

SITA underscores vision for complete travel ecosystem and APAC region growth



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Airport operations provider [SITA](#) is reshaping the end-to-end passenger experience by bringing together digital tools like biometrics and mobile self-service with an understanding of how people move and interact in an airport.

With [CCM](#) now part of SITA, the company is also stepping into airport design and architecture to create spaces built for automation, self-service and effortless passenger flow.

“We are no longer just a technology provider. We are helping build a complete travel ecosystem,” Sumesh Patel, President of Asia Pacific, SITA, tells *PAX Tech*.

A vision for growth in the APAC region

Following SITA’s presence at APEX FTE Asia Expo in Singapore last month, Patel reveals that the Asia Pacific region is where SITA’s growth vision is taking off.



Sumesh Patel, President of Asia Pacific, SITA

“APAC is one of the fastest-growing passenger markets in the world, and with the level of infrastructure investment we are seeing in Southeast Asia, India and China, the momentum is incredible. That kind of growth creates a huge opportunity for aviation players to modernize at scale,” he says.

Patel reveals that a standout of the expo was how quickly airports and airlines in the region are shifting to digital, modular setups.

“In almost every conversation, people told me the same thing: they want solutions that are quick to deploy, easy to scale and that fit into what they already have without ripping everything out. And that really validated our platform approach,” he explains.

Patel says another clear message that shone through at the event was the demand for a mix of sustainability and operational performance.

He notes that airlines and airports are looking for technology that delivers measurable efficiency. For example, tools like OptiClimb for fuel savings or automated operations that reduce congestion and energy use are no longer “someday” ideas but are instead shaping current investment decisions.

According to Patel, the APAC region excels in the quick adoption of digital solutions, with many airports, especially regional ones, forgoing older technologies altogether.

“They are going straight to cloud-based platforms, biometrics and automation,” he notes.

“That is perfect for us because it aligns with the modular, scalable platforms we are building, which can adapt to very different operational needs and be deployed fast.”

The missing puzzle piece of the passenger experience

As for the challenge of delivering a seamless end-to-end user experience in the aviation industry, Patel says creating a smooth passenger experience still feels like a puzzle for many.

The reason? Fragmented data.

“Airport and airline systems do not always talk to each other, and that makes it hard to give travelers a single, consistent identity from end to end,” Patel explains. “On top of that, a lot of terminals were not built for today’s traffic. Space constraints, old layouts and aging infrastructure limit how quickly operators can adapt. And of course, traveler expectations have moved fast. People want mobile-first options, biometrics that just work and touchless processes everywhere.”

This is where SITA comes in. The provider is focused on building the “digital backbone” that ties the journey together, from check-in to self-bag drop to boarding. Digital Travel Credentials create a secure, reusable identity that can flow across airlines and airport touchpoints. SITA’s solutions, like Smart Path biometrics, then recognize that identity in the airport terminal.

Doubling down on digital

Looking ahead to 2026, SITA will focus on helping regional airports accelerate digital upgrades. This includes expanding self-service options like kiosks, self-bag drop and eGates. The provider also plans to continue pushing digital travel credentials with its airline and airport partners.

“We are doubling down on digital identity and biometrics, expanding our fuel optimization portfolio and accelerating cloud-based, common-use services for mid-tier airports that need agility without the big tag,” Patel tells *PAX*. “The direction is pretty clear: flexible platforms, smarter automation and solutions that boost efficiency and sustainability at the same time.”