



Airline & Travel Payments - Check out optimization

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www.upintheair.aero/infographics



Constantly monitor results and regularly adapt



Testing: Compare any changes first to determine the impact.

Best practice:

Booking.com



Use code free page design and configuration to speed up change process

Call to Action button > Progress indicator > Confirmation and thank you

Design

- Personalize payment pages based on basket and customer details
- Localize! (but do offer an option to change the country, language and currency)
- Rank payment methods based on your preference around conversion, costs and loyalty (co-branded cards)
- Use latest product logos and a clear descriptions
- Create trust: add logos related to 3D Secure and PCI-DSS
- Only show relevant payment options



UX
Transparency
Mobile friendly
Trust
Localization
APM's/LPM's
Sur-charging



'Open Banking' is not a consumer facing brand!

Logic

- Reduce the number of (optional) input fields and steps, e.g. include bank selection on the payment page
- Allow sufficient session time overall and for redirects
- Determine the booking window by allowing time for exception handling, especially for redirect and asynchronous payment methods
- Make use of stored credentials / card on file to reduce data entry (e.g. via mobile wallets)



Session time
Booking window
Tokenization
3D Secure
A/B testing
Error handling
Field validation
Auto format card no



When using a hosted payment page, vertical specific customization is key

Rescue

- Retry: cascade to fall back options in case of no response from provider
- In case of negative fraud response: offer secure / non reversable alternatives (only)
- In case of insufficient funds: offer split payment
- If session breaks, send pay by link email or text

Secure card details capture options:

- Hosted Payment Page
- Secure Fields
- iFrame



Orchestration
Split payments
Group payments
Pay by link
Support



Who actually 'owns' the payment page?



"Understanding your setup is the foundation for a successful, holistic payment strategy"

Thomas Helldorff, Author of the 'Airline Payments Handbook'

"Click to Pay simplifies the online checkout process to make it consistent, convenient and secure."



Show supported forms of payment on the home page