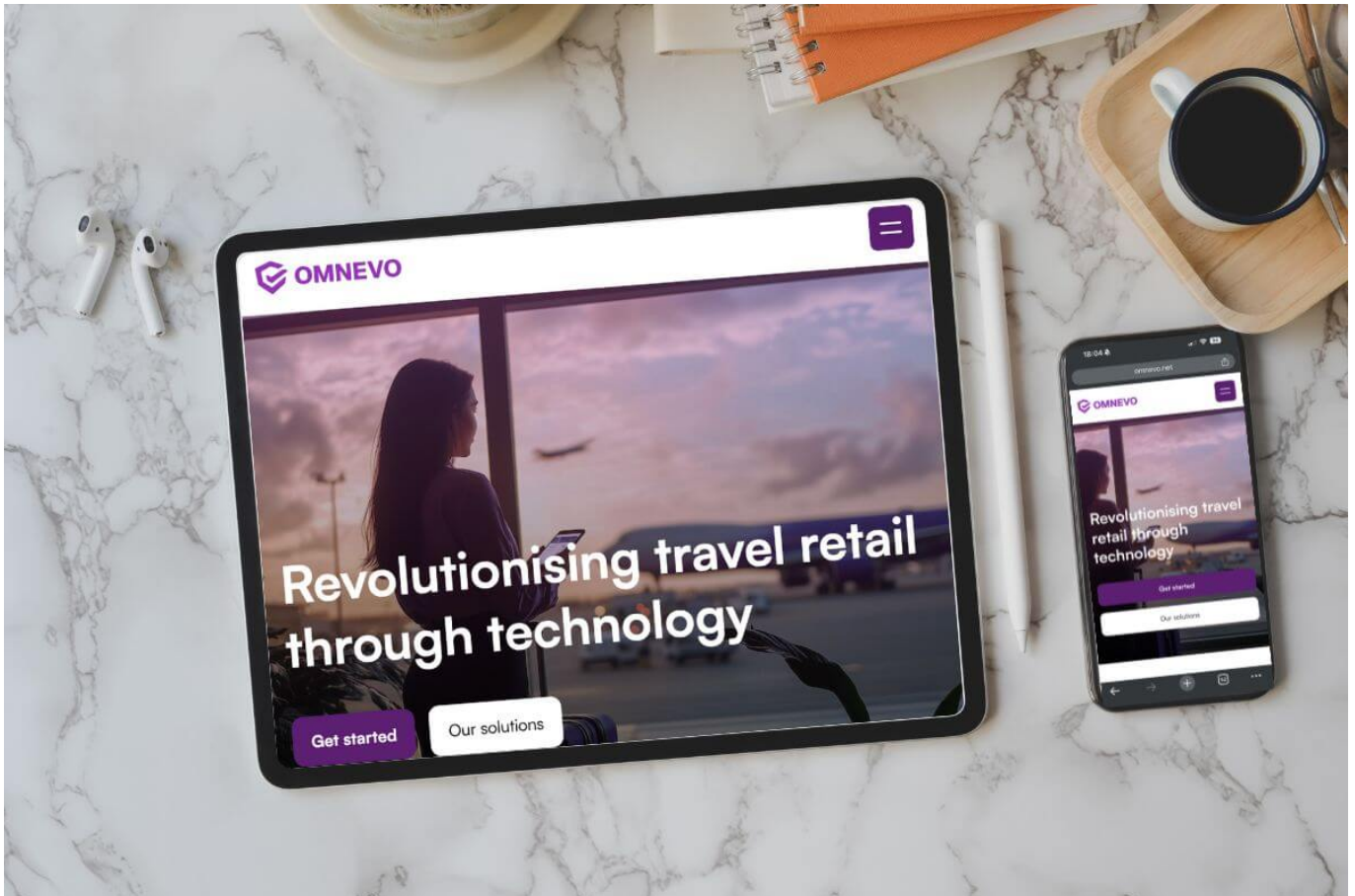


Omnevo extends passenger engagement from airport to arrival

This is a special feature from the [September 2025 APEX Global EXPO](#) issue of *PAX Tech*, on [page 33](#).



Omnevo helps airlines engage with passengers at multiple points throughout the trip

The passenger journey begins well before travelers arrive at the gate and continues long after disembarkation. [Omnevo](#) helps airlines engage with passengers at multiple points throughout the trip, addressing onboard retail challenges carriers face, including fragmented sales channels, limited retail reach, high waste from inaccurate loading and inflight payment disruptions.



Michael Raasch, CEO, Omnevo

“We solve these challenges with a unified platform integrating pre-order, onboard sales and e-commerce, real-time inventory control to cut waste and offline transaction capability to ensure sales even without full connectivity,” Michael Raasch, CEO, Omnevo, tells *PAX Tech*.

The company focuses on pre-, during and post-flight touchpoints to deliver a connected retail ecosystem across the end-to-end passenger journey.

Pre-flight engagement

For Omnevo, key pre-flight touchpoints include F&B pre-order, duty free marketplace and ancillary add-ons (lounge, parking, fast track) integrated into booking and check-in flows. Raasch says digital retail turns a traveler’s “planning mode” into a revenue engine.

“Omnevo can engage passengers immediately after booking—weeks before travel—through embedded pre-order and duty free marketplace access. Airlines see higher conversion, increased premium sales and reduced onboard waste when engagement happens early,” he explains.

Personalization plays into the pre-flight experience with Omnevo’s platform delivering customized offers to passengers based on their browsing and purchase history. Promoting a premium meal upgrade to a passenger who previously purchased one or targeting a returning traveler with loyalty-based duty free discounts are just a couple of examples of meaningful connections to boost revenue.

Inflight connection

Once inflight, Omnevo’s critical interactions with the passenger include onboard F&B and duty free sales via POS, order-at-seat, seatback shopping and Wi-Fi portal shopping powered by its partners,

such as Thales and Viasat.

With Thales and Viasat connectivity, Omnevo ensures real-time transactions, while offline POS capability keeps sales running if coverage drops.

“Orders from IFE or personal devices route directly to crew dashboards for fast fulfilment, and multiple payment options reduce decline rates,” explains Raasch.

Post-flight loyalty

The opportunities for ancillary revenue and passenger engagement extend well beyond arrival at the final destination. The connection to the passenger continues through loyalty-driven engagement, home delivery from marketplaces and targeted offers for future travel.

“By connecting purchase data across channels, airlines can keep passengers in their retail ecosystem between flights,” Raasch says.