

SITA acquires MEXIA Interactive to boost airport passenger insight offering

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SITA, the world's leading specialist in air transport communications and IT solutions, has acquired private company MEXIA Interactive, a leading global provider of curbside-to-gate passenger analytics for the air transport industry.

The acquisition aims to enhance SITA's airport operations and passenger flow management solutions. Customers will benefit from a comprehensive and predictive view of passenger flow information for greater operational efficiencies and improved services, SITA said.

MEXIA's technology identifies and predicts bottlenecks in various queues such as check-in, security and taxi lines while monitoring the amount of time passengers spend in airports.

The Canadian company also helps airports find non-aeronautical revenue potential by providing shopper numbers, conversion rates, and trends through insights on passengers dwelling in the airport. MEXIA works with some of the largest airports around the world.

Barbara Dalibard, CEO of SITA, said: "Airports increasingly need comprehensive and sophisticated technology solutions that help them meet the continued growth in passenger numbers while improving the overall airport experience. This is a market where SITA is strongly focused and where we can deliver real value. With the acquisition of MEXIA we will strengthen our airport portfolio, providing our customers with automated predictive analytics and detailed passenger flow

management throughout the airport.”

Demand for queue management solutions has in the past few years emerged as a key focus area for airport operators. According to the 2018 Air Transport IT Insights Survey, the implementation of wait-time monitoring has jumped from 31% of airports in 2017 to 42% in 2018.

Glenn Tinley, President of MEXIA, said: “Our ground-breaking technology provides seamless integration with SITA’s Airport Management, Passenger Flow Management and AirportPulse solutions. We are extremely excited about the additional benefit our existing customers will receive from the wider SITA portfolio while helping SITA deliver additional value and benefits to their established customer base.”

SITA plans to develop MEXIA’s solutions to advance the portfolio – including the application of its artificial intelligence (AI)/data science expertise by its Montreal-based team.