



How can **Digital Identity** create a better travel experience for us all?

We live in a digital world. But traces of the old way of doing things continue to be found. Why, for example, must we still take a paper visa to an airport check-in desk, or queue at the hotel front desk to present our passports? There must be a better way.

Indeed, there is.

Here, I want to explore the concept of Digital Identity (Digital ID), its growth, potential, and impact on the end-to-end journey. This is an innovative technology,

one poised to have a significant impact across the travel ecosystem in the coming years, and Amadeus is at the forefront of its implementation to deliver an exceptional travel experience.

The potential of Digital Identity

First, let's be clear about what we are talking about.

Digital Identity is usually defined as a one-to-one relationship between a person and their online presence. It can consist of multiple accounts, credentials, and entitlements, all associated with an individual.

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Today, travellers typically must share some form of identity – on paper, on a device – at many stages of their journey: from login to a travel website, to check-in, airport security, boarding and hotel reception to name just a few.

Amadeus Travel Ready by Traveler ID is our ambitious plan to simplify the situation. The solution offers travel companies a chance to automate and digitise passport verification processes at check-in, removing unnecessary manual friction and associated queues across the journey.

It was launched in 2021 to overcome challenges presented during the COVID-19 pandemic, and to help verify health documentation in a digital manner. In less than a year, over 20 airlines offered

this solution to travellers and verified over 25 million documents, supporting the industry recovery. These numbers have continued to grow.

Amadeus Travel Ready currently verifies digitised documents such as passports and health documents before travellers reach the airport. It provides the means to automate travellers' identification and document verification, at any travel checkpoint. Air Europa recently announced using the solution to verify passports for its international travellers.

In the coming months, Amadeus will provide the possibility to implement additional functionalities, facilitating the biometric identification processes at the airport via travel companies' mobile applications.

We are agnostic in the roll-out of this technology. For example, we have deployed new technology with a partner at Narita Airport in Japan. Passengers can now check-in at one of several biometric kiosks where their facial image is captured and verified against their passport. Once the verification process is done, passengers do not need to show any physical documents from bag drop through to security and boarding.

Amadeus supplied the kiosks and ABD units fitted with biometric cameras and application software that works with our partner's facial recognition system. Working together, we are able to create a better experience for all.



(link to the image high res. <https://amadeus.com/images/en/blog/2024/02/digital-identity-potential-2.png>)



A successful industry collaboration

Figures from the IATA Global Passenger survey reveals three quarters of passengers would be eager to use biometrics instead of passports or boarding passes. As the benefits of Digital Identity come into focus, more people are seeking to exploit them.

But it is not just airlines that can benefit – the entire travel ecosystem can take advantage of this technology. At the centre of this ecosystem, Amadeus is working to bring stakeholders together to drive adoption and make the most of the Digital ID opportunities.

We are working alongside authorities such as the European Union on the

development of the EU Digital Identity Wallet, while also participating in the expansion of standards such as IATA One ID and W3C. In 2023, Amadeus took part in the First Integrated Shopping to Travel Journey Using Digital Identity, with IATA and over 10 partners and will continue to contribute to this initiative in 2024.

Our vision for a better travel experience

Digital Identity has the potential to enhance travel experiences, from the shopping phase and also right throughout the booking and the travel experience.

During the shopping phase, Digital ID sharing could be used for instant onboarding, even with first-time

customers, replacing the account creation step. For the travel company, it enables the creation of an attractive, personalised offer based on the traveller's identity, frequent flyer programme and preferences shared in previous steps.

During the booking phase, Digital ID could streamline the process by providing a 'one-click order experience', including traveller's identity and payment details. When fully deployed, travel providers will be able to offer the instant onboarding and payment experience travellers have become used to in modern e-retail in a cyber secure manner, thanks to their personal device security.

On the trip, Digital ID could be used to provide a personalised experience and streamline processes too. For instance, upon arrival at a hotel, the technology can be used to automatically check-in, offer directions to a room and adjust settings, such as temperature and lighting, based on known preferences.

Finally, Digital ID could enhance post-travel engagement. By understanding an experience, businesses can personalise their communications, providing relevant content to inspire future trips. Reviews left through a verified ID could also be more trusted and handled with appropriate diligence. Business travellers could also benefit from a smoother process for travel expense reporting.

The digital future is arriving, and Amadeus is working with all travel players – from airlines to hotels, car rental companies and agents – who want to make use of this innovative technology today. Join us on this exciting journey!