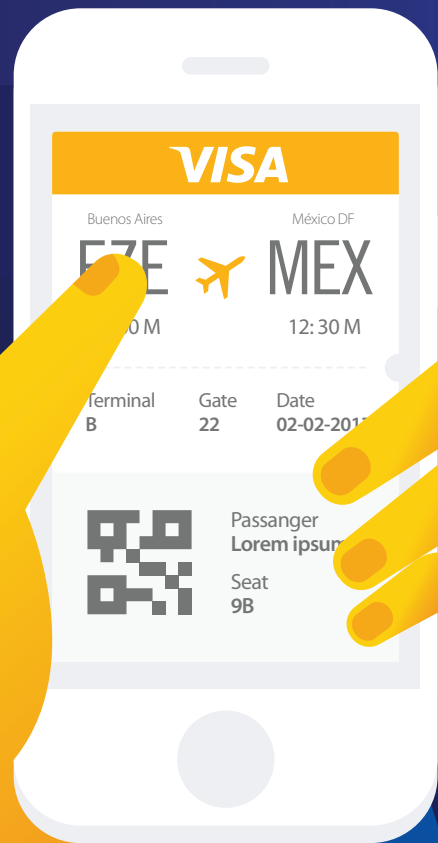


Payment Innovations in Latin American Airlines & OTA's



44%^e

of all 2017 eCommerce in Latin America will correspond to **travel & tourism**.¹



38%
Argentina¹



37%
Brazil¹



46%
Chile¹



61%
Colombia¹



51%
Mexico¹



75%
Peru¹

Technology can help improve the travel shopping experience



40%

have linked their mobile app to their loyalty program²



47%

of airline executives have a point of sale (POS) system onboard²



Friction-less-checkout:

Digital payments Apple Pay, Android Pay, Samsung Pay, card-on-file, etc. to help turn "lookers" into "bookers".



Fast Payments:

Payment services that allow consumers and businesses to rapidly transfer money between bank accounts.



Mobile Order Ahead/Buy-online-pick-up-onboard:

Airline upgrades, entertainment packages, and more

Tech innovations that are influencing the travel industry

Bag-tracking Radio Frequency Identification (R.F.I.D.) chips:



Mid 2018 is the deadline for 265 IATA member airlines to **track and fully trace bags with RFID chips** – not only on their own flights, but also when passengers connect to other carriers³

Predictive analytics:



Travel agencies are using **analytics to "predict" the future** using past booking data to help shape future travel offerings.

Sources:

¹ Statistic from the "e-Readiness in Latin America", 2016 –study commissioned to Euromonitor International for Visa Inc. For the purpose of this study, e-Commerce is represented by the aggregated sales of two main industries: Internet Retailing and Travel & Tourism. Figures are estimated and exclude invoice payments, B2B, B2G, C2C, and any other governmental online transactions like tax payments.

² Informal survey of LAC airline & OTA executives at VISA LAC Airline Payments Day 2016

³ New York Times article, August 2016: www.nytimes.com/2016/08/23/business/chip-technology-keeps-checked-luggage-in-check.html?_r=0

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