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# Online Travel Update: Increased importance of contactless engagements may fuel growth of a startup, Volara, in 2021, and IATA announces COVID-19 Travel Pass

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This week's Update features our next PhocusWire Hot 2021 Startup, Volara. For those of you who have implemented (or considered implementing) voice-activated guest solutions, Volara is likely a familiar name. Enjoy.

[Increased Interest in Contactless Engagement May Fuel Volara Growth in 2021](#)

*("VIDEO: Volara – Summit pitch at Phocuswright Conference 2020," November 25, 2020 via [phocuswire.com](http://phocuswire.com))*

U.S.-based startup, Volara, is no stranger to the hospitality industry. Founded in 2016, Volara was one of the first developers of hospitality industry applications for voice-activated devices like Amazon's Echo and Google's Nest. For Volara, 2021 will be the year to leverage the industry's growing (pandemic-induced) demand for contactless engagement and touchless controls solutions. We've linked the headline above to the recent 2020 Phocuswright Conference Innovation Summit pitch presented by Volara President, David Berger.

[IATA Announces COVID-19 Travel Pass](#)

*(IATA Announces Creation of Digital COVID-19 Travel Pass, November 23, 2020 via [TravelPulse](http://TravelPulse))*

Recently, the International Air Transportation Association (IATA) was one of several organizations to announce the release (or pending release) of a solution allowing travelers to store and display their COVID-19 testing and vaccination histories. The "IATA Travel Pass" mobile application will also provide travelers with up-to-date rules and requirements for national entry. With many countries requiring verifiable evidence of recent negative COVID-19 test results (and soon, vaccination) prior to entry, these so-called "COVID Passports" may soon become as critical as passport identifications to the return of international travel. IATA is planning to launch its product in the first quarter of 2021, following an initial pilot with British

Airlines' parent company, IAG SA.

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