

FTE launches industry-wide crowdsourcing effort as part of Think Tank



Future Travel Experience ([FTE](#)) has announced the launch of an [industry-wide crowdsourcing effort](#) as part of the FTE APEX Business Model Transformation Think Tank. The key recommendations of the Think Tank were [unveiled during the December Virtual Expo](#), and the crowdsourcing effort invites people to share ideas on how to make the recommendations a reality.

The Think Tank explored how airlines, airports and their partners can embrace new approaches and collaborate more closely to solve long-running industry challenges and frustrations that have been heightened by the pandemic. Reducing cost bases, improving processes, and creating new revenue-generating opportunities throughout the end-to-end travel experience were among the core focus areas, including redefining the way passenger purchase and consume food and beverage, and providing passengers with a reliable and seamless end-to-end baggage experience.

The crowdsourcing effort invites industry stakeholders from around the world to get involved and provide suggestions on how to support these initiatives. Suggestions can be [submitted online now](#), and will be presented at [FTE APEX Virtual Expo 2021](#), running May 25 to 26. A selection of entrants will be invited to join the next Think Tank conference call.