

## Oman Air modernizes passenger booking, payment experiences

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Dammam : CellPoint Digital, the leading provider of payment solutions to the airline and travel industries and a global pioneer of Payment Orchestration, is reimagining the way Oman Air's passengers book and transact with the airline. While the two companies have worked together since 2023, the partnership is now entering a new operational phase as Oman Air accelerates its multi-regional growth trajectory and commits to a modern retailing strategy.

By leveraging the capabilities of CellPoint Digital's Payment Orchestration Platform, Oman Air is increasing conversion rates and boosting sales. The airline can now offer passengers preferred payment methods, while pursuing a multi-acquirer strategy. CellPoint Digital is removing barriers to Oman Air's expansion and creating new opportunities for direct-channel revenue growth by enabling the airline to accept payments in multiple currencies, reduce cross-border

transaction fees, and implement tailored offers.

As a national flagship airline serving over 40 destinations, offering friction-free cross-border payments and a wide variety of region-specific payment options are key priorities for Oman Air. Working with CellPoint Digital, the airline can rapidly integrate new payment partners and alternative payment methods (APMs) in all regions it serves. Oman Air has also gained complete control of its digital payment infrastructure, allowing the airline to pursue modern retailing approaches in how it merchandises and sells tickets, bundles, and ancillary services - while maintaining operational efficiency and adaptability.

CellPoint Digital's Payment Orchestration Platform is engineered specifically to meet the unique challenges and opportunities of global travel and help airlines like Oman Air implement progressive payment strategies that positively impact profitability. The platform simplifies the complexity of travel payments.