SITA

THE STATE OF AVIATION

SITA 2025 Air Transport Insights

Contents

Better real-time data sharing leads to better decisions — and better decisions improve performance.

David Lavorel, CEO SITA

The insights from our 2025 report show that both airlines and airports have continued to increase their IT investments, to $36Bn and $14.8Bn, respectively. This represents an average 3.6% of revenue for airlines and 7.3% for airports.

Investments are increasingly shifting to sharing and deploying operational data to drive performance across airlines, airports, border agencies, ground handlers, and partners. For example, when asked how they use their data, 83% of airlines confirmed they prioritize data-driven decision-making. 89% of airports said they do the same. It strengthens the systems needed to support coordinated, real-time operations.

In this context, the use of AI in operations is becoming a focus for airlines. 63% already rely on this tech for core decision-making. Airports are also catching up in applying AI to core operational decisions, with 53% already using it for aircraft turnaround.

Both airlines (49%) and airports (33%) highlight data integration and consistency as the main barrier to scaling AI in operations. This is clear - when operational data is fragmented across systems, AI can't support coordinated decision-making.

The same applies to digital identities for travel. 57% of airlines and 44% of airports cite stakeholder cooperation as the main challenge to scaling digital identity solutions. Being able to consistently recognize the same passenger across systems is essential for operational value. Without that consistency, identity programs can't support real-time decisions.

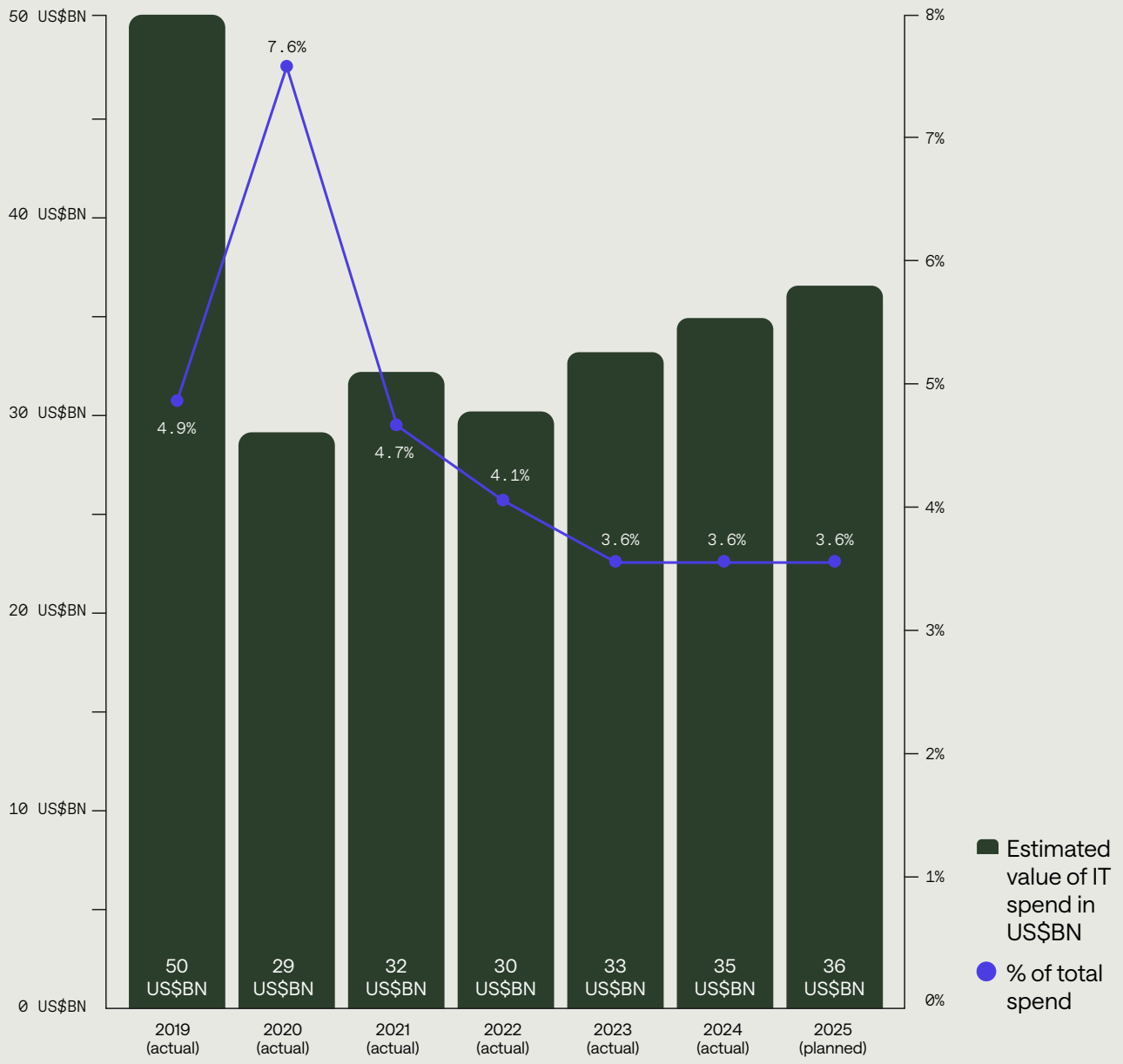
Sustainability shows the same pattern. More than 75% of airports have implemented energy systems that they control directly. In contrast, emissions tracking, which depends on coordination across multiple partners, lags behind at 25%.

The pattern across the industry is consistent. Performance improves where operational data is aligned across systems and stakeholders. It weakens where it's fragmented.

AIRLINE IT INSIGHTS

Key global insights:
Airlines

IT&T spend has stabilized as a share of revenue

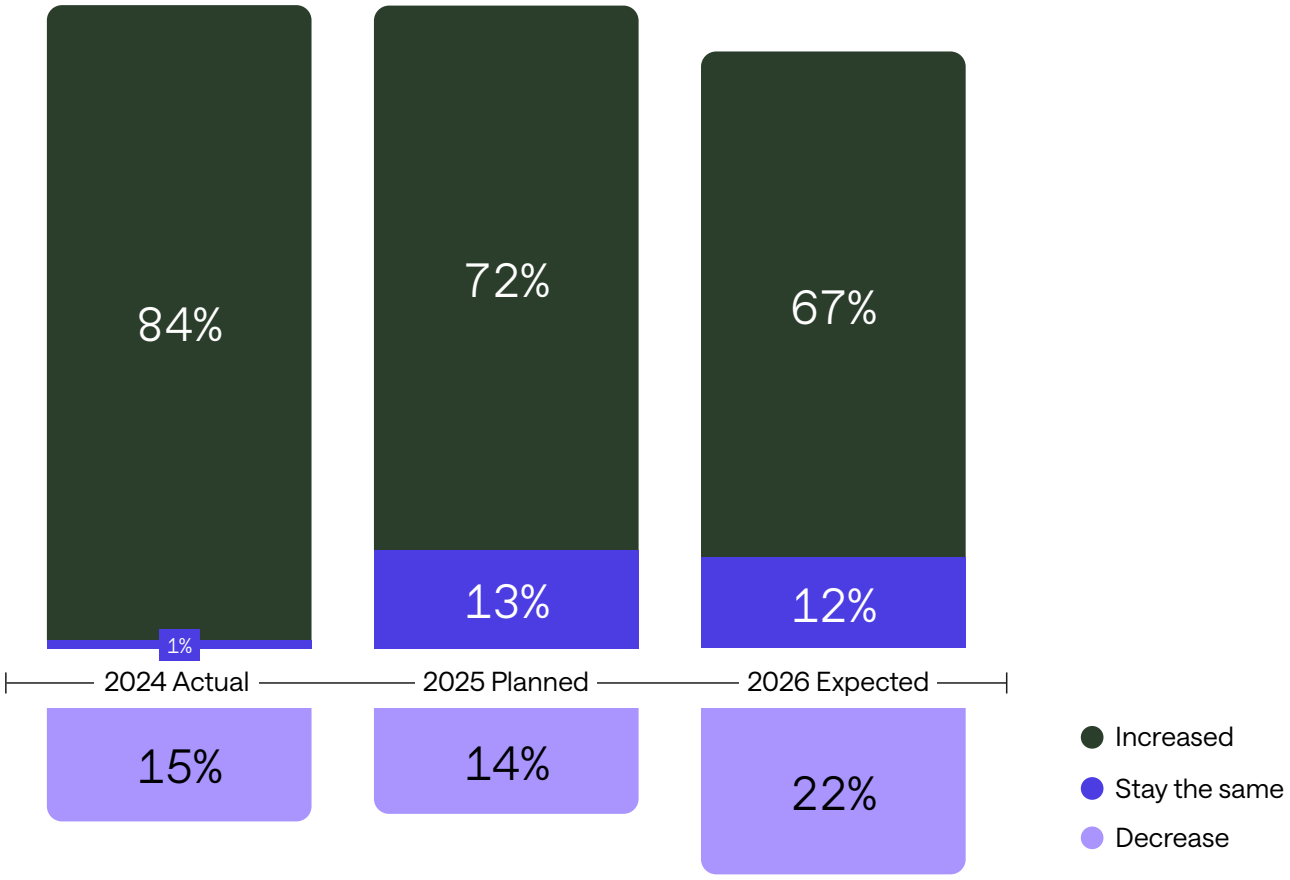


J1. What is your planned spend on IT&T as a percentage of your organization's revenue?
*Outlier responses that distorted the overall results were removed to maintain analytical accuracy.

Total airline IT budgets continue to grow in absolute terms

IT spend as a share of revenue remains broadly stable, while the overall value of airline IT investment continues to grow slightly.

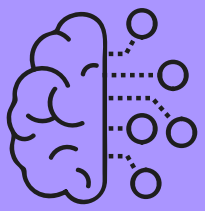
This reflects steady investment, with airlines continuing to increase spend in absolute terms as industry revenues expand.



I2. How has your total IT&T spend changed, and how is it expected to change for the full financial year?
Total in this chart may not always add up to exactly 100% as a result of rounding.

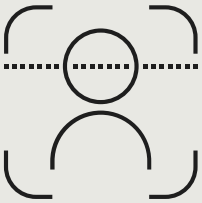
The top priority areas for IT investment over the next 12 months:

79%



Generative AI & LLM

42%



Biometric identity management solutions for passengers and staff

33%

Business Intelligence Software

32%

Machine Learning (ML) for operations and flight optimization

B5. Please select which three of the following technologies you expect to have the highest levels of IT Investment (budget) over the next 12 months.

Executive summary: Airlines

For 2025, airline CIOs report IT spending at $36Bn. That's around 3.6% of revenue and continues the stable pattern since 2023.

Airlines' total spend is rising, but their spend as a share of revenue has stayed broadly unchanged. 72% of airlines increased IT spending in 2025, and 67% expect this growth to continue in 2026.

This sustained investment shows a clear operational priority. As flights run closer to capacity and margins tighten, small disruptions carry greater financial consequences. Reliability is becoming a direct driver of economic performance.

83% of airlines prioritize data-driven decision-making, and 46% are upgrading flight operations systems.

These investments focus on making operational information consistent and accessible across flight, crew, aircraft, and passenger systems so decisions can be made faster under pressure.

AI is now central to this shift. Adoption has accelerated from 28% of airlines training AI on their data in 2023, to 42% organizing data for AI in 2024. Today 63% use AI to support key operational decision-making.

AI is also where the gap is most visible.

63% of airlines use AI in operations control to manage disruption, aircraft assignment, and crew availability, while 37% have yet to deploy it in these core environments. 49% of airlines say data integration and consistency are the main barriers to scaling AI.

Digital identity shows the same pattern of progress and constraint.

64% of airlines plan to use airline-issued digital identity credentials, up from 32% in 2024. But reliance on national or regional schemes has declined to 20%, down from 38%. Scaling identity depends on coordination. 57% of airlines say airport cooperation is a key requirement, up from 40% last year. Data privacy concerns have risen to 49%, and compliance with border authority requirements to 42%.

Sustainability priorities are also evolving.

83% of airlines are implementing fleet renewal programs to replace older aircraft with more fuel-efficient models. At the same time, 67% are sourcing Sustainable Aviation Fuel (SAF) in selected locations, up from 62% in 2024. This is a shift toward operational measures that can deliver near-term impact.

Across all areas, the pattern is consistent. Adoption is moving fast, but impact depends on coordination.

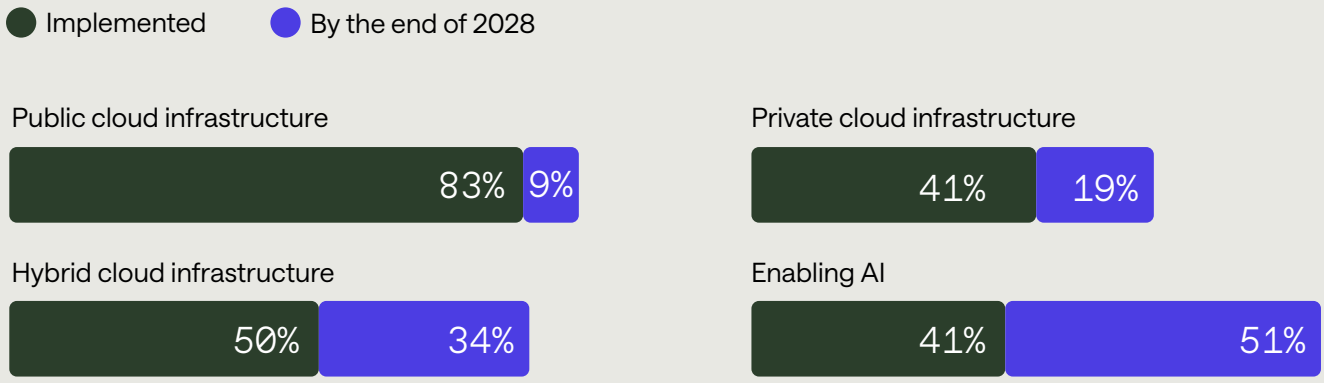
Chapter 1

Reliability is now a direct driver of airline economic performance.

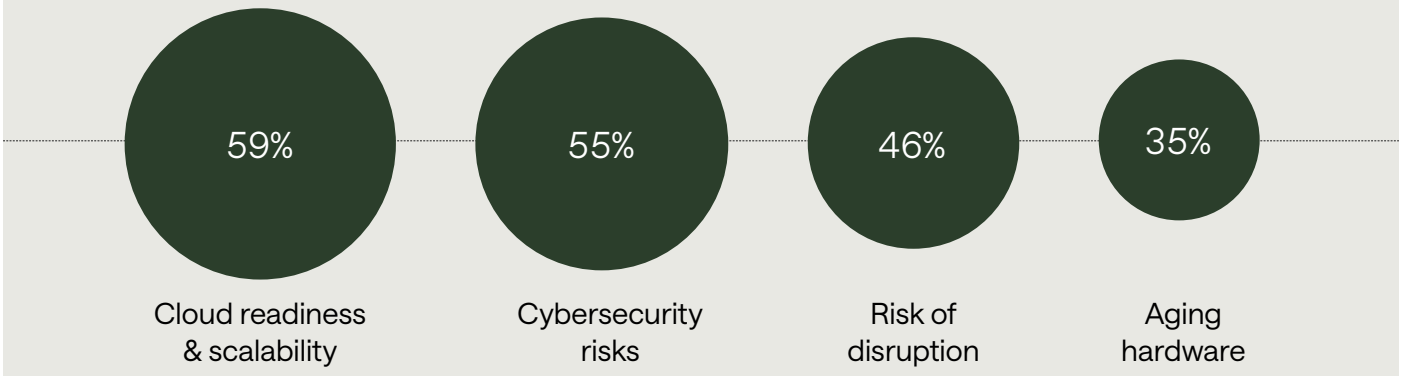
When airline capacity is stretched, even minor disruptions can cascade quickly, affecting both reliability and financial performance. Aircraft rotations, crew schedules, gates, and passenger connections are tightly linked. When one element slips, the impact spreads across the network, increasing costs and reducing operational efficiency.

Airlines are putting more emphasis on data-driven decision-making and modernizing their flight operations systems. It's a clear shift toward strengthening the platforms that support real-time operational control. The objective is to make sure information across flight, crew, aircraft, and passenger systems is consistent and available when teams need to make decisions.

Infrastructure technologies used or planned



Key drivers behind upgrade decisions



C2. What are the key drivers behind your infrastructure upgrade decisions?
C3. Which of the following infrastructure technologies are you using (or do you plan to use) by 2028?

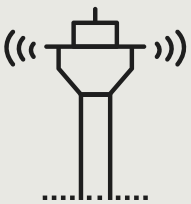
63% of airlines now use AI in operations control to manage disruption, aircraft assignment, and crew availability.

These are the areas where delays create the greatest financial and operational impact. At the same time, 37% of airlines have yet to deploy AI in these core operational environments, highlighting a gap between early adopters and those who still rely on manual coordination.

When operational data is fragmented across systems, teams must reconcile conflicting information before taking action. This slows response times and allows disruption to spread. When data is aligned, decisions can be made earlier, improving containment and reducing downstream impact.

As operating conditions tighten, the ability to contain disruption becomes more important than the ability to recover from it. Reliability is no longer a byproduct of operational maturity. It is an outcome of how effectively airlines connect operational data across systems and partners.

63%



of airlines use AI in operations control, supporting decisions in IROPS scenarios

75%

use AI for customer service, maintaining consistent engagement and communication at scale

F6. In which of the following areas are you currently using AI tools or initiatives?

Chapter 2

AI is moving from isolated predictions to coordinated operational decision-making.

Early deployments have focused on individual systems. 39% of airlines use AI for predictive alerts, 38% for simulation, and 40% for in-flight optimization. These applications improve efficiency or forecast disruption in specific functions, but they run largely in isolation.

The shift is now toward coordination across systems. 63% of airlines use AI in operations control to manage disruption, aircraft assignment, and crew availability. In these environments, AI evaluates multiple recovery options at once. It considers aircraft position, crew constraints, passenger connections, and operational limitations before recommending actions. This allows the network to stabilize more quickly during disruptions.

In parallel, passenger communication is evolving. 75% of airlines use AI to manage routine queries and provide real-time updates. When these systems connect directly to operational data, passenger information reflects actual recovery decisions rather than generic delay notifications. This improves visibility across the journey and reduces uncertainty during disruption.

Adoption is lower where coordination is more complex. Only 17% of airlines use AI to monitor turnaround activity, like refueling, catering, or baggage loading, to identify delays before departure. The same proportion use AI to adjust operations in response to demand shifts, airport slot constraints, or border policy changes. These use cases require consistent data across flight operations, ground handling, airports, and external partners.

This contrast in AI adoption highlights the next barrier to scale. AI adoption is highest where data is already structured within a single system. It's lowest where it depends on data alignment across multiple systems and stakeholders.

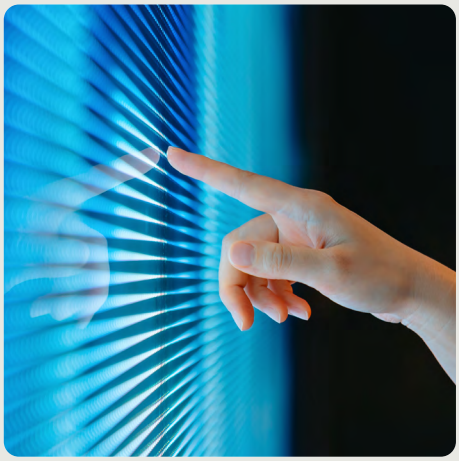
AI is not replacing operational decision-making. It's strengthening the ability of teams to assess trade-offs quickly and act under pressure. Its impact now depends less on individual use cases and more on how effectively operational data connects across the airline and the wider aviation ecosystem.

28%

Have Artificial Intelligence (e.g. implementation, testing) as their No. 1 priority

61%

Have Artificial Intelligence (e.g. implementation, testing) as one of their top 3 priorities



B1. What are your top three IT focus areas for 2025, considering budget, manpower, and strategic initiatives?

Chapter 3

Cybersecurity needs to move from system protection to ecosystem resilience.

Cybersecurity risk now extends beyond individual systems to the entire operational landscape.

As airlines connect flight operations, crew systems, passenger platforms, airport interfaces, and external partners, a weakness in one system can affect multiple parts of the operation.

Most airlines rely on multiple core systems from different providers, each using different data formats and standards.

49% of airlines say connecting data across systems is a major barrier. The same proportion say inconsistent data limits how confidently they can use it in real time. Fragmented data weakens both operational decision-making and the ability to detect and respond to cyber threats.

62% of airlines say outdated workflows and limited digital skills make it harder to connect systems and act on data quickly.

Only 49% of airlines using AI apply it in cybersecurity. AI can strengthen monitoring and detection, but only when the operational data it relies on is secure, consistent, and aligned across systems.

As systems become more interconnected across airlines, airports, and air navigation partners, cybersecurity can no longer be managed on individual platforms.

Cybersecurity, data integration, and governance now form a single operational challenge. Airlines that align operational data across systems and partners strengthen resilience and improve overall performance across the network.

Cybersecurity is both a top investment priority and an unresolved operational constraint

55%

cite cyber risk as a primary driver of infrastructure upgrades

46%

point to the risk of operational disruption

30%

still find cybersecurity an ongoing IT and data challenge

C2. What are the key drivers behind your infrastructure upgrade decisions?

"The biggest challenge right now is creating a data warehouse with common data elements from disparate vendor systems."

62%

of airlines cite process & culture transformation as their biggest IT challenge

49%

of airlines cite data integration as a top barrier

49%

of airlines cite data quality issues

B3. Overall, what are the main IT and technology challenges you expect your airline to face over the 12 months?
C2. What are the key drivers behind your infrastructure upgrade decisions?
F3. Which of the following are the biggest IT and data challenges that you face at your airline?

Chapter 4

Digital identity will scale only through coordinated ecosystem execution.

Digital identity will scale only when airlines, airports, and authorities recognize and process the same passenger information consistently across the journey.

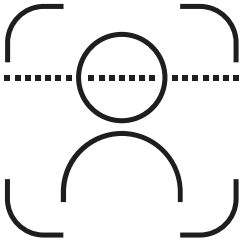
57% of airlines cite airport cooperation as the main improvement needed to scale digital identity, making coordination the primary constraint.

64% of airlines now plan to use airline-issued digital identity credentials. That's up from 32% in 2024. At the same time, reliance on national or regional identity schemes has fallen to 20%. That's down from 38%. Airlines are prioritizing identity models they can control, but these still depend on acceptance across the ecosystem to function at scale.

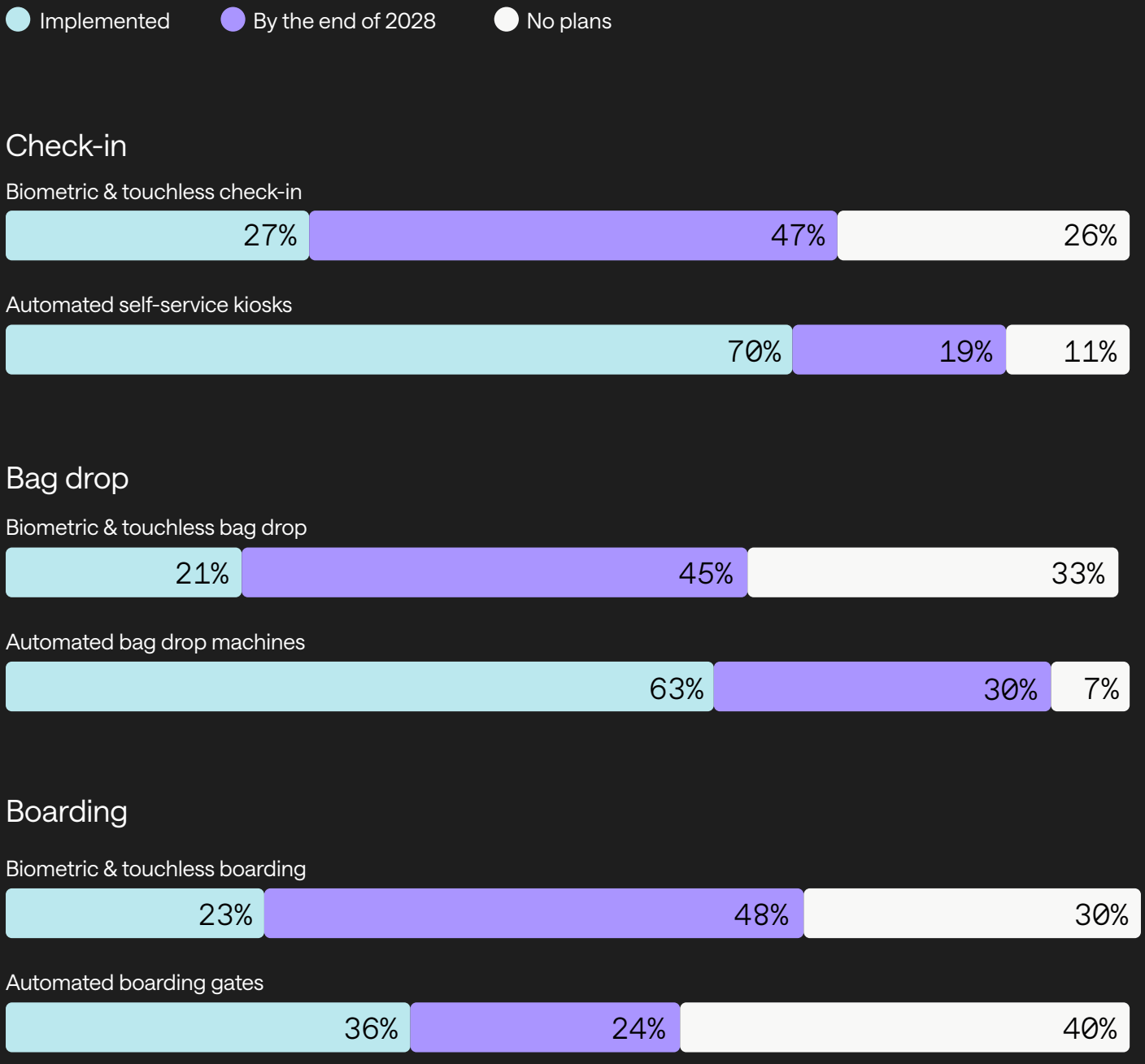
49% of airlines name data privacy as a key concern. 42% cite compliance with border authority requirements, up from 29% last year. Scaling digital identity depends on clear consent models, consistent legal frameworks, and shared governance across jurisdictions. Without this alignment, deployment slows.

83% of airlines prioritize data-driven decision-making. 59% prioritize cloud readiness. 46% prioritize flight operations systems. Digital identity must operate reliably across these real-time environments.

Identity must be processed in operational systems like check-in, boarding, and disruption management. It must move consistently across cloud platforms and partner interfaces to support real-time decisions.



Key technologies used or planned in the following process areas



D2. Which technolog(ies) are you using (or do you plan to use) in the following process areas
Total in this chart may not always add up to exactly 100% as a result of rounding.

Chapter 5

Aligning flight, weather, and airspace data is central to fuel efficiency.

Fuel efficiency now depends on how well flight, weather, aircraft, and airspace data are aligned in real time.

Airlines continue to invest in long-term efficiency. 83% have implemented fleet renewal programs to replace older aircraft with more fuel-efficient models, and 63% are investing in retrofits.

67% of airlines are securing Sustainable Aviation Fuel (SAF) suppliers in selected locations, up from 62% in 2024. SAF will be central to long-term decarbonization, but supply constraints limit its near-term impact across the network.

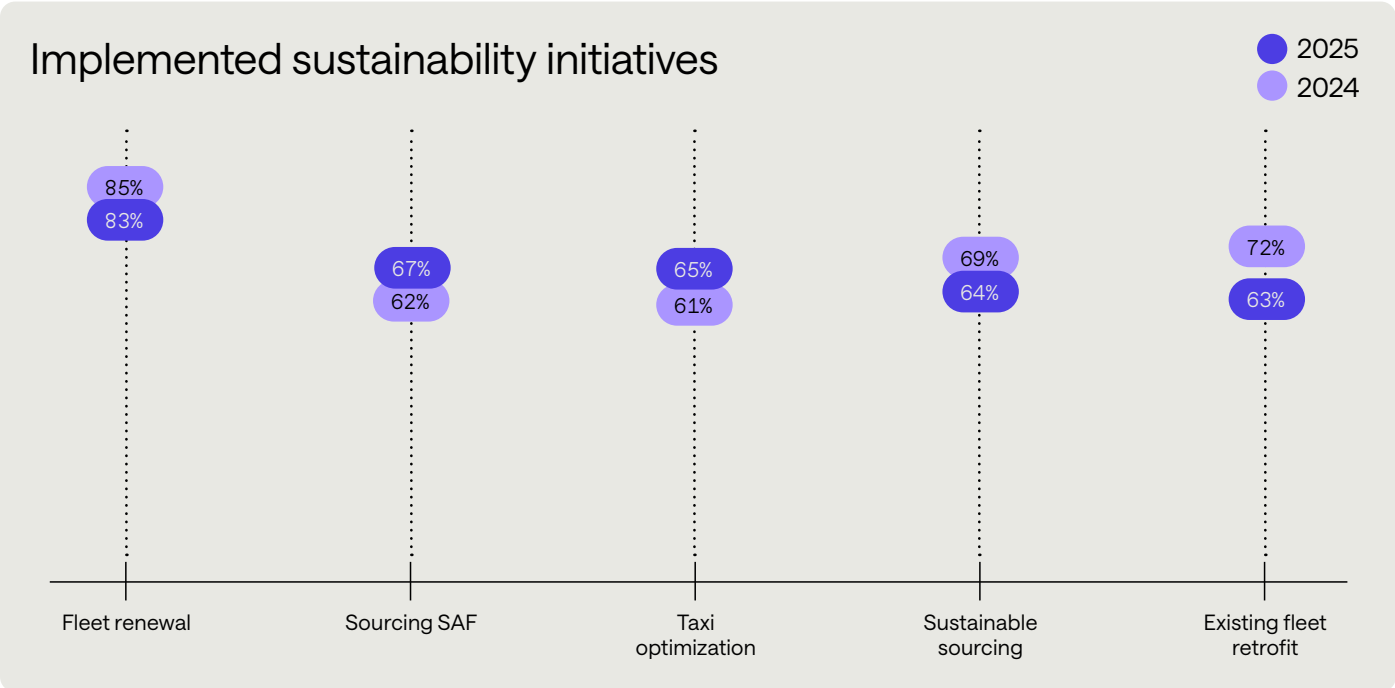
This shifts attention toward operational performance, where every flight can be made more efficient.

65% of airlines have implemented taxi optimization to reduce fuel burn on the ground. 40% use AI in in-flight optimization to improve climb, cruise, and descent efficiency.

Airlines are increasingly aligning aircraft performance data with real-time weather and airspace constraints to adjust flight profiles during operations. This reduces fuel consumption on each flight.

When flight planning, weather, aircraft performance, and airspace data are fragmented across systems or partners, adjustments are slower and routing decisions are less precise. When this data is aligned across airline operations, airports, and air navigation providers, routing improves and unnecessary fuel burn declines.

Renewing fleets improves efficiency over years. Data-driven operational coordination improves efficiency on every flight.



H1. Which of the following 'Greening-By' technology-related investments or policy changes have you made so far, in order to support your sustainability goals?

The roadmap

Airlines progress fastest when they modernize in deliberate waves: first securing cloud, cyber, and data foundations; then proving value with targeted AI use cases; and finally scaling across operations, commercial functions, and identity.

Phase 1:
Strengthen foundations

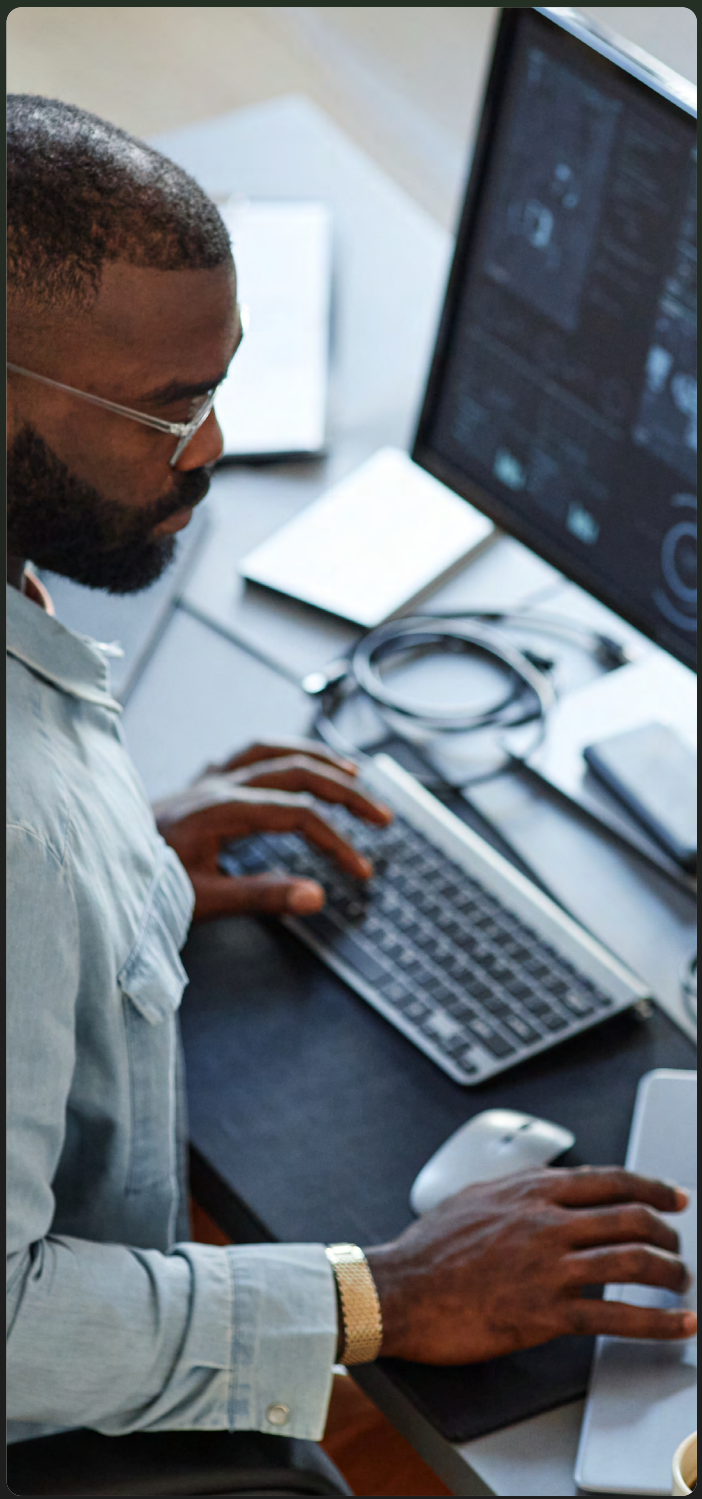
- Cloud & Cybersecurity as key upgrade drivers
- Fix data integration & quality gaps

Phase 2:
Prove value with reliable AI

- Focus on IROPS, operations and customer service AI
- Prioritize high-impact, low-risk use cases

Phase 3:
Scale across the airline

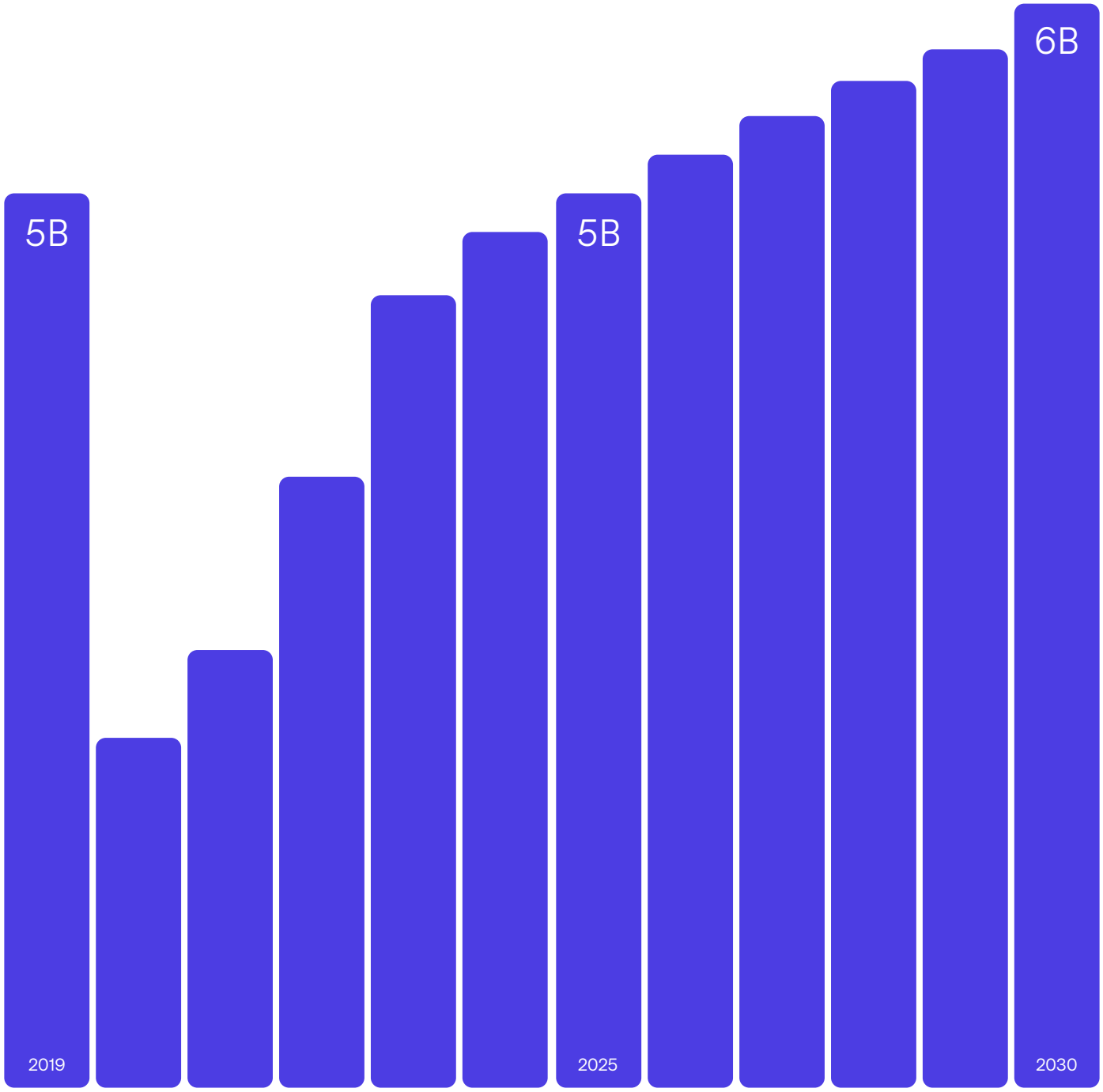
- Expand commercial tech
- Prepare digital identity for wider rollout



AIRPORT IT INSIGHTS

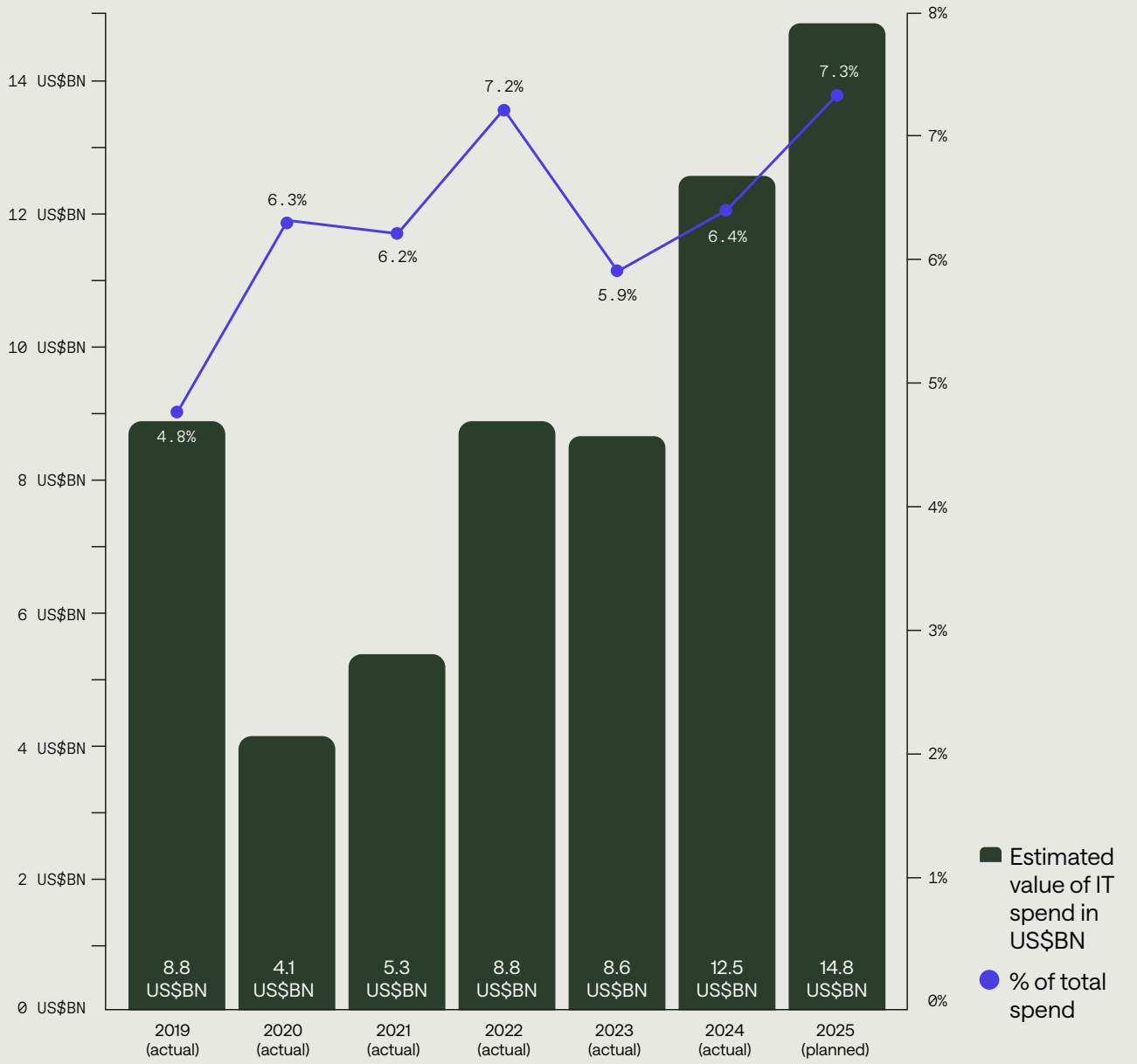
Key global insights:
Airports

Global air passenger traffic, 2019–2030
Passenger volumes hit new highs, while capacity stays tight



Source: ACI World. Passenger traffic forecast

IT spend for airports is on the rise



I1. What is your planned spend on IT&T as a percentage of your organization's revenue?
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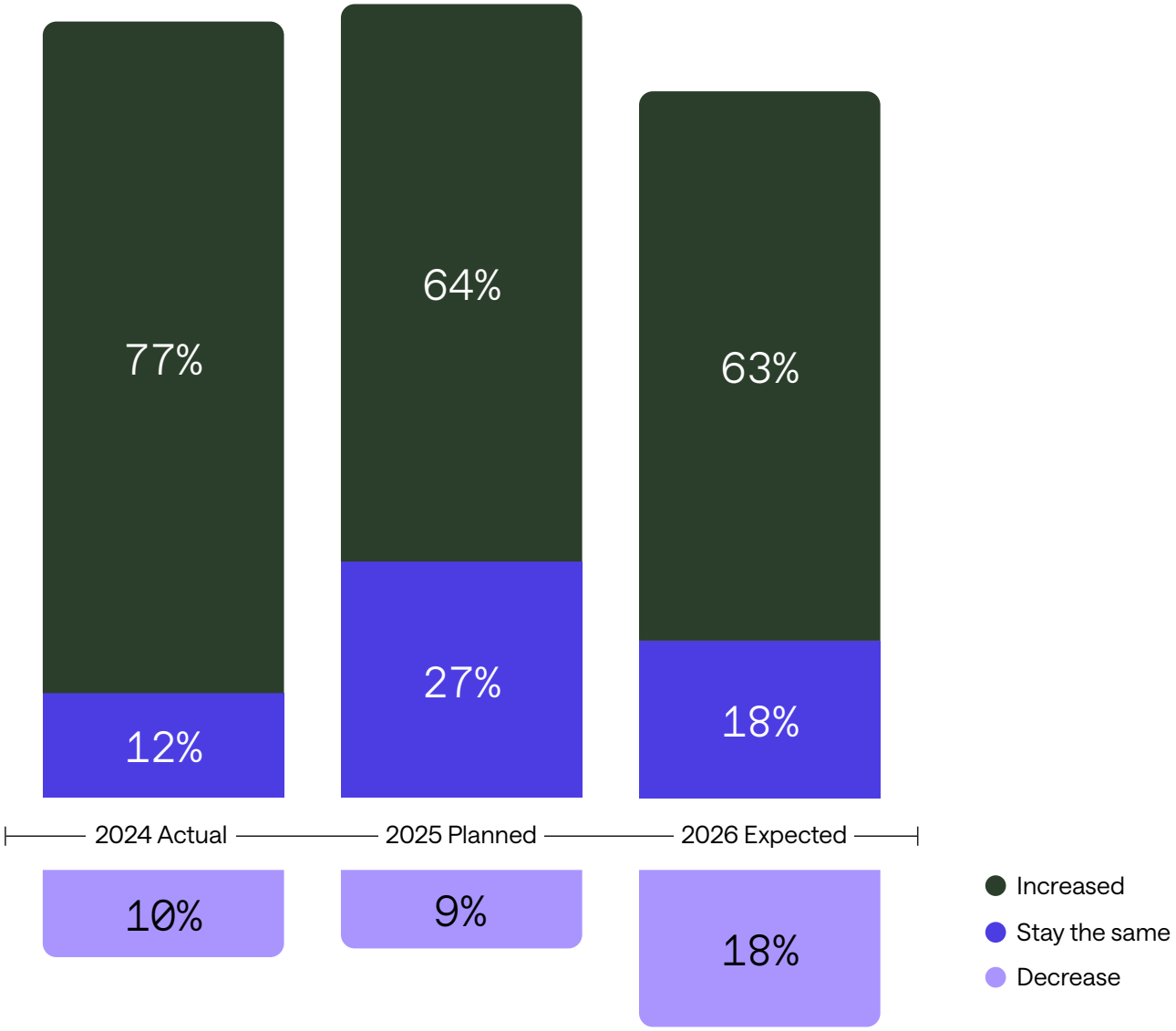
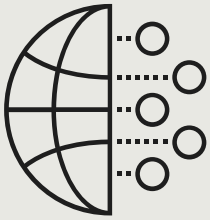
Total airport IT budgets continue to grow in absolute terms



I2. How has your total IT&T spend changed, and how is it expected to change for the full financial year?
Total in this chart may not always add up to exactly 100% as a result of rounding.

The top priority areas for IT investment over the next 12 months:

56%

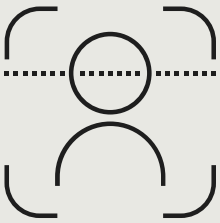


IT, telecom & networking infrastructure

53%

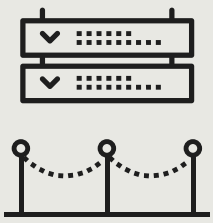
Cyber security services

52%



Passenger processing systems

32%



Airport optimization systems

A4. Please select which three of the following IT areas you expect to have the highest level of IT Investment (budget) over the next 12 months, within your airport.

Executive summary: Airports

Airports report IT spending at 7.3% of revenue in 2025, up from 6.4% in 2024.

This shows ongoing growth in tech investment as operational demands increase.

This increase is driven by a clear shift in how airports manage performance.

Demand is growing and capacity is still constrained. That's why improving day-to-day operations increasingly depends on how effectively operational data is shared across systems and partners.

Automation already makes a solid foundation.

77% of airports use self-service kiosks, and 63% use automated bag drop. Biometric border control is live at 54% of airports. It's expected to reach 83% by 2028.

As automation expands, identity is becoming the next coordination layer.

45% of airports plan to use airline or airport-issued digital identity credentials. That's up from 27% in 2024. However, reliance on national or regional schemes has fallen to 26%, down from 40%. This is mainly due to government-led identity frameworks remaining constrained by regulation, border authority requirements, and geopolitical factors.

Data foundations are now a priority.

48% of airports plan to implement cross-silo data streaming, sharing, or synchronization by 2028. This will give shared operational views across flight schedules, stand and gate allocation, turnaround, passenger flow, and airside activity.

AI is also expanding, but is less mature than in airlines.

73% of airports plan to invest in AI for prediction and automation, compared with 90% of airlines. Adoption is on the rise in key operational areas, particularly cybersecurity, passenger flow, and turnaround. However, it's still limited in cross-system coordination use cases.

We see the same pattern in sustainability.

Progress is strongest where airports control operations directly, like in energy use and ground activity. Broader emissions tracking across multiple stakeholders is still slower to scale.

Across all priorities, the pattern is consistent. Airport performance improves when operational data is shared and used consistently across the ecosystem. Infrastructure investment is still essential, but performance increasingly depends on how effectively that infrastructure is run through connected, reliable data.

Chapter 1

Airports can no longer rely on space to absorb disruption.

As airport capacity tightens, performance depends less on space and more on how well operations are coordinated in real time.

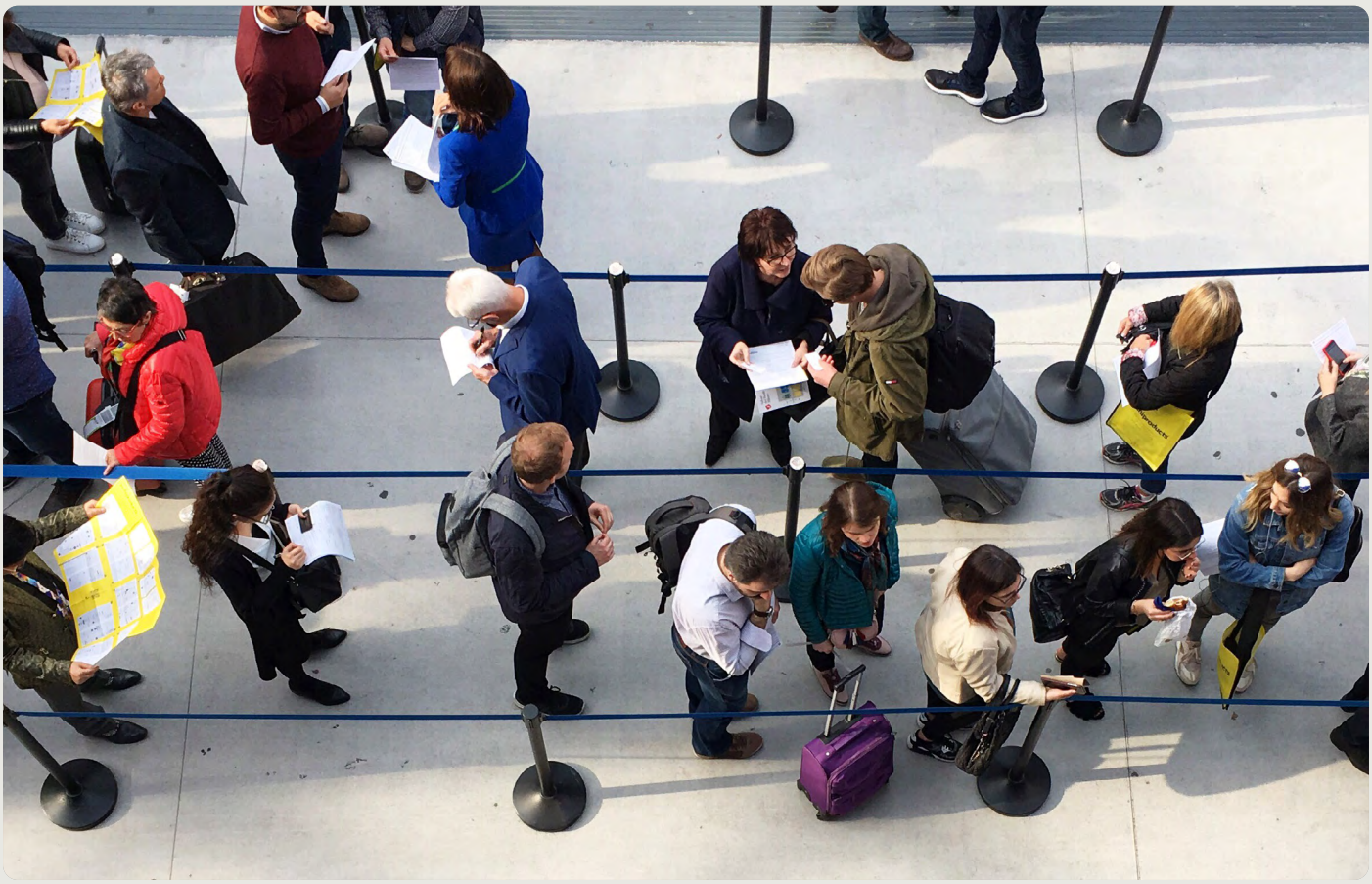
When gates are full and stands are tightly scheduled, a late inbound aircraft disrupts stand allocation. Congestion at security delays boarding. A slow turnaround reduces departure readiness. Without shared operational visibility, these issues compound across the airport.

63% of airports plan to increase IT spending in 2026. This shows a focus on strengthening operational systems that improve coordination across passenger processing, turnaround, and data integration.

52% of airports name passenger processing systems as their top IT investment priority. When these systems are connected to live flight and gate data, queues become more predictable and delays are contained earlier.

32% of airports are strengthening systems that align stand allocation, gate planning, and turnaround status across airlines and ground handlers.

When these elements are visible in a shared operational view, conflicts are identified earlier and resolved before congestion builds at the gate or on the apron.



Data is the connective tissue.

The most transformational initiative airports are currently undertaking in relation to IT&T:

"Creating a data integration and sharing among stakeholder systems for seamless collaboration and operational efficiency."

"We are developing a data integration platform to connect systems... ensuring data security is a key priority."

"AI tools can be deployed only when quality data with a single source of truth is available."

"Establishment of a common data environment."

F7. Please tell us a bit more about what the challenges are of applying AI, data and apps?
A3. What would you say is the most transformational initiative you are currently undertaking in relation to IT&T for the business in your airport?

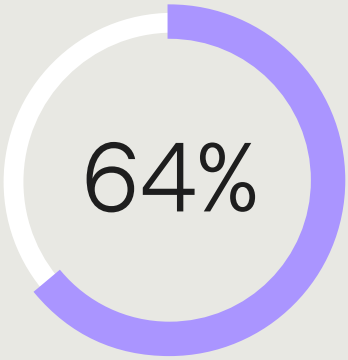
Chapter 2

AI is being used to strengthen real-time airport coordination.

AI is being deployed in areas where earlier decisions improve how airports manage congestion, disruption, and operational flow.

Adoption patterns reflect this shift:

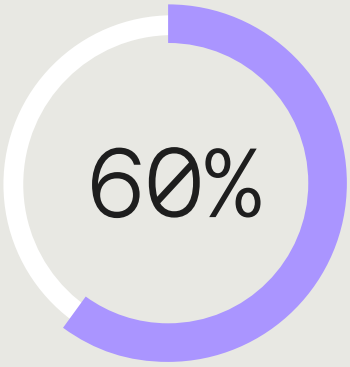
Airport Operations



Of airports apply AI in cybersecurity

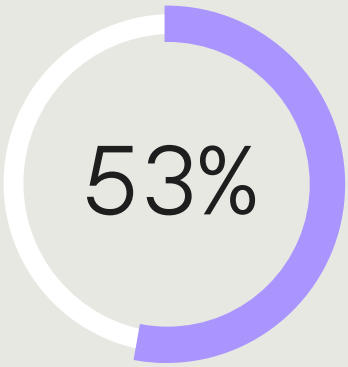
Up from 51% in 2024.

Airport Operations



Use AI in passenger flow management

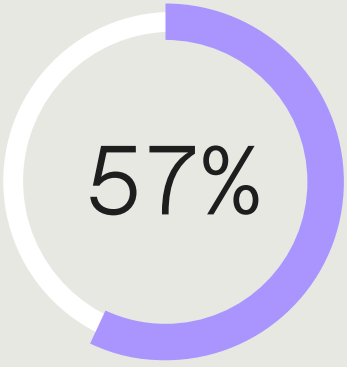
Airport Operations



Apply AI to aircraft turnaround

Up from 36% in 2024.

Passenger Flow



Customer Service

F6. In which of the following areas are you currently using AI tools or initiatives?

In passenger flow management, AI anticipates queue build-up across departure and arrival touchpoints, including check-in, security, boarding, border control, and baggage claim.

It recommends earlier staffing, lane openings, or passenger re-routing before congestion builds.

In turnaround operations, AI identifies delays in refueling, catering, or baggage loading. This helps teams intervene before departure readiness is affected.

These applications improve coordination across teams by allowing earlier and more consistent operational decisions.

73% of airports plan to increase AI investment over the next two years. The focus is on embedding AI into systems that support stand allocation, gate planning, and passenger movement.

57% of airports use AI in customer service tools to give real-time updates and handle routine queries. Adoption is still lower in more complex environments. 17% in baggage and 18% in retail, where multiple stakeholders work together.

The pace of AI scaling depends on operational readiness.

Many airport systems were not designed to share data easily, limiting how much information AI can use. Decision-making still relies on manual coordination in many environments. This slows response times. Without transparency and compliance, AI deployment cannot scale.

56% of airports rank core IT, telecommunications, and networking infrastructure as their top IT investment priority over the next 12 months. These investments strengthen the data connectivity required for AI. They also improve how airports communicate with passengers during disruption.

Chapter 3

As airport systems become more interconnected, cyber risk spreads beyond a single platform.

It impacts multiple parts of the operation at once.

Airports are sharing real-time data across passenger processing, stand allocation, turnaround coordination, airline systems, and border interfaces. This improves operational performance, but it also increases exposure when one system is compromised.

This expanded impact explains why cybersecurity ranks first across this year's findings:

71%

of airports cite it as their top overall IT focus area

68%

name it as the main driver of infrastructure upgrades

64%

apply AI in cybersecurity use cases

53%

name it as their leading data challenge

↑ Up from 36% last year

A1. What are your top three IT focus areas for 2025, considering budget, manpower, and strategic initiatives?
A2. Overall, what is the biggest challenge you expect to face from an IT and technology perspective in your airport, in the coming 12 months?
F6. In which of the following areas are you currently using AI tools or initiatives?
B2. What are the key drivers behind your infrastructure upgrade decisions?

As operational data moves across airlines, ground handlers, airport teams, and external partners, decisions depend on how accurate and available it is.

If data is delayed or altered, gate changes may not match passenger updates. Turnaround plans may not reflect aircraft status, and recovery slows.

AI increases this dependency. AI systems rely on consistent data from multiple operational sources. If that data is inaccurate or compromised, decision quality declines as well as system reliability.

64% of airports use AI in cybersecurity to detect anomalies earlier and reduce response times.

Cybersecurity is shifting from protecting individual systems to protecting the integrity of shared operational data across airports.

Chapter 4

Commercial performance now depends on passenger insight, not retail space.

Commercial performance depends on how well airports understand and act on passenger data.

Revenue is no longer driven by footfall alone. It depends on knowing who is traveling. How passengers move through processing points. How long they dwell in commercial areas, and how timing and location influence spending.

However, many airports still don't have full visibility of commercial performance.

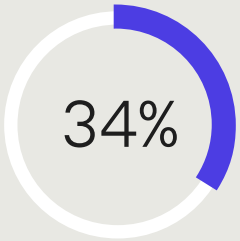
Without it, retail mix, pricing, and promotions can't respond to passenger behavior and demand. As a result, commercial strategies stay static, even as non-aeronautical revenue becomes more important for financial resilience.

34% of airports track passenger movement to understand dwell time near retail areas. 30% use targeted advertising based on passenger profile or timing. 22% are consolidating customer data into shared platforms.

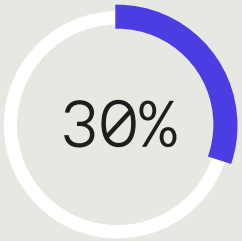
Passenger data is fragmented across airlines, retailers, payment providers, and airport systems. When these sources are not aligned, forecasting weakens and personalization is inconsistent.

Commercial performance is no longer a standalone retail function. It depends on the same timely, trusted operational data that keeps airport operations flowing, coordinated, and resilient.

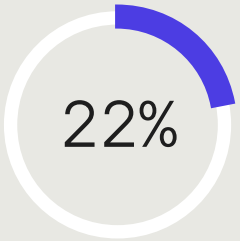
Top 3 technologies supporting airports' commercial strategy:



Passenger flow and indoor location analytics



Advertising analytics and personalization



Customer data integration/platforms

These investments depend on accurate, real-time visibility of passenger movement and behavior.

E2. Which, if any, of the following technologies support your wider commercial strategy?

Chapter 5

Digital identity improves airport performance when systems recognize passengers consistently.

Digital identity improves airport performance when the same passenger record is recognized consistently across check-in, security, border control, and boarding.

77% of airports use self-service kiosks. 63% use automated bag drop. Biometric border control is live at 54% of airports and continues to expand.

The constraint is data integration.

When identity data is fragmented across systems or stakeholders, repeated checks increase, and passenger flow becomes less predictable.

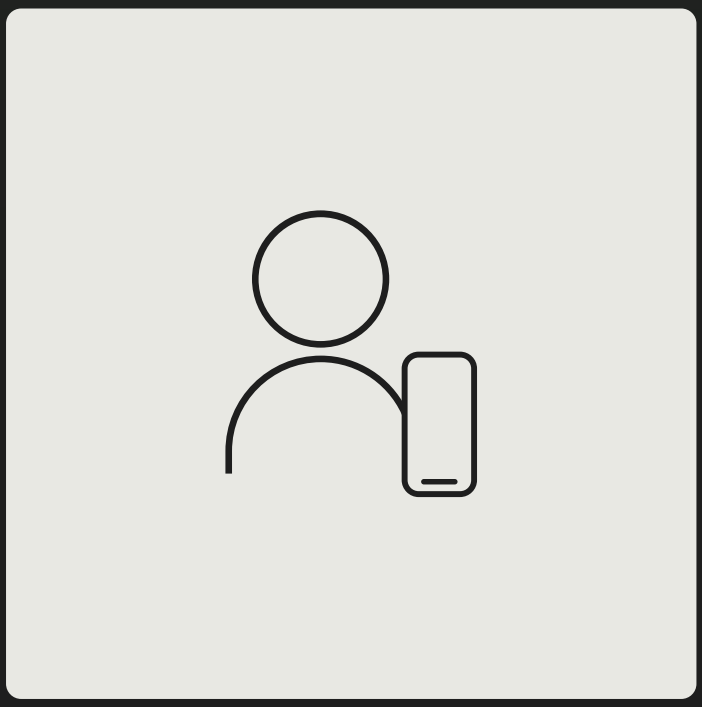
44% of airports cite airline cooperation as a key area for improvement. 21% name it as the main challenge.

Airlines report the same constraint, with 57% citing airport cooperation. Data privacy is still a concern for 43% of airports.

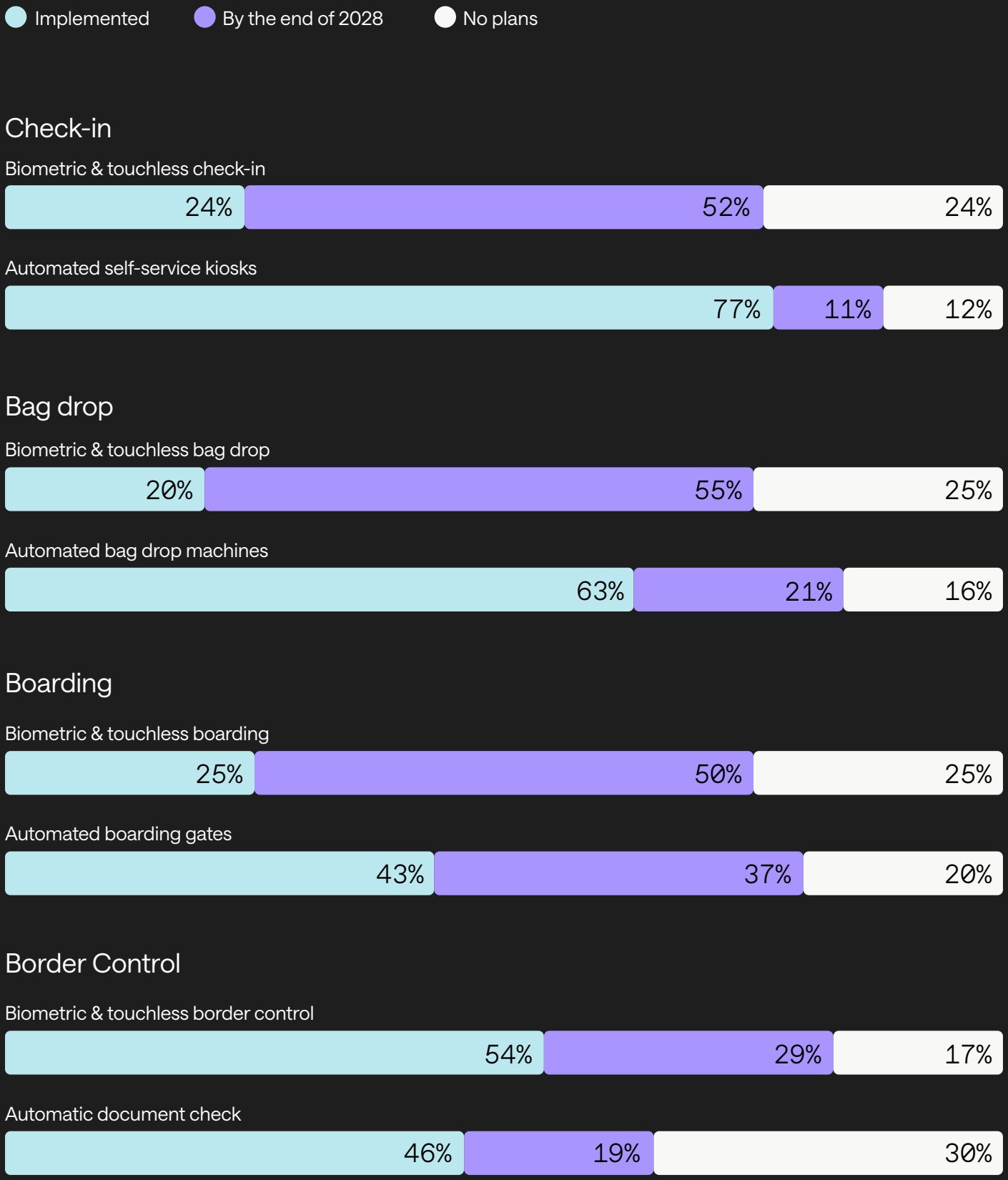
Airports are prioritizing identity credentials they can deploy on their own systems rather than relying on uneven national or regional frameworks.

When identity data is aligned with flight timing and passenger flow, teams can predict congestion earlier and allocate resources more precisely.

Digital identity depends on the same connected operational data that supports coordination across the airports.



Key technologies used or planned in the following process areas



D1. Which of the following technolog(ies) are you using (or do you plan to use) in the following process areas?
Total in this chart may not always add up to exactly 100% as a result of rounding.

Chapter 6

Sustainability gains depend on operational control. Not ambition alone.

Sustainability progress depends on how well operational data is measured, shared, and acted on across the airport ecosystem.

Adoption patterns reflect this focus:

75%

use Building Management Systems to monitor and optimize energy in terminals

55%

deploy EV charging software

↑ Up from 19% in 2023

44%

use energy management tools across operational areas

42%

embed sustainability criteria into tech sourcing and procurement decision

These are areas where airports have direct control over data and operations.

H1. Which of the following 'Greening-By' technology-related investments or policy changes have you made so far, in order to support your sustainability goals?

Adoption is still below 20% for capabilities that need multiple partners to coordinate.

That includes total emissions tracking, airside carbon measurement, and long-term climate modeling.

These use cases depend on aligned data across airlines, ground handlers, vehicles, and infrastructure.

Sustainability performance is still strongest where data is controlled locally. It's weakest where it depends on system-wide coordination.

H1. Which of the following 'Greening-By' technology-related investments or policy changes have you made so far, in order to support your sustainability goals

Conclusion

Coordination will determine who performs under pressure.

Aviation performance now depends on how well operational data moves across airlines, airports, and partners.

Across this report, the pattern is consistent. When operational information is aligned across systems and stakeholders, decisions are made earlier, disruption is contained faster, and performance becomes more predictable. When data is fragmented, coordination slows and volatility increases.

This shift is no longer about tech adoption alone. It is about whether operational data is accurate, accessible, and usable across the ecosystem when decisions need to be made.

Five priorities will determine who performs best under pressure:

Reliability now protects economic performance

As schedules tighten, small disruptions carry direct financial consequences. Airlines and airports that connect operational information across flight, crew, stand, and passenger systems contain disruption earlier and reduce how far it spreads.

AI now depends on data alignment, not just model capability

AI creates the most value when it supports coordinated decisions across multiple operational variables at once. Where operational data is consistent, AI shortens decision time. Where data is conflicting or fragmented, AI brings hesitation instead of speed.

Cybersecurity now protects shared operational information

As systems become more interconnected, a cyber incident no longer affects one platform alone. It affects the accuracy and availability of the information used to coordinate operations. Today, cyber resilience depends on protecting shared operational data across partners.

Digital identity now depends on coordination across stakeholders

Identity programs deliver operational value only when airline, airport, and authority systems recognize the same passenger information consistently. Where standards and governance are aligned, passenger flow becomes more predictable. Where they are not, friction increases.

Sustainability now depends on operational precision

Environmental progress is strongest where fuel use, energy consumption, and ground activity are already measured and managed. Broader emissions tracking across multiple stakeholders is still harder because it depends on consistent data sharing across the ecosystem.

Methodology

Airline Survey

SITA's Airline IT Trends Survey is well established as the global benchmarking survey for the airline industry.

The survey was first produced in 1999 and was designed to offer all air transport industry stakeholders the latest facts, figures, and trends related to technology adoption and spending. Comparisons to previous surveys are made where appropriate, although the respondent sample may vary between years.

Insights are based on a structured survey of airlines' key decision makers. Results are reported on a weighted basis to reflect real-world passenger traffic representation, with weighting applied by passenger volume tiers.

Airline sample and passenger coverage (2025)

- 39 airline completes, representing the views of 41 airlines
- Total passenger traffic in scope: 4.81 bn
- Passenger traffic covered by responses: 1.36 bn, representing 28% global coverage*

*based on 2024 passenger volumes, WATS, IATA

Airport Survey

The 22nd annual Airport IT Trends Survey continues to be the most extensive study of IT trends within the global airport industry.

Insights are based on a structured survey of airport key decision makers. Results are reported on a weighted basis to reflect real-world passenger traffic representation, with weighting applied by passenger volume tiers.

Airport sample and passenger coverage (2025)

- 80 airport completes, representing the views of 347 airports
- Total passenger traffic in scope: 9.44bn
- Passenger traffic covered by responses: 2.51bn, representing 27% global coverage

Independent market research agency Savanta was commissioned to undertake the research on behalf of SITA. The research was conducted in strict confidentiality and the results are presented in an aggregated form. All source data remains confidential, and the results of individual returns are not disclosed to the research stakeholders.

Percentages shown in this report are based on weighted data, to more closely align our data with passenger travel globally. Because figures are rounded to whole numbers, totals may not always add up to exactly 100%. This is a normal result of statistical rounding and weighting adjustments.

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