



# IATA, A4A launches year-long campaign to improve baggage tracking

More than four million bags are carried by airlines across the globe annually, with less than 0.43 percent not arriving with their owners. The industry, however, is determined to do even better. With the goal to reduce mishandled bags and increasing efficiency in baggage operations, the International Air Transport Association (IATA) and Airlines for America (A4A) have launched a global campaign related to baggage tracking.



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The industry has agreed to [Resolution 753](#) (R753). By June 2018, airlines have committed to being able to track a bag when it is accepted at the airport, loaded onto the aircraft, transferred to the arrival system or put into the transfer system for carriage by another airline. Airlines should also be able to share this tracking information with interline carriers as needed.

## Improving processes

"Arriving without a bag is a very frustrating experience for our customers. Over the last decade, we have reduced mishandled baggage by 54% with improved processes. The next step is to realise the full benefits of baggage tracking to further improve performance. In the rare cases when a bag does not arrive with the passenger there will be much more information available to facilitate a quicker reunion. And the benefits don't stop there. Tracking bags will, enable proactive reporting, speed up aircraft readiness for departure, facilitate the automation of baggage processes and also reduce fraud," said Andrew Price, IATA's Global Head of Baggage.

"Implementation of baggage tracking is a collaborative effort between airlines and airports to improve the passenger experience," said Managing Director of Passenger Services at A4A Patty Edwards. "Airlines and airports are working together to ensure the infrastructure is available to provide this enhanced service to our customers."

The year-long baggage tracking campaign will help airlines prepare for the R753 June 2018 implementation deadline with a series of initiatives tailored to various stakeholders. These include regional workshops for key aviation entities and an awareness campaign for travelers. An [implementation guide](#) developed by industry partners is also available. In addition, IATA is offering member airlines a readiness certificate to recognise them when they develop their implementation plan for R753.

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