According to Ingenico ePayments’ data, most travelers in LATAM arrive or depart from these top five airports:

<table>
<thead>
<tr>
<th>Code</th>
<th>Airport Name</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>PTY</td>
<td>Tocumen International Airport</td>
<td>Panama City, Panama</td>
</tr>
<tr>
<td>SCL</td>
<td>Comodoro Arturo Merino Benítez International Airport</td>
<td>Santiago, Chile</td>
</tr>
<tr>
<td>LIM</td>
<td>Jorge Chavez International Airport</td>
<td>Lima, Peru</td>
</tr>
<tr>
<td>BOG</td>
<td>El Dorado International Airport</td>
<td>Bogota, Colombia</td>
</tr>
<tr>
<td>GRU</td>
<td>Sao Paulo – Guarulhos International Airport</td>
<td>Guarulhos, Brazil</td>
</tr>
</tbody>
</table>

We work with some of LATAM’s biggest airlines, visiting all of these destinations, by helping them reach more customers around the world. Make sure that you’re targeting all of your international travelers throughout their journey, with the most payment methods and comprehensive acquiring coverage available.

Visit: [www.ingenico.com/epayments](http://www.ingenico.com/epayments) to learn more
Al Enes
Business Development Manager
The world’s leading acquirer

Process 15 billion transactions a year

Travel and airline payment specialists
FAQs

How do people pay on mobile?

What causes friction in their payment experience?

What could make the mobile payment journey better?
We did some research...

16,000 smartphone users
10 countries
I want to book a trip to London.
Here are the steps he goes through before becoming your customer

App download  Homepage  Product page

Confirmation  Support

CyberSource
A Visa Solution
How does Kevin (your average mobile shopper) pay on mobile?
Our research showed that people prefer Apps to mobile sites

“My seal of approval”
Why do people download apps?

- 50% TRAVEL DISCOUNTS
- 34% ACCESS TO THEIR TRAVEL BOOKING LOYALTY POINTS
- 29% BECAUSE I CAN SAVE MY DETAILS
- 22%
“I would pay more for an item if the payment experience is better”
People have just 8 apps that take payments on their phone...
3 Retail
3 Digital Content

only 2 are travel apps...

How do you become one of these?
Did you know...

In 2014 - 5% of people told us they booked flights on a smartphone

In 2017 - 84% of people told us they would book a flight on a smartphone
What is causing friction in the mobile payment journey?
Here are the steps he goes through before becoming your customer
The top 3 reasons why people don’t complete a purchase:

- 24% HAD TO ENTER TOO MUCH INFORMATION
- 22% PAYMENT METHOD WASN’T AVAILABLE
- 21% CONCERNED THE APP WASN’T SECURE
That’s a quarter of mobile purchases lost in the past year because companies aren’t offering the right payment types.
And **16%** told us they expect to see payment types at the beginning of the shopping process.
22% of people didn’t finish their mobile purchase because they had to enter too much information every time they shopped.

“Grrrr”
21% of people were concerned that the website/app wasn’t secure
How can you improve your mobile payment journey?
Our research showed that people prefer Apps to mobile sites.
In 2014, people were reluctant to save payment details.

Now... **70%** of people expect to save their payment details using a user profile!

And it’s a top reason to download to app in the first place.

Fun Fact...
“Except 1 country...”
Make your payment page slick the first time, and invisible the next.

50% of people would be happy to provide **biometric data** to make a payment.
Reassure them that their money is in safe hands.

40% of people would be more likely to make a payment if the payment page had a lock symbol on it.

“A lock symbol has me hooked!”
Reassurance around mobile payment security is front of mind...

“I’d rather schemes and APMs rather than security, but security is the seal of approval”
Most travellers expect a payment confirmation email after booking travel on a mobile.
Except some countries that prefer text messages...

- South Korea: 55%
- China: 54%
- Russia: 41%
Optimise your mobile payment page & store payment details

Simplified Payments is a top reason to download an App

Then make the payments almost invisible every other time
Find out more

www.mobilepaymentjourney.worldpay.com