

# SITA

## Why We Must Deliver Universal Digital Travel, from Everywhere to Anywhere

By Jeremy Springall, Senior Vice-President, Border Management, SITA

When I presented on digital travel at ICAO’s TRIP 2022, the buzz around the industry’s digital directions was palpable.

ICAO, with its Digital Travel Credential (DTC), is one of the driving forces for universal and interoperable solutions for digital identities, which bring with them secure and seamless journeys across the world, enabled by mobile and biometric technologies.

Digital identities mean we will be able to travel from anywhere to everywhere – by air, land or sea – without needing to show our physical travel documents. They will be the master key for unlocking every stage of the journey, from the earliest intention to travel, all the way to destination activities and the return journey. Digital travel – harnessing digital identities – helps us to tackle industry challenges, such as growth in traveller numbers, staff shortages, rising expectations for ‘joined up’ intermodal journeys, government austerity and more.

Passengers get secure, stress-free travel, with the ability to complete processes securely off-airport, meaning fewer queues; and the industry gets more efficiencies, including pre-cleared, ‘ready-to-go’ travellers, with faster approvals and risk assessment before departure.

### Pioneering Digital Travel

At SITA, digital travel remains a critical area of our strategic focus. We provide the next generation of self-service technology infrastructure on which digital

identities rely – with integrated data-driven, mobile and biometrically-enabled self-service touchpoints for check-in, bag-drop, border control, boarding and more.

Our digital border solutions enable digital travel at the border for over 70 governments and all G20 nations, while our passenger processing solutions offer biometric and mobile-driven digital journey experiences for travellers, which can be untethered from fixed points in the airport.

As SITA develops and innovates, we recognise the need to evolve to a universal digital identity for travel, not parochial, standalone initiatives for one airport or transport operator. SITA stands with industry bodies such as ICAO, IATA and ACI, advocating for global standards and initiatives. We are honoured to play our part in the Safe & Seamless Traveler Journey (SSTJ) initiative of the World Travel & Tourism Council. That is why we work collaboratively on trials with airlines, airports, border agencies, industry bodies and other partners across the world.

Such a community approach is essential, if our industry is going to deliver the benefits of digital travel everywhere and anywhere, with **interoperability** and **universality** at its core.

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A man with dark, curly hair and a beard, wearing a light blue button-down shirt, is smiling and looking down at a smartphone in his hands. The background is a blurred city street at night. A decorative graphic of multiple parallel yellow dotted lines curves from the left side of the frame towards the man's head. A solid orange-to-yellow gradient line also curves across the bottom of the image, partially overlapping the text.

# MAKING SEAMLESS POSSIBLE

The future of travel is digital

# SITA

The demand for travel has never been greater. Travelers expect more. You expect more.

**Together we can achieve more.**



Increased capacity



Optimized resources



Faster passenger processing



Improved security



Enhanced scalability



Vastly improved passenger experiences

Your Digital Travel Partner,  
for today and tomorrow.

**Find out more.**