

**IATA**

**WORLD**

**FINANCIAL**

**SYMPOSIUM**

**IATA**

**WORLD**

**PASSENGER**

**SYMPOSIUM**

Chicago, USA  
25 – 26 October 2023

# PLENARY SESSION



Co-host Airlines:



# IATA WORLD FINANCIAL SYMPOSIUM

# IATA WORLD PASSENGER SYMPOSIUM

Wednesday, 25 October

## Opening Plenary and CEOs Panel

09h00 – 09h20	<b>Joint Opening</b>
09h20 – 09h40	<b>Host Keynotes</b>
09h40 – 10h00	<b>Industry Economic Outlook</b>
10h00 – 10h20	<p><b>Global Passenger Survey (GPS) – Results</b></p> <p>Discover the key findings on preferences and expectations of travelers; from attitudes towards the use of biometrics, usage of different payment options, carbon offsetting behaviors, through expectations towards baggage handling or transfer experience at the airport.</p>
10h30 – 11h15	<b>NETWORKING BREAK</b>
11h15 – 12h15	<p><b>CEOs Panel - Redefining Air Travel: Balancing Passenger Preferences with Business Realities</b></p> <p>The panel will discuss the results of the 2023 IATA Global Passenger Survey (link to 2022 press release) exploring passenger expectations and what industry is delivering. The panel will examine ways to meet customer preferences while managing the complexities of airline and airport operations and financial realities. Topics will include:</p> <ul style="list-style-type: none"> <li>✓ Booking and payment</li> <li>✓ Airport Processes</li> <li>✓ Convenience vs. Security</li> <li>✓ Personalization vs. Privacy (biometrics)</li> <li>✓ Baggage</li> <li>✓ Accessibility</li> </ul> <p>Moderator: <b>Karen Walker</b>, Air Transport World Editor-in-Chief</p> <ul style="list-style-type: none"> <li>• <b>Adrian Neuhauser</b>, Executive President and Chief Executive Officer, Avianca</li> <li>• <b>Luís Rodrigues</b>, Chairman &amp; CEO, TAP Air Portugal</li> <li>• <b>Willie Walsh</b>, Director General, IATA</li> </ul>

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12h15 – 12h30

### End-to-end seamless travel implementation is at the fingertips of the industry!

The IATA Innovation Lab introduces the inaugural End-to-End Proof of Concept (POC) showcasing a seamless digital passenger experience from Shop to Fly. This cutting edge pilot enhances convenience, security, and efficiency, while establishing a global, interoperable framework thanks to industry wide collaboration. Leveraging IATA Digital Identity Standards while supporting Modern Airline Retailing, OneID, and Contactless Travel, travelers can now enjoy a faster, hassle-free journey with secure digital identity credentials recognized by airlines, travel agents, airports, and government agencies.

Moderator: **Kat Morse**, Senior Manager Innovation & Partnerships, IATA

- **Henk van der Velde**, Regional Director, Trip.com
- **Ricardo Vidal**, Head of Innovation, British Airways

12h30 – 14h00

### NETWORKING LUNCH