



FACILITATION PANEL (FALP)

SIXTH MEETING

Montréal, 10-14 May 2010

Agenda Item 8: Other matters

PASSENGER EXPERIENCE MANAGEMENT GROUP (PEMG)

(Presented by International Air Transport Association (IATA), Air Transport Association (ATA)
and Airports Council International (ACI))

SUMMARY

This paper outlines the formation of the new Passenger Experience Management Group (PEMG) formed by IATA under the auspices of the Joint Passenger Conference (JPSC).

The PEMG will bring together the various components of air travel to ensure a seamless travel experience for the passenger through the development of standards and recommended practices.

Through cross-industry collaboration, the PEMG will leverage potential synergies to ensure an aligned approach towards the end-to-end passenger process.

Recommendations for the panel are found in paragraph 4.

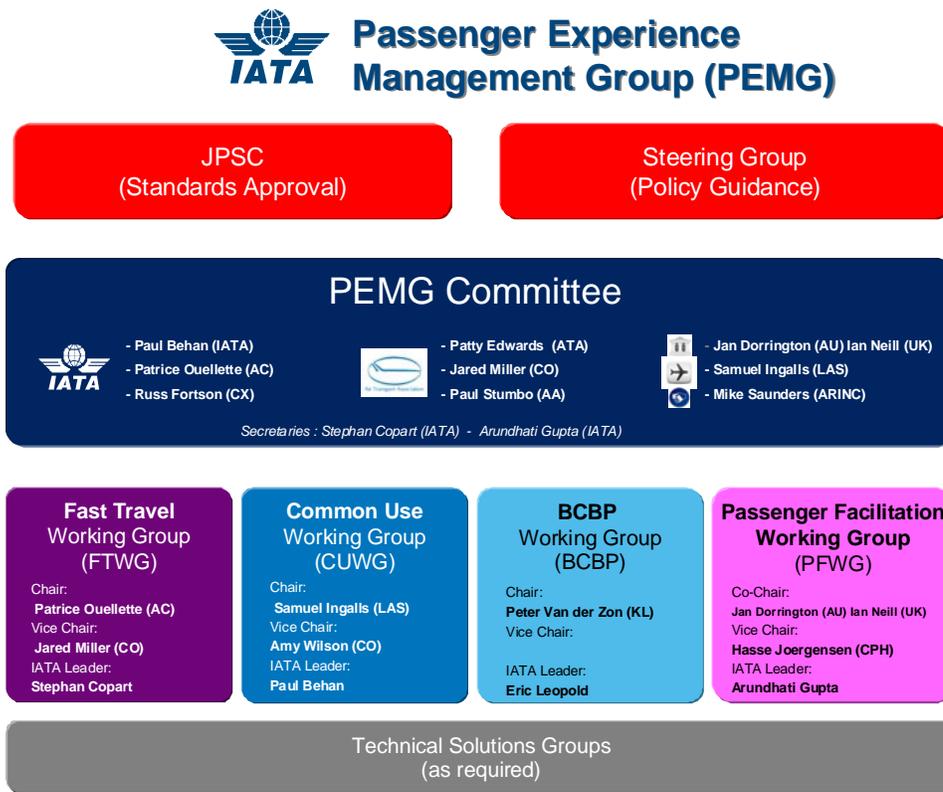
1. INTRODUCTION

1.1 In October 2009, the Joint Passenger Services Conference (JPSC) of International Air Transport Association (IATA) and Air Transport Association (ATA) passed Resolution 705 that formalized the creation of the Passenger Experience Management Group (PEMG).

1.2 The PEMG will focus on the entire journey by finding ways to integrate the operations of connected stakeholders, namely airlines, airports and governments with the aim of providing a

seamless travel experience for the passenger; through the harmonization of standards, technology and policy.

1.3 The PEMG includes four working groups: Fast Travel (FTWG), Bar Coded Boarding Pass (BCBP), Common Use (CUWG) and Passenger Facilitation (PFWG). The first three working groups were in existence under the previous management group – CUSSMG. These groups will continue to develop new standards and demonstrate success through projects and implementations. The Passenger Facilitation Working Group (PFWG) is formed from the former Simplifying Passenger Travel (SPT) Interest Group and brings governments into the picture, an important but missing element until now.

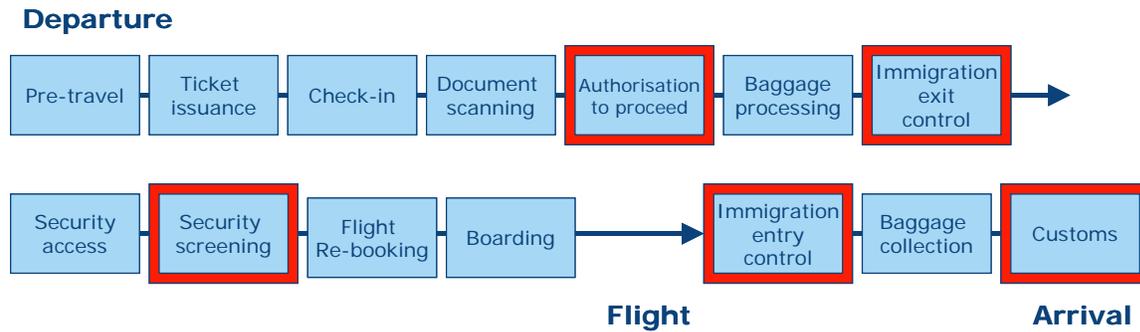


2. END – TO– END PASSENGER PROCESS

2.1 The PEMG will use the 14-step end-to-end passenger process (based on the SPT Ideal Process Flow) as the foundation for working group related activities.

2.2 The fourteen steps demonstrate the steps that a passenger would undertake in a journey. The boxes in blue focus on airline and airport operations and fall in the remit of FT, CU and BCBP. The boxes with the red outline are regulatory in nature and hence fall in the remit of PFWG.

2.3 The PEMG aims to deliver a global model for seamless airline journey for the passenger by developing industry Recommended Practices for all stakeholders involved in the passenger journey. Working with its member airlines, airports, governments and solution providers, this group will focus on different areas of airline travel and continue to explore potential efficiencies in process that lead to better allocation of cost, time and resources.



3. COLLABORATION WITH ICAO FACILITATION PANEL

3.1 In the areas governed by regulatory bodies, such as (but not limited to) Security, Immigration and Customs, ICAO standards and recommended practices assist Contracting States in dealing with air travel operations. A harmonized approach to these standards would allow for implementation on a global basis through the programmes deployed by IATA and other associations. Consistent delivery of standards would serve to improve the overall passenger experience, while maintaining and improving security, customs and border control measures for Contracting States.

3.2 The PEMG looks forward to working with ICAO to establish a framework of cooperation to meet the aims of realizing a convenient and secure passenger journey.

4. RECOMMENDATIONS

The Facilitation Panel is invited to:

- (1) Note the formation of the PEMG.
- (2) Note the 14 step End-to-End process.