



Welcome to edition 5 of the [Up in the Air | Consultancy](#) monthly newsletter! It includes a round up of the content that I recently shared, plus some additional news and background items.

i Travel Fintech News

Airline & Travel Payments – B2B Vendor Landscape 2025 (updated version)

The [Up in the Air | Consultancy](https://upintheair.aero) vendor landscapes and directory had their mid-year update and can be found/downloaded on the website:

<https://upintheair.aero/vendors/>



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The rise of cryptocurrency in travel, by [PhocusWire](#)

Cryptocurrency is carving out a role in travel—from B2C bookings to B2B settlements—through stablecoin-powered payments and crypto-savvy consumers making high-value transactions. Although cryptocurrency still represents a small portion of global travel spending, industry leaders believe change is coming quickly.



Click on image to read article

i Vendor News

JUSPAY and **Outpayce from Amadeus** *optimise global travel payments*

This collaboration aims to establish a foundation for the global travel business, including airlines and hotels, to optimise complex payment processes through a single integration with Outpayce's XPP. Travel businesses using XPP can activate local payment methods across multiple regions, offering options from native payment journeys to diverse Alternate Payment Methods (APMs) and tokenization capabilities in India. Additionally, this partnership aims to reduce time-to-market for businesses, while offering customer their preferred payment methods in any location.

the paypers

News



JUSPAY

outpayce
from amadeus

Click on image to read the press release by The Paypers

[Adyen](#) Hospitality and Travel Report 2025

Hospitality & Travel Report 2025

AI assistants and self-service are here to stay.
Discover what travelers in 2025 want and how the
industry is responding.

8,100 businesses

40,000 consumers

27 countries

adyen

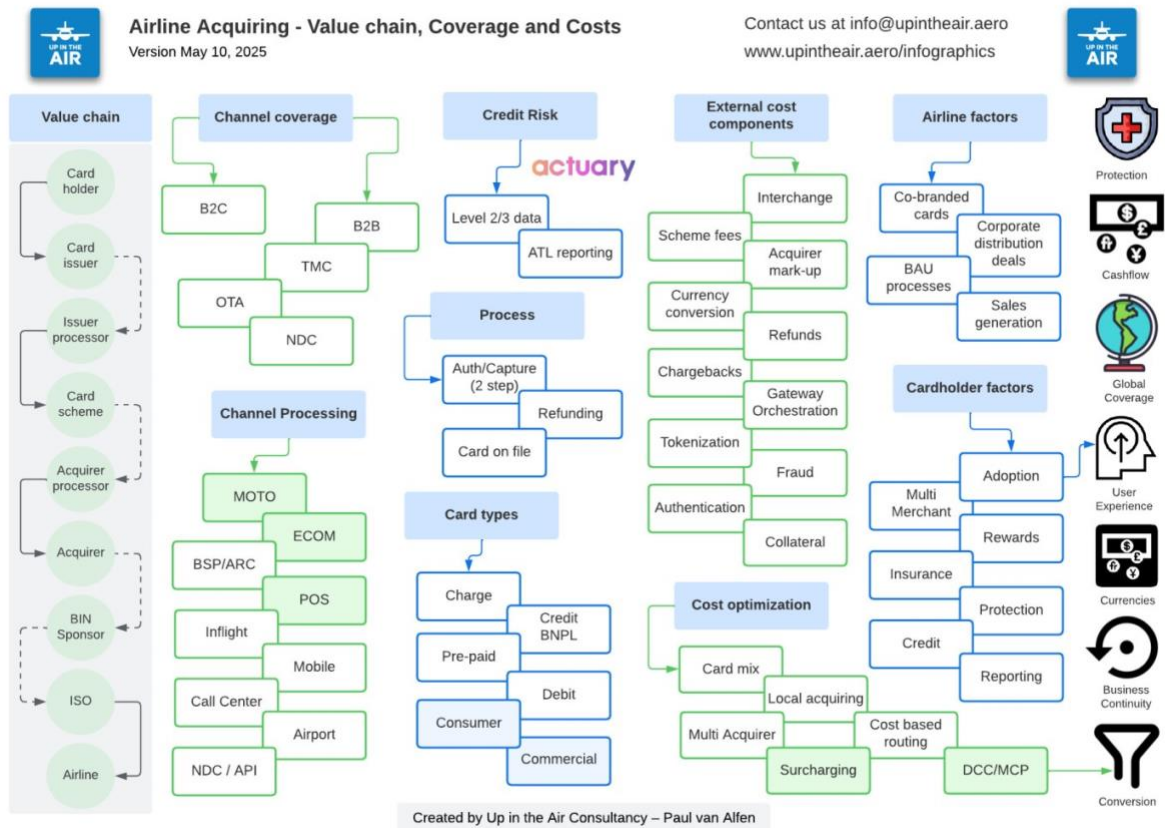
engineered
for ambition

Click on image to download the paper



i Airline & Travel Payments 101

Airline Acquiring – Value chain, Coverage and Costs



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3DS: to challenge or not to challenge, that is the question

In this article by [The Paypers](#), [Javier Gutierrez](#), Director Corporate Development and Head of Payments and Fraud Prevention at [avianca](#), discusses ways to overcome SCA challenges.



Click on image to read article

i Blogs, white papers and other content

Reconciliation in travel: Connecting Payment Dots

Payment reconciliation may seem complex, but it's a vital process that ensures everything runs smoothly. For travel companies, where payments move between agencies, airlines, and hotels, getting reconciliation right is essential. So, how can you ensure it's done properly? Let's dive into the details with this video by AltexSoft.



[Click on image to watch video](#)

Generative AI in Travel: A Measured Look at the Tourism Industry in the AI Era

As AI tools rapidly enter the travel and tourism space, companies promise everything from smarter itineraries to fully automated customer service. In this article, AltexSoft oft takes a closer look at what's actually happening behind the scenes: where generative AI is already making an impact, where it's falling short, and what the future might really hold.



[Click on image to read article](#)

i Upcoming and recent events

World Financial Symposium (WFS) & World Passenger Symposium (WPS)

This year's theme, "Destination, Transformation... Ready for Take off!" will focus on the industry's transition to "Modern Airline Retailing" with an emphasis on Offers and Orders, Financial & Payment Processing, and of course enhancing Customer Experience through the use of Digital Identity & Delivery of Orders.

With three established tracks, covering topics related to retailing, payment and operationalization, the event will feature insightful sessions from industry leaders and subject matter experts who will share their knowledge, perspectives and experiences as the industry undergoes this exciting transformation.



Click on image to visit the event website

Travel Un'chained

An Exclusive Industry Event for Travel Tech & Web3 Leaders. Travel Un'chained is the flagship B2B event hosted by Chain4Travel, bringing together handpicked executives, developers, and innovators from the travel and blockchain industries. 2025's edition lands on the beautiful island of Crete — a new destination, new insights, same game-changing energy.

MEET ME AT **SEP 29 – OCT 1, 2025**
CRETE

 **Paul van Alfen**
Travel
Payments
Strategist



TRAVEL UN'CHAINED 2025

Click on image for more information

[World Aviation Festival](#) 2025 - *Payments Track*

The World Aviation Festival is the premier aviation technology conference and exhibition. In 2025, World Aviation Festival returns to Lisbon, Portugal, bringing together 4,500+ attendees and 600 speakers over three incredible days of insights, innovation, and networking. Bringing together the world's airlines, airports, and their top executives in charge of software, services, marketing, and distribution, this is where the future of aviation is shaped.



**WORLD
AVIATION
FESTIVAL**

7 - 9 October 2025
FIL, Lisbon

**Panel: Are airlines ready for embedded finance
and alternative payment methods?**



Paul van Alfen
Travel Payments
Strategist
**Up in the Air - Travel
Payment Consultancy**



Jeyhun Efendi
SVP Commercial
Operations &
Ecommerce
flydubai



Cátia Silva
Payments &
Fraud Manager
Vueling



Heinrich Lange
Vice President
Digital Retailing
Lufthansa Group



Toreson Lloyd
Co-Founder & CCO
APEXX Global



Ruth Spratt
VP and UK
Country Manager
Affirm

Click on image for full agenda

i 'Movers & Shakers'

Amine Boulaghmen has recently joined **Riyadh Air | طيران الرياض** as Director of Payments, taking on a new payment strategy role at the first digital native, Offer/Order based Airline.



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[Airline Retailing Payments](#) Up in the Air's Airline Retailing (Offer/Order/Settle/Deliver, NDC) page for the Airline & Travel Payments community

[Think Travel Payments](#) Webinar Series

YouTube:

[UpintheAirPay](#)

Would you like to suggest content for this newsletter? Contact me at paul@upintheair.aero