

Qatar Airways, Google Cloud partner on data and AI

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In order to investigate using Google Cloud's data analytics and artificial intelligence (AI) technologies to improve customer experiences for its passengers, Qatar Airways and Google Cloud have decided to work together.

The goal of the planned partnership with Google Cloud is to use the strength of Google's data analytics, AI, and machine learning (ML) products, including BigQuery and Vertex AI, to help give Qatar Airways' customer data a deeper meaning. In turn, this will allow the airline to improve the travel experience for customers by tailoring its services to their unique requirements, current travel trends, and previous travel experiences.

Qatar Airways transported 18.5 million passengers to 150 locations across the world in 2022. The airline's digital transformation unit receives a considerable amount of structured and unstructured data as a result of the high passenger flow.

In addition, Qatar Airways and Google Cloud will investigate further areas of cooperation, such as the use of cloud tools to promote cost optimisation, improve operational efficiency, and more. Sustainability is a high focus on the airline's vision for digital transformation, and Qatar Airlines will investigate adopting Google Cloud, the most environmentally friendly cloud in the market, to execute new initiatives that will help Qatar Airways achieve its sustainability targets by 2030.

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