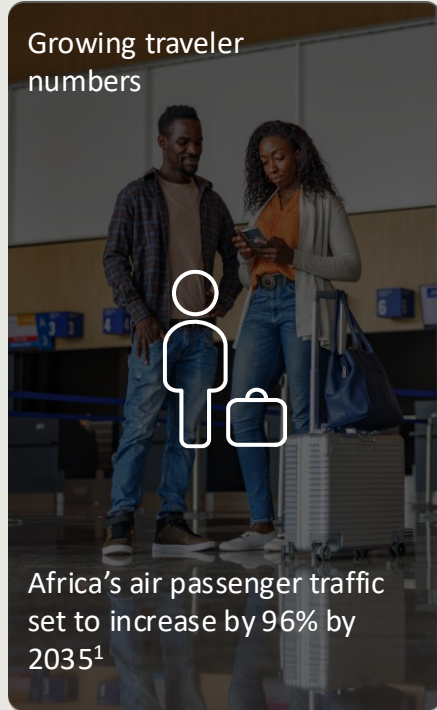
Andy Smith

Senior Director of Industry and Innovation, SITA




Market drivers

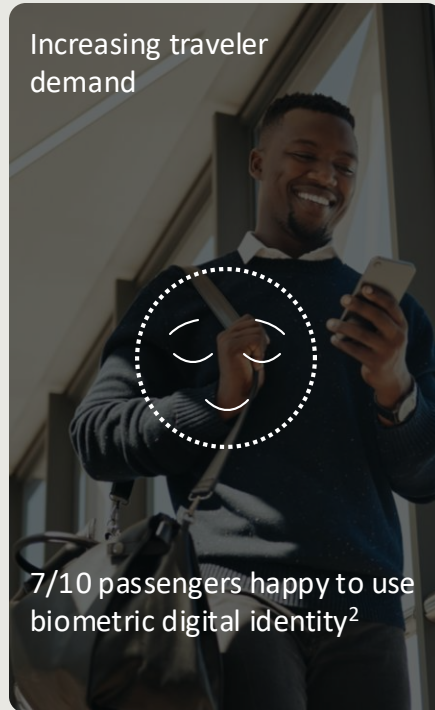
Growing traveler numbers




Africa's air passenger traffic set to increase by 96% by 2035¹



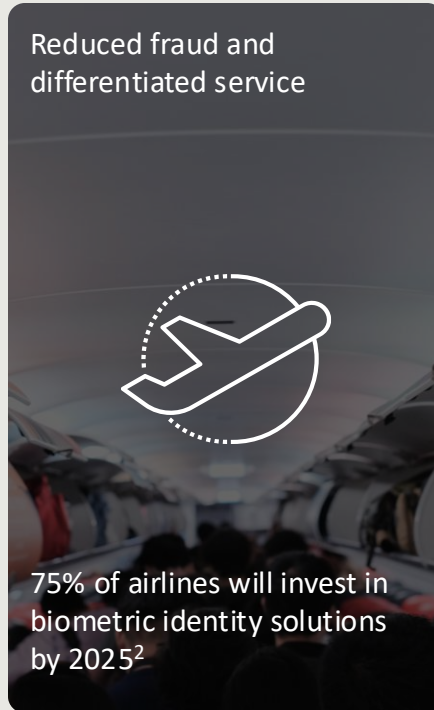
Increasing traveler demand




7/10 passengers happy to use biometric digital identity²



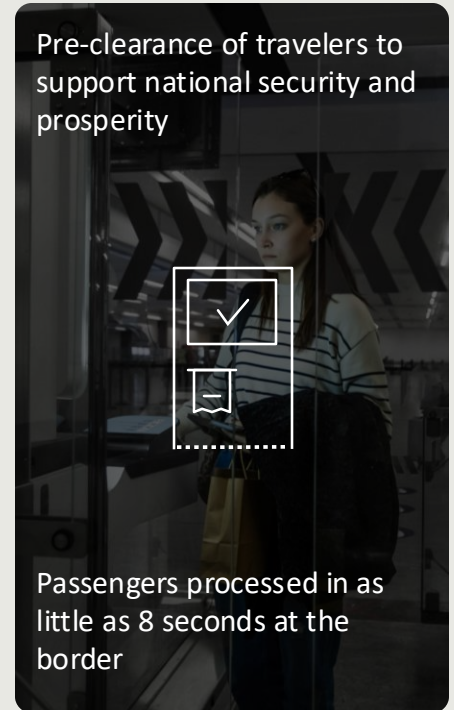
Reduced fraud and differentiated service



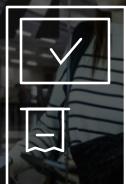
75% of airlines will invest in biometric identity solutions by 2025²



Pre-clearance of travelers to support national security and prosperity



Passengers processed in as little as 8 seconds at the border

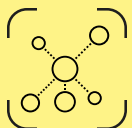


Enabling technologies

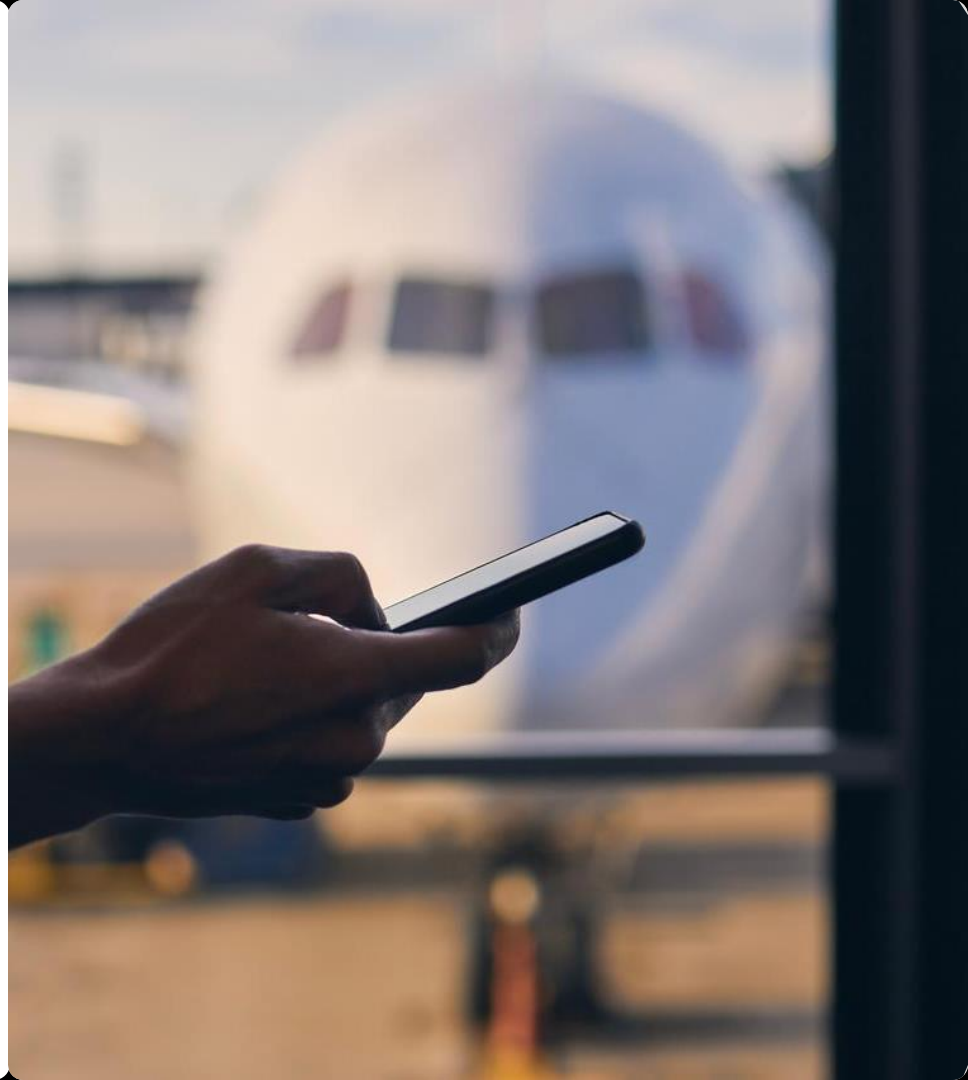
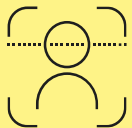
Government-grade ICAO
Digital Travel Credential (DTC)



Secure and trusted using
Verifiable Credential ecosystem



Convenience of Biometrics



To the airport



Booking & travel authorization



Check-in & passenger enrolment



Travel to the airport

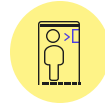
Through the airport



Aircraft boarding



Commercial services



Security & border control



Check-in & bag drop

Destination airport



Border control



Baggage services



Beyond

Unlocking travel and tourism in Africa



Balancing **protection** and national **prosperity**



Secure, safe and **easy** travel



Africa's **advantage** in digital transformation



Digital credentials for travel and beyond





Aruba and Delta: A case study in easy travel

Bottlenecks, delays, staff shortages
security friction



Digital identity & pre-clearance
(ICAO DTC & IATA OneID)



Faster – Shorter wait times

Safe – Improved security

Smarter – Operational efficiencies



A man wearing a green jacket, a dark cap, and glasses is walking away from the camera on an airport moving walkway. He is pulling a dark purple suitcase. The background shows an airport terminal with overhead signs and other people in the distance.

The 4 principles of digital identity success

Trust

Reliable authentication of biographic & biometric identity

Public Acceptance

Transparency in identity verification builds confidence

Inclusivity

Ensuring digital identity solutions are accessible to all

Adoption

Cross-sector collaboration to drive widespread use cases

Thank you.



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Innovation, SITA

