LATAM AIRLINES ACTIVATES APPLE'S “FIND MY” FEATURE TO OPTIMIZE THE TRACKING AND RECOVERY OF LOST LUGGAGE

News / Airlines



LATAM Airlines announced a major advance in the passenger experience: the implementation of Apple's “share item location” feature for AirTags and accessories compatible with the “Find My” network. This initiative reinforces LATAM's commitment to innovation and peace of mind for travelers. LATAM passengers using an AirTag or a Find My-compatible accessory in their personal belongings will be able to privately and securely share its location with the Group via the Find My app on iPhone, iPad, or Mac. This integration will allow LATAM to significantly improve the efficiency of locating and recovering lost luggage, providing an additional layer of security and confidence during their travels.

Paulo Miranda, Vice President of Customer Experience at LATAM Airlines Group commented: “At LATAM, we know that baggage issues can arise. We transport more than 40 million pieces of luggage per year, with positive overall performance, as our loss rates are approximately 50% lower than the industry average. But we fully understand that this is a crucial issue for customers whose luggage is delayed. That’s why we are very proud to launch this feature, which not only

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offers greater peace of mind to our passengers, but also reinforces technological innovation as a central pillar of transforming the travel experience through smart, customer-centric solutions.”

Shawn Gregor, President of SITA for the Americas stated: “Improving travel safety and efficiency through technology is part of our DNA. According to our SITA Baggage IT Insights report, misrouted baggage in Latin America and the Caribbean decreased by nearly 15% in 2024, thanks to investments in smart technologies. With air traffic on the rise, we are proud to see LATAM's initiative to adopt this solution using AirTags and SITA WorldTracer®."

Sharing the location of your AirTag or Find My accessory with LATAM is a simple and secure process. If your baggage is delayed, you can inform the airline of the exact location of your suitcase in just a few minutes. To do this, you need to generate the link from your iPhone, iPad, or Mac by opening the “Find My” app and creating an item location sharing link. Then, you’ll need to enter this link into your delayed baggage claim via SITA’s self-service website, quickly and easily.

To ensure customer privacy and security, location sharing will automatically end once the customer has retrieved their luggage. Customers can also stop it at any time, and it will automatically expire after seven days. The feature that shares the location of the object is based on Apple's “Find My” network, a collaborative network of over a billion Apple devices that use Bluetooth technology to detect lost devices or objects nearby and transmit their approximate location to their owner.

The entire process is end-to-end encrypted and remains anonymous, so no one else, not even Apple or manufacturers of accessories compatible with the “Find My” network, can see the location or information of an object. The feature to share the location of the object requires iOS 18.2, iPadOS 18.2, or macOS 15.2, or later.

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