



Suresh Manwani

Travel, Hospitality & Logistics



AI in Aviation

Everything.ai

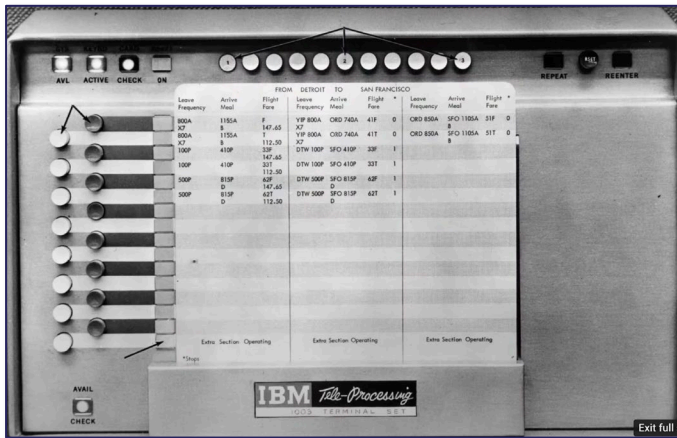


SUTHERLAND®

Did you know?

The 1st Online Marketplace?

Global Distribution Systems
Circa 1967



1st Implementation of Virtual Reality

Tom Furness, VR Pioneer
The Super Cockpit
1967



The 1st Miles and Points program

Texas International Airlines
1979



Technology Driven Differentiation

By 2026, travel brands are looking at providers to support a shift from
Functional Transformation to enterprise and ecosystem transformation

Focused on **Functional** Transformation

54% (↓ from 69%)

- Enable self-service
- Automate manual task
- Deliver omnichannel experience
- Leverage data analytics

Focused on **Enterprise** Transformation

35% (↑ from 29%)

- Operating model transformation
- Personalized CX
- Empowered Customer service agents
- Advance analytics

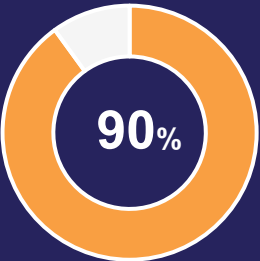
Focused on **Ecosystem** Transformation

14% (↑ from 4%)

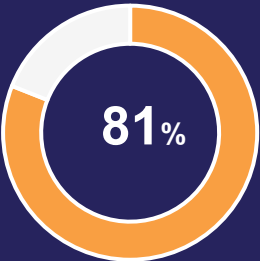
- New markets and offerings
- New business model built on cross-industry value
- Data monetization



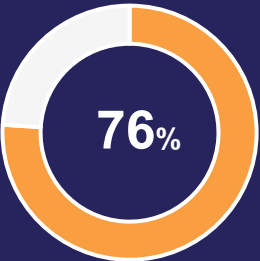
Technologies to be Implemented by 2026



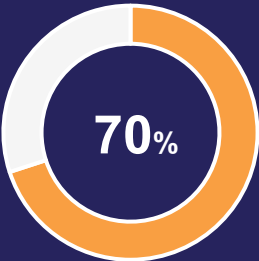
AI/ML



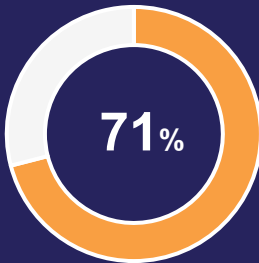
Low-Code/No-Code Development Platform



Distributed Cloud

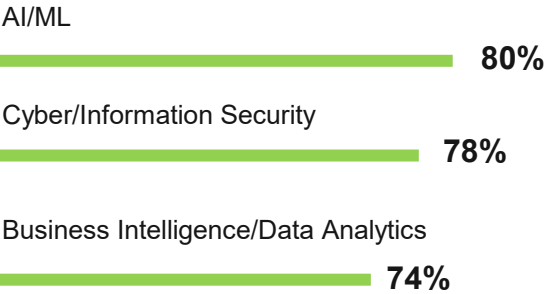


Gen AI

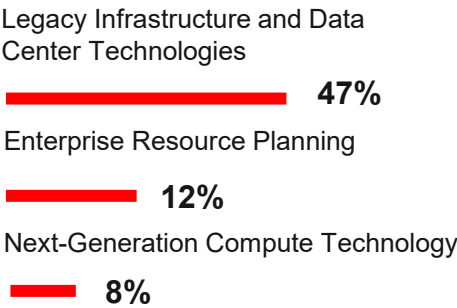


Enterprise Environmental, Social and Governance Software

TTHL Firms will  their investment in



TTHL Firms will  their investment in



What is AI ?

AI is a **machine's** ability to **perform** the **cognitive functions** we associate with **human minds**, such as perceiving, reasoning, learning, interacting with the environment, problem-solving, and even exercising creativity.

everything.AI Is it all hype?

No

The AI landscape is a dynamic mashup of enthusiasm, innovation, spin, and very real challenges. The problem is separating wheat from chaff.

What is the here and now?

Hype Cycle for Artificial Intelligence, 2023



gartner.com

Source: Gartner
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Gartner.

Future of Travel



AI in Aviation?



Dream + Plan + Book

- Experience before you buy
- AI Travel Concierge
- Personalized Offers & Pricing



Airport/Station Experience

- Biometric ID enabled check-ins
- Less intrusive security checks
- Interactive Digital Signage
- Augmented Tourism and Shopping Experiences



Transit/Travel Experience

- Personalized AI augmented experience [Crew Interaction, In-journey Entertainment]
- Proactive disruption management



Airline Employee Experience

- Technology Augmented Employees – Copilots
- AI augmented by Humans



Operations

- Route Planning
- Crew Rostering
- Gate Management
- Asset Management
- Asset Tracking
- Software Development
- Quality Engineering

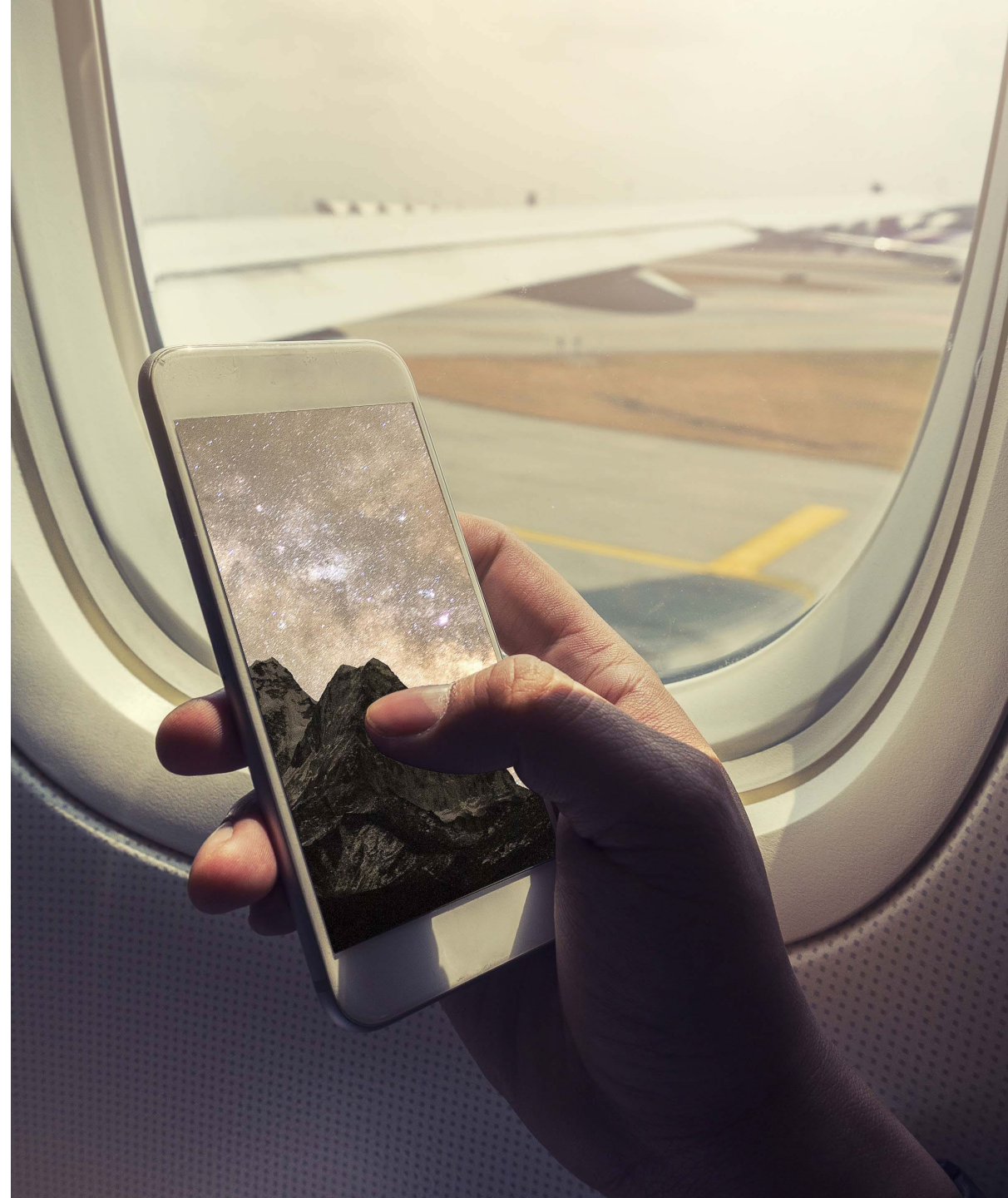
Megatrends

Technology Augmented Experiences

Time Compression

Ubiquitous Connectivity

First solve, then select
Prioritize solving business
issues, technology comes
later





Thank You