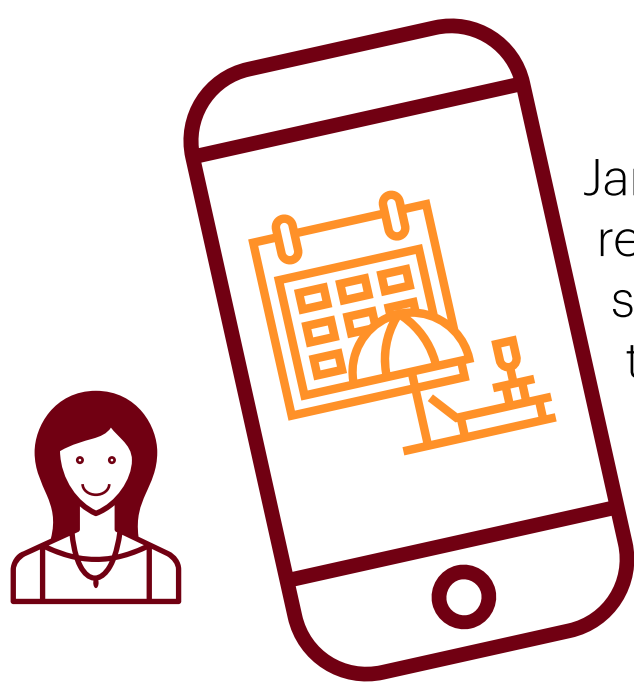


THE PERSONALIZED, FRICTIONLESS TRAVEL EXPERIENCE

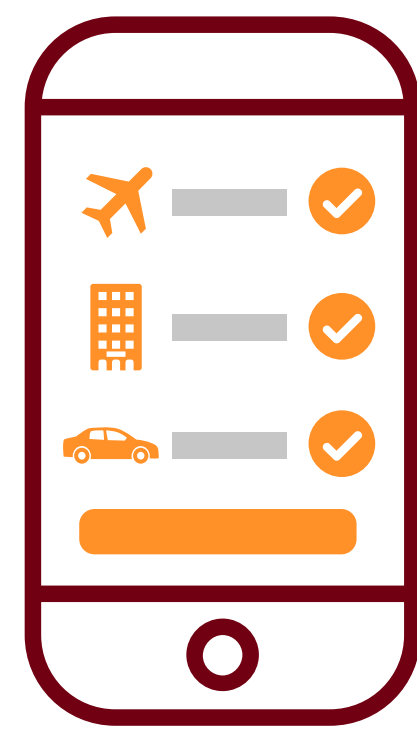
Enabled by digital technologies such as artificial intelligence (AI), analytics and the internet of things, leading airlines will be capable of delivering on customer expectations by providing personalized, frictionless travel. Here's how one traveler's journey might go.

INSPIRATION



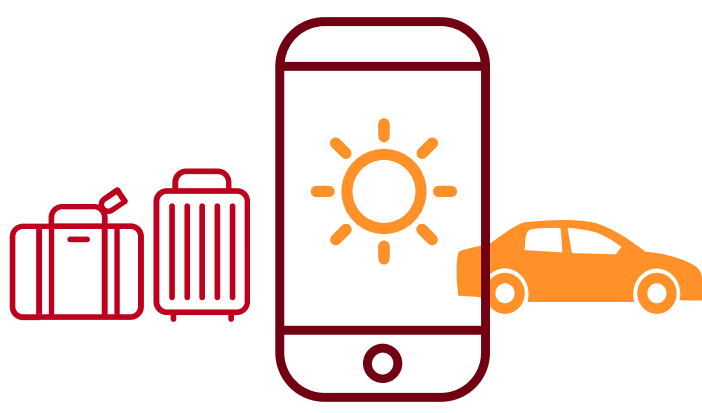
Jane receives personal travel recommendations and suggested itineraries through her AI-enabled travel app.

BOOKING



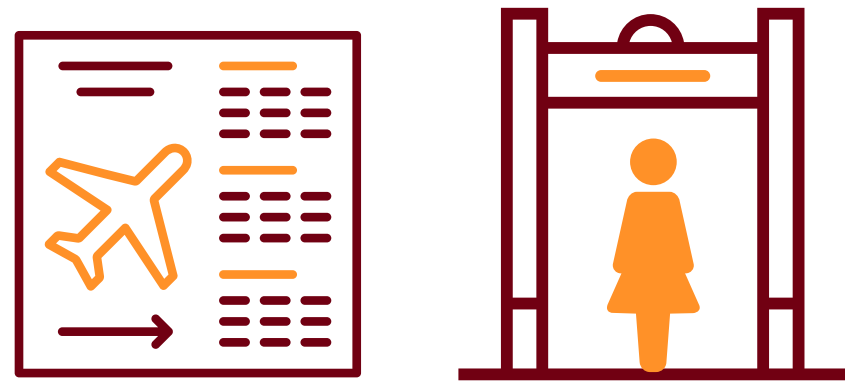
Jane's personal details are automatically available through her loyalty program account, and she makes her selections through an AI personal trip assistant on social media.

PREPARATION



Jane's travel app checks local conditions and pre-orders transportation to make sure she arrives at the airport on time, and her luggage is picked up and delivered directly to her hotel room.

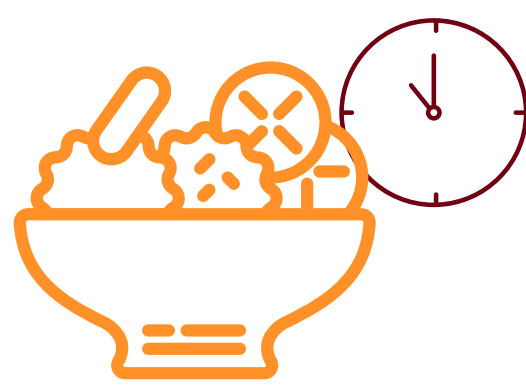
AIRPORT



Jane receives detailed directions to navigate airport shopping and gates, and passes through security with no lines thanks to digital IATA tunnels.

IN-FLIGHT

Jane finishes watching a movie from the night before on her personal device, and receives a custom meal at her requested time slot.



ARRIVAL



Jane uses mobile customs to avoid lines, and her travel app already has a taxi waiting to take her to her hotel.

DESTINATION



Jane scans some RFID tags in the taxi for local concert listings and shopping discounts, then proceeds directly to her hotel room where her luggage is already waiting.

POST-TRIP



Jane's social media creates a photo- and video-book of her trip and connects with the people in her pictures, and her travel app automatically reviews her trip via a chat conversation.

Learn more about how digital can help airlines reduce turbulence for travelers — and drive future growth — with our full report: www.accenture.com/FrictionlessTravel