



Architecture diagrams for travel

Amazon Alexa Skill for Airlines



Amazon Alexa Skill for Airlines: Architecture diagrams for travel

Copyright © 2026 Amazon Web Services, Inc. and/or its affiliates. All rights reserved.

Amazon's trademarks and trade dress may not be used in connection with any product or service that is not Amazon's, in any manner that is likely to cause confusion among customers, or in any manner that disparages or discredits Amazon. All other trademarks not owned by Amazon are the property of their respective owners, who may or may not be affiliated with, connected to, or sponsored by Amazon.

Table of Contents

Alexa Skill for airlines **i**

Amazon Alexa Skill for airlines diagram 1

Further reading 2

Diagram history 2

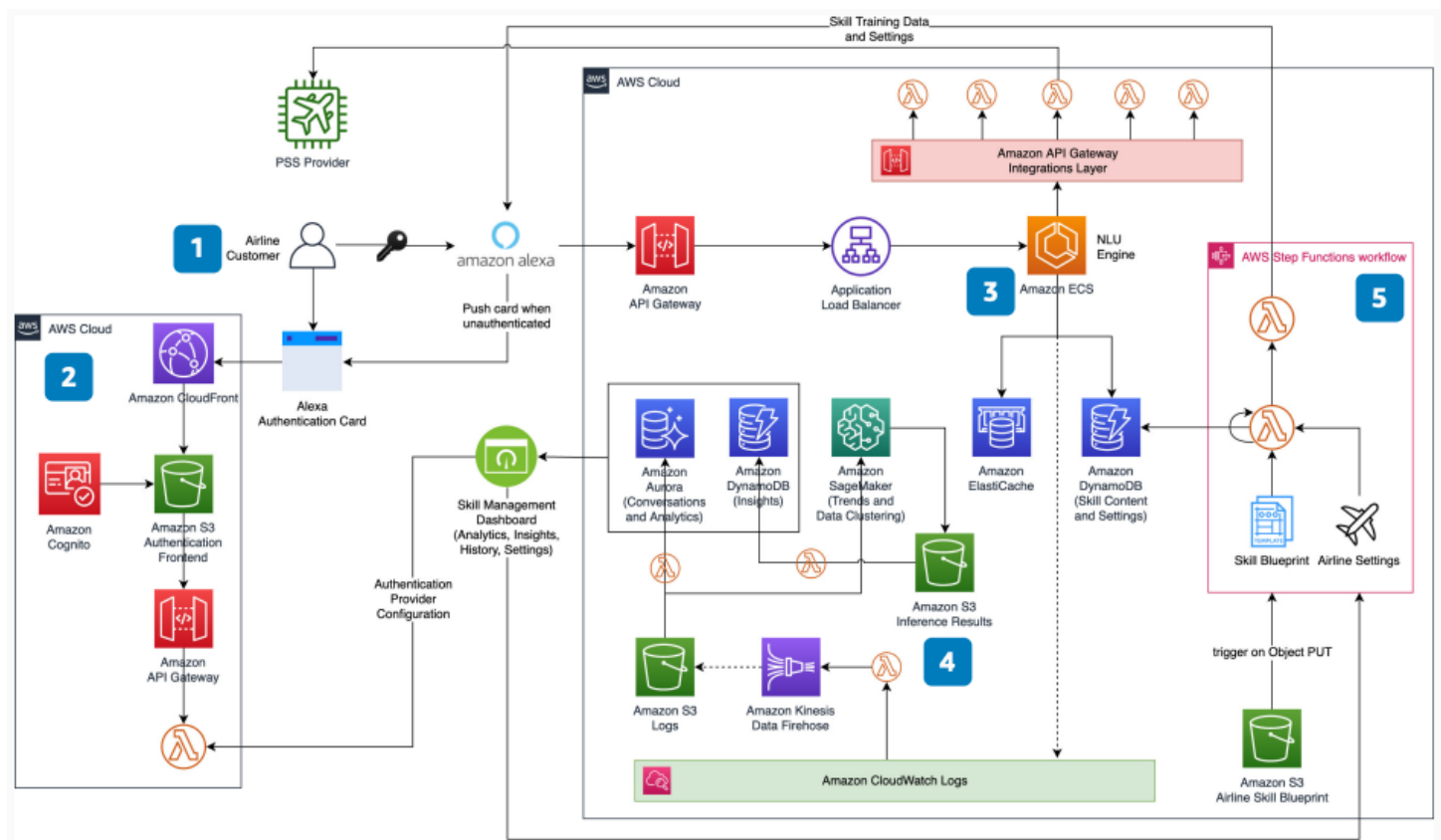
Amazon Alexa Skill for Airlines

Publication date: **March 10, 2021** ([Diagram history](#))

As conversational AI technology evolves, consumer demands evolve as well. A multi-channel digital strategy is no longer optional for airlines.

This architecture helps airlines deliver a secure, integrated experience for booking and managing air travel seamlessly through Amazon Alexa. The solution integrates with Passenger Service System (PSS) providers like Amadeus, Sabre, and Navitaire.

Amazon Alexa Skill for airlines diagram



The following steps describe the architecture:

1. A traveler activates the airline's Alexa Skill. During the first interaction, Alexa prompts authentication and pushes a card to the Amazon Alexa App.

2. The authentication flow uses [Amazon S3](#), [API Gateway](#), and [Lambda](#). Lambda retrieves auth provider information. [Amazon Cognito](#) authenticates the customer. [CloudFront](#) ensures optimal network latency.
3. Use API Gateway, Application Load Balancer, and [Amazon Elastic Container Service](#) to deploy your natural language understanding (NLU) engine at scale. Use [DynamoDB](#) and [Amazon ElastiCache](#) for low-latency content and conversation state access.
4. [CloudWatch](#), Amazon Data Firehose, and Amazon S3 capture and store application logs. Use Lambda for real-time analytics stored in [Amazon Aurora](#). Use [SageMaker AI](#) for AI/ML models on conversation trends. Store results in DynamoDB.
5. Use Amazon S3 PUT triggers and [Step Functions](#) to orchestrate a workflow that updates application content and Alexa Skill configuration.

Further reading

For additional information, see the following resources:

- [AWS Architecture Icons](#)
- [AWS Architecture Center](#)
- [AWS Well-Architected](#)

Diagram history

To receive updates about this reference architecture diagram, subscribe to the RSS feed.

Change	Description	Date
Initial publication	Reference architecture diagram first published.	March 10, 2021

RSS subscription requirement

To subscribe to RSS updates, you must have an RSS plugin enabled for the browser you are using.