SOLUTION BRIEF

Safeguarding Travel and Hospitality

Identity abuse is a growing travel risk

Travel and hospitality organizations are prime targets for identity-based attacks, with fraudsters exploiting customer accounts and loyalty programs for direct financial gain. Using stolen credentials, phishing, and bot-driven automation, attackers take over accounts to steal points, make fraudulent bookings, and abuse refunds—often operating through legitimate sessions. Password reuse and credential stuffing allow these attacks to scale rapidly across global platforms.

The challenge is intensified by fragmented ecosystems spanning airlines, hotels, and partners, combined with high traffic variability and global access patterns. This makes it difficult to distinguish legitimate travelers from malicious actors, while maintaining a seamless experience limits the use of high-friction controls.

These trends highlight the need for continuous identity threat detection—capabilities that assess every digital interaction, from account creation and recovery to loyalty point conversion, to determine in real time whether it is initiated by a legitimate user or a threat actor.

The impact of the identity crisis in travel and hospitality

- Revenue **leakage**
- Loyalty **abuse**
- Customer **dissatisfaction**
- Brand **damage**

The need to move beyond credential-only authentication

Traditional identity and access management (IAM) solutions focus on verifying whether a user is authorized to access a system or resource. However, modern attackers frequently bypass authentication controls using stolen credentials, social engineering, or AI-powered impersonation techniques.

To combat these threats, travel and hospitality providers must expand their identity security strategy beyond credential-only authentication and incorporate continuous identity threat detection and risk mitigation across all digital interactions.

This includes protecting all identity-related attack vectors across the organization:

Customers

Third Parties

Workforce

Continuous, reliable identity threat detection

Detect identity risk in real time and stop fraud without disrupting legitimate users and travelers.

ID Dataweb™ helps you stay ahead of identity fraud and account-related threats while maintaining a seamless digital experience for your customers, third parties, and workforce.

In turn, you can

- Prevent account takeovers of loyalty and rewards programs
- Combat fraudulent bookings and refund abuse
- Secure staff and third-party access
- Deliver secure, seamless travel experiences

Typical use cases
Account creation (i.e., loyalty programs)
Contractor and employee onboarding
Account login
Call center fraud prevention
Credential reset
Account recovery
Account takeover prevention
High-risk interactions (i.e., address change)
Identity database hygiene
And more...

The ID Dataweb solution

The ID Dataweb platform combines:

- Adaptive identity verification
- Behavioral analytics
- Device and credential intelligence
- AI-driven risk scoring
- Expert human insights

Together, these capabilities detect and prevent identity attacks in real time while minimizing friction for legitimate users.

Unlike traditional identity verification tools that are static and siloed, ID Dataweb delivers dynamic, multi-layered risk orchestration that adapts to evolving threats.

The cloud-native platform:

- Deploys quickly
- Integrates easily with existing identity infrastructure
- Supports low-code policy customization
- Continuously evolves with the threat landscape

Safeguarding every identity attack vector

The traditional security perimeter has disappeared. Stolen credentials are widely available, and static security controls cannot keep pace with modern threats. ID Dataweb helps travel and hospitality providers adapt with a single platform that protects all identity attack vectors.

IDdataweb

The ID Dataweb advantage

Quick and easy implementation

- Flexible integration options
- Pre-built templates
- OpenID Connect support

Scale and adapt easily

- Low-code platform
- Easy updates
- Robust APIs and SDKs

Tailor the solution to your needs

- Industry's broadest range of authoritative identity data sources and risk signals, giving you the flexibility to tailor identity verification and adapt to any use case you require
- Full identity lifecycle coverage

One platform. One vendor. Comprehensive identity protection.

iddataweb.com

ID Dataweb™ delivers identity threat detection and mitigation solutions to safeguard against identity fraud and account-related threats, all without disrupting the user experience.

Book a demo

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