

Airlines & Digital Payments

Closing the Gap Between Pain Points and Possibility

A Fireside Conversation

MS. DUMINDANI

SriLankan Airlines

TERRENCE CHOW

AsiaPay

What airlines really need from payments — from the people building it, and the people living it.

Setting the Scene

Why this conversation matters now

01

CROSS-BORDER TRAFFIC IS RISING

More travelers are booking across markets and currencies than ever before.

02

WALLETS OVER CARDS

APAC travelers increasingly expect local e-wallets and real-time transfers at checkout.

03

PAYMENTS AS A GROWTH LEVER

Payments are no longer back-office plumbing — they directly affect conversion and ancillary revenue.

Where does online payment friction hurt most?

Airlines combine high ticket values, cross-border complexity and thin margins.

DISCUSSION PROMPT

Where do bookings fail — at checkout or in back- office reconciliation?

Airlines sit at a uniquely hard intersection of payments: multi-currency, multi-market, high fraud exposure and costly exceptions.

- | | | |
|----|--|---|
| 01 | CARD DECLINE & 3DS FRICTION | Authentication steps can stall or lose the booking mid-checkout. |
| 02 | LIMITED LOCAL PAYMENT METHODS | Key feeder markets may lack the e-wallet, QR or bank-transfer options travelers expect. |
| 03 | MULTI-CURRENCY & FX OPACITY | Pricing and settlement across currencies can be complex and hard to explain. |
| 04 | FRAUD & CHARGEBACKS | High ticket values attract fraud; reconciliation across acquirers compounds the cost. |

What do airlines expect from a digital payment partner?

More than acceptance: a measurable balance of conversion, control and resilience.

01 HIGHER CONVERSION

Fewer drop-offs at checkout

02 LOCALIZED METHODS

Matched to each feeder market

03 TRANSPARENT FX

Predictable pricing and settlement

04 STRONG FRAUD TOOLS

Protection without unnecessary friction

05 ONE UNIFIED VIEW

Single view across markets

06 RELIABLE UPTIME

No failure during peak booking

Are airlines ready to transform?

Interest is one thing — organizational readiness is another.

WHAT IS DRIVING THE URGENCY

01	CUSTOMER DEMAND	Travelers already expect digital-first payment options.
02	COMPETITIVE PRESSURE	LCCs and OTAs already offer local APMs.
03	ANCILLARY REVENUE	Baggage, seats and in-flight purchases need frictionless payment.

INTEREST vs. READINESS

CUSTOMER APPETITE	Strong
LEADERSHIP BUY-IN	Building
TECHNICAL READINESS	Building
BUSINESS CASE	Early

Illustrative — a discussion prompt, not a survey result.

What must be ready before digitizing?

Digitization is as much an internal-readiness question as a technology one.



Where can AsiaPay close the gap?

A digital-payment technology partner built for this operating complexity.

ASIA-PACIFIC FOOTPRINT

2000 Founded · HQ Hong Kong

PCI DSS L1 Certified since 2006

140+ Currencies settled

APAC-wide Offices across the region

CLOSING THE GAP

Fragmented local methods → One integration, localized APMs

Fraud & chargeback exposure → AI screening, tokenisation, 3DS

Multi-currency complexity → Multi-currency settlement, clear FX

Compliance overhead → PCI DSS L1, regional licensing know-how

Six decisions shaping airline digital payments

From acceptance and revenue to AI-enabled control and flexible checkout.

- | | |
|---|--|
| <p>01 ACCEPTANCE & REVENUE</p> <p>Reduce false declines without treating non-3DS as a global switch.</p> | <p>02 SUSTAINABLE FRAUD CONTROL</p> <p>Connect prevention, dispute resolution and learning.</p> |
| <p>03 AI FOR AIRLINES</p> <p>Apply intelligence to specific payment and operating outcomes.</p> | <p>04 DATA ACCURACY</p> <p>Govern the data lifecycle, not only the model.</p> |
| <p>05 REVIEW QUEUE</p> <p>Quarantine uncertain bookings instead of auto-cancelling them.</p> | <p>06 SPLIT PAYMENT</p> <p>Decide whether the commercial upside justifies complexity.</p> |

Fewer false declines — not a blanket “no 3DS” policy

The answer is risk-based authentication, not a blanket bypass.

THE AIRLINE “WISH”

Approve more genuine travelers

Without trading away fraud control, regulatory compliance or dispute protection.

NON-3DS ≠ GUARANTEED APPROVAL

1

LOW RISK

Frictionless EMV 3DS or a permissible exemption

Send rich transaction and device data; let issuer and regulation determine the path.

2

RISK RISES

Step up only when the signal warrants it

Challenge selectively for higher-risk markets, values, devices or behavior.

3

NON-3DS

Use only where out of scope or commercially accepted

Confirm scheme, acquirer, local-rule, fraud-rate and liability implications.

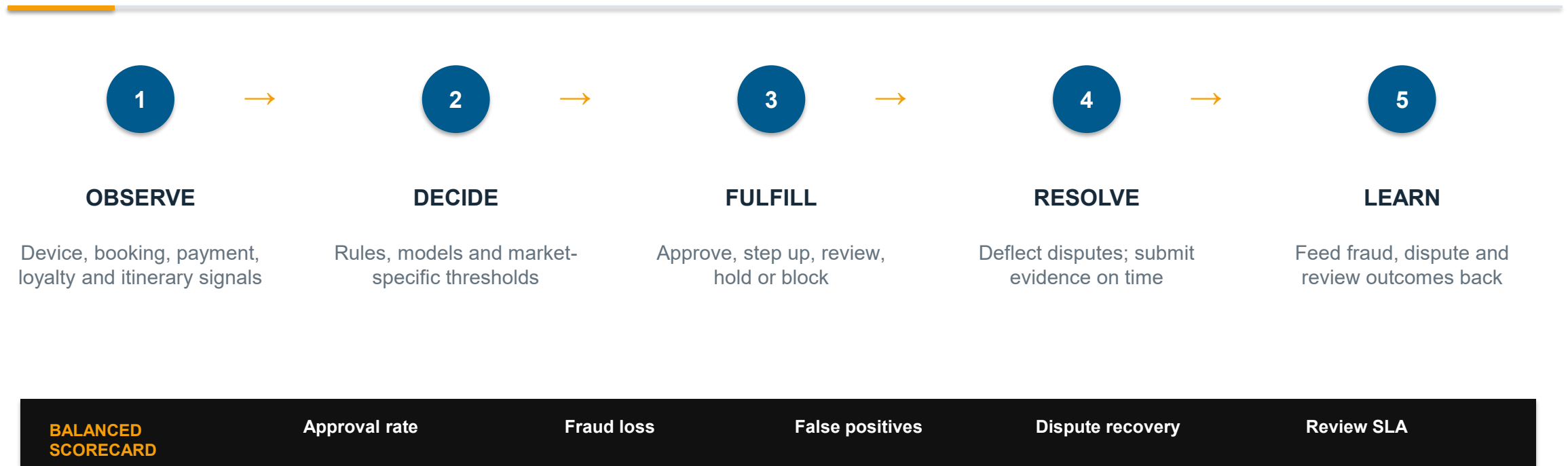
EXECUTIVE RECOMMENDATION

Orchestrate by market, transaction and liability — never by a single global switch.

Sources: EMVCo EMV 3DS; EBA Q&A 2018_4042 and 2019_4866; Visa 3D Secure guidance.

Sustainable fraud control is a closed learning loop

Conversion, fraud loss and disputes must be managed as one operating system.



EXECUTIVE RECOMMENDATION

Make every chargeback and review outcome improve the next decision.

Sources: IATA Card Chargeback Guidelines; IATA Perseuss; Visa and Mastercard dispute guidance.

Put AI where it changes an airline outcome

Start with workflows that already have measurable decisions and feedback.

01 OFFER

Predict preferred payment method and likely checkout friction

PRIMARY KPI

Conversion

02 CHECKOUT

Optimize authentication, routing and fraud decisions

PRIMARY KPI

Approval

03 POST-BOOKING

Detect account takeover, refund abuse and itinerary anomalies

PRIMARY KPI

Loss

04 FINANCE

Prioritize disputes, assemble evidence and reconcile exceptions

PRIMARY KPI

Recovery

AI earns trust when it changes a named decision, against a named KPI, with a named owner.

Sources: IATA, AI in Aviation (2026); PCI SSC, AI and Payments (2024).

AI accuracy starts with the data lifecycle

Airline data is fragmented, delayed and market-specific — governance must be designed in.

WHAT BREAKS ACCURACY

- | | | |
|-----------|-------------------------------|--|
| 01 | LABEL LAG | Chargebacks and confirmed fraud arrive long after booking. |
| <hr/> | | |
| 02 | FRAGMENTED IDENTITY | PSS, PSP, loyalty, device and airport signals do not join cleanly. |
| <hr/> | | |
| 03 | MARKET DRIFT | Seasonality, routes, issuers and attacks change the distribution. |
| <hr/> | | |
| 04 | FEEDBACK CONTAMINATION | Past declines hide outcomes the model never observed. |

CONTROL STACK

- | | | |
|----------|--|---|
| 1 | VALIDATE BY MARKET, ROUTE & CHANNEL | Do not hide weak cohorts inside one global score. |
| 2 | SHADOW-TEST CHALLENGERS | Measure uplift and false positives before live authority. |
| 3 | MONITOR THRESHOLDS & DRIFT | Alert on gaps, score shifts and outcome deterioration. |
| 4 | KEEP HUMAN ESCALATION & AUDIT | Document overrides, reasons, ownership and rollback. |

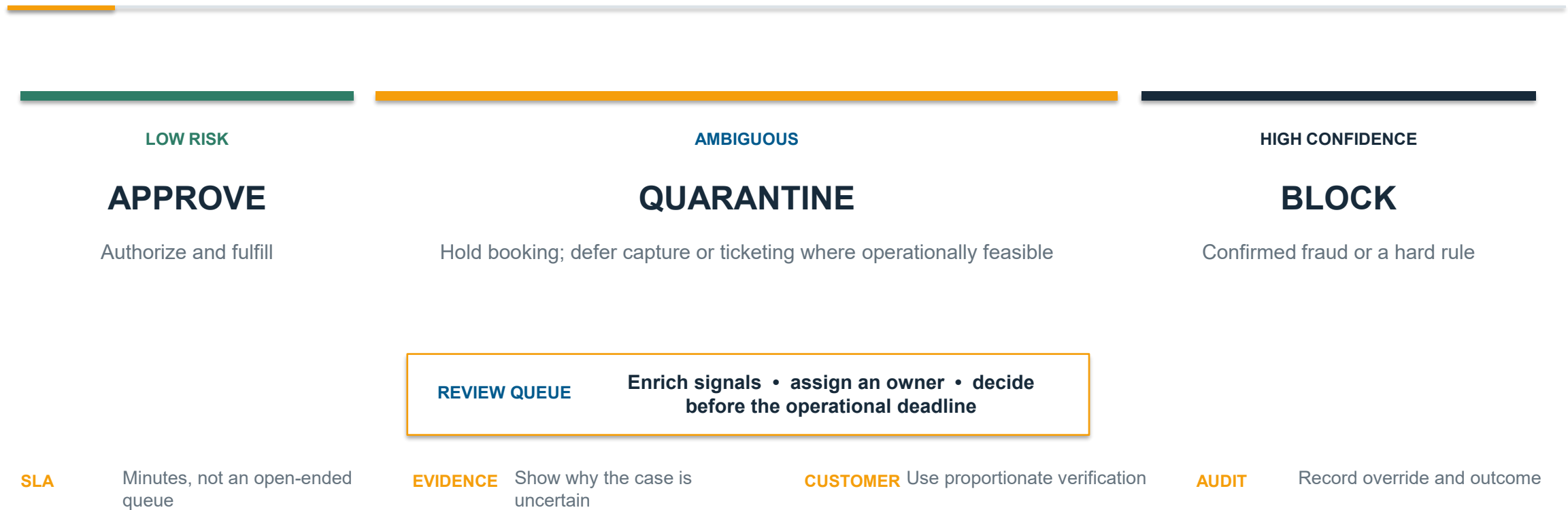
EXECUTIVE RECOMMENDATION

Report model performance by decision context — not as one headline “accuracy” number.

Sources: PCI SSC AI guidance (2025); NIST AI Risk Management Framework.

Quarantine uncertain bookings instead of auto-decline

Use confidence bands so the model can defer a decision rather than destroy a good booking.



Sources: Adyen case-management guidance; PCI SSC guidance on human oversight.

Split payment is a choice — not a universal mandate

First clarify which “split” the business means; the operating models are different.

NO

universal airline mandate

Requirements can still arise from local law, scheme rules, acquirer contracts, distribution agreements or a chosen product.

1 MULTI-TENDER CHECKOUT

One booking, more than one way to pay

Two cards • points + cash • card + wallet
• instalment partner

COMMERCIAL UPSIDE

Higher affordability, basket completion and loyalty engagement

2 SPLIT SETTLEMENT

One payment, funds distributed to multiple parties

Airline + partner • marketplace participants • commissions and fees

OPERATIONAL BURDEN

Refund allocation, disputes, reconciliation, tax and merchant-of-record design

EXECUTIVE RECOMMENDATION

Adopt only where conversion or basket value outweighs complexity — and confirm local obligations.

Sources: IATA Payment Services; UATP, Pay Their Way (July 2026). Operational guidance, not legal advice.

THANK YOU

Thank You

With thanks to Ms. Dumindani and SriLankan Airlines for a candid conversation.

AsiaPay · Digital Payment Solutions for Asia

www.asiapay.com



Terrence Chow

ATPS 2026 · Bali, Indonesia · August 2026