

Iberia bets on free connectivity to power next phase of digital transformation

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Iberia's A350 900

[Iberia](#) is accelerating its digital transformation as it redefines the premium travel experience through technology. From rolling out free high-speed connectivity across its fleet to embedding data-driven personalization and accessibility into the passenger journey, the airline is placing innovation at the core of its passenger strategy.

This spring, *PAX Tech* sat down with Beatriz Guillén, Chief Customer Officer at Iberia, to learn how advanced connectivity infrastructure and smarter digital integration are enabling the airline to deliver a more seamless, efficient and future-focused journey.

Digital transformation remains a central pillar of Iberia's long-term strategy. As part of its €6 billion (US\$6.9 billion) Flight Plan 2030 investment program, the airline is advancing initiatives related to digitalization, artificial intelligence and the development of Ciudad Iberia, an aeronautical innovation hub.

This year, Iberia will begin rolling out access to high-speed Wi-Fi across its fleet as part of parent group IAG's recently announced [strategic alliance with Starlink](#). The service will be free and available to all passengers, regardless of cabin.

The move aligns with Iberia's goal of "standardizing access" and "redefining connectivity as a core component of the travel experience rather than a premium add-on," she explains.



Beatriz Guillen, Chief Customer Officer, Iberia

"Passengers no longer see connectivity as an optional extra — they expect to continue with their day-to-day activities when they board an aircraft, whether that means working, communicating or accessing entertainment," says Guillén. "Free, high-speed connectivity removes one of the last barriers between air travel and everyday life."

The always-on experience will also reshape passengers' perception of flight time, Guillén says.

"Instead of disconnected downtime, time in the air becomes usable, flexible and integrated into passengers' personal and professional routines."

Due to individual certification processes for each aircraft, Guillén expects the full wide-body deployment to be complete by Q2 2027.

Beyond connectivity, Iberia's digital agenda focuses on three areas: passenger experience, operational excellence and accessibility.

The carrier will also use technology to improve passenger services and transparency. This includes integration with Apple AirTag to improve baggage tracking visibility, as well as 3D SeatMapVR, which allows passengers to visualize the cabin before selecting a seat. Iberia is also expanding its omnichannel customer service, enabling passengers to interact with the airline across a range of digital platforms, including its website, mobile app and messaging services such as WhatsApp.



Iberia's A350 Next Business Class

Through initiatives such as Háblalo x Iberia, the airline is leveraging technology to improve the travel experience for passengers with disabilities, reinforcing its commitment to inclusive mobility.

AI will also play an ongoing role in operations, including resource planning, improving disruption management and personalizing passenger interactions.

"For us, AI is not an isolated initiative, but an enabler embedded across the organization," Guillén says.

By embedding connectivity, artificial intelligence and intelligent systems across its operation, Iberia is transforming technology from a backend utility into a visible driver of passenger value. The result is a travel experience that is connected, adaptive and built for the expectations of a digitally native passenger.