



SAS partners with Google to improve tracking of missing bags

Scandinavian Airlines now enables travelers to securely share live bag location data through Find Hub, thus strengthening and improving the baggage recovery experience.

SAS is enhancing the customer experience with the introduction of Share Item Location in Find Hub, a new capability that allows travelers to securely share the live location of a Find Hub compatible tag or accessory directly with SAS teams. The feature gives customers greater control and peace of mind while enabling faster, more precise support when a bag is misplaced.

“We know how important it is for our customers to feel informed and supported throughout their journey. By integrating Find Hub’s secure location sharing capability into our processes, we are giving travelers greater peace of mind and enabling our teams to resolve baggage issues faster. This is another step in our ongoing work to build digital solutions that genuinely make travel easier,” says Massimo Pascotto, Vice President Digital Customer Solutions at SAS.

Secure, simple and designed for travelers

The Find Hub app lets travelers view their tagged items on a map. With the new Share Item Location function, customers can generate a secure, time-limited link and share it with SAS representatives via the existing Self Service Reporting Tool if a bag goes missing. This gives travelers a more active role in the process and allows them to follow the status themselves without needing to call for updates.

The shared link provides SAS with location information, helping staff pinpoint and recover luggage more efficiently. Sharing can be stopped at any time, and all data is encrypted.

SAS is collaborating with partners across the travel ecosystem to ensure the solution works seamlessly where customers need it most. Several major global airlines now accept Find Hub location sharing as part of their baggage recovery process, with additional partners joining soon.

SAS will continue expanding its digital ecosystem through partnerships and new tools designed to improve reliability, reduce stress for travelers, and strengthen the overall customer experience.