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From Fax to Fully Connected: Conferma Accelerates Travel Payment Modernisation

Global hotel brands and travel agencies scale Conferma Connect Direct, eliminating manual processes and powering seamless virtual card acceptance.

Virtual cards are now the preferred payment method for corporate hotel stays — but they only deliver on their promise when systems are well connected. Many hotel payments still rely on a patchwork of methods, and there's a growing need for more consistent, automated delivery embedded in the ecosystem.

As business travel rebounds to \$1.5 trillion¹, there's a clear need for scalable, digital-first infrastructure. Enter Conferma Connect Direct — Conferma's API that delivers virtual cards directly into hotel systems.

Hotel groups including Omni Hotels & Resorts, Strawberry, Thon Hotels and Wyndham Hotels & Resorts, property management systems Mews and SynXis Property Hub, and agencies like BCD Travel, CWT, and Flight Centre Travel Group are actively working with Conferma on plans to scale the solution globally.

Infrastructure, Not Experiments

Conferma Connect Direct eliminates outdated manual handoffs by integrating virtual card delivery into hotel property management and central reservation systems.

- Real-time delivery
- No manual entry
- Automated invoice reconciliation

"This isn't just about replacing the fax machine," said Jason Lalor, CEO of Conferma. "It's about building infrastructure that makes virtual card acceptance seamless, secure, and scalable. Our partners aren't experimenting. They're scaling, because this works."

Built for the Digital Traveller

Travellers expect fully digital journeys² — yet hotels still face outdated workflows behind

¹ World Travel & Tourism Council, WTTC Business Travel Forecast, 2024, <https://wttc.org/news/business-travel-set-to-surpass-pre-pandemic-levels-to-reach-a-record-us1-5-trillion-in-2024>

² Hilton, 2024 Trends Report, <https://stories.hilton.com/2024trends-connectivity-personalization>

the scenes. Conferma Connect Direct solves this by delivering real-time payments that reduce fraud, cut operational costs, and improve the guest experience.

Where Travel, Tech and Payments Connect

Part of Conferma Connect, the trusted infrastructure linking global banks, hotels, and TMCs, Connect Direct is already integrated across 90,000+ hotels and 90+ card issuers — modernising virtual card acceptance for the entire ecosystem.

Partners Confirm the Impact

Mr. Kjetil Smette, Managing Director, Thon Hotels, said, "Integrating virtual card technology strengthens our ability to innovate and collaborate, creating smoother operations and added value throughout the travel chain."

"Virtual card acceptance remains a challenge across the travel industry —and overcoming it requires collective action," said **Neil Fyfe, Head of Payment Solutions, BCD Travel**. "Our partnership with Conferma marks a critical step forward in scaling direct delivery, reducing front-desk friction, streamlining reconciliation and tax reclaim, and ultimately driving innovation across the sector."

"Truly solving long-standing payment inefficiencies in travel demands bold partnerships, seamless integration, and smart technology that put clients and guests first," added **Michael Wirth, Senior Director, Global Payments, CWT**. "This improves the guest experience above all — while also supporting a more consistent, end-to-end payment journey for our clients."

"With Conferma integrating directly into hotel systems, we're delivering faster payments, fewer errors, and greater control to our clients," added **Melissa Elf, Global Chief Operating Officer, Flight Centre Corporate**.

GBTA NAM Preview: Saying Goodbye to Fax — Permanently

At GBTA Denver, Conferma will unveil plans to phase out fax delivery by 2026 — a decisive move toward fully digital travel payments.

"This is about more than tech," said Lalor. "It's about building trust, driving collaboration, and delivering the infrastructure the travel industry needs."

Join the Movement

"Conferma Connect Direct solves the delivery problem," Lalor added, "but true transformation requires the full ecosystem — hotels, TMCs, aggregators, and PMS providers — working together. We're inviting partners to help build a frictionless, connected future."

About Conferma

Conferma is the global leader in virtual payment technology for business travel. Its platform connects 90+ global banks and 90,000+ hotels to power secure, scalable payments that eliminate friction and modernise corporate travel.