



## Your best move in this World Cup starts prior to buying your tickets : ALTA and IATA launch a campaign to prevent cyber fraud in airline ticket purchases

**June 10, 2026** — The Latin American and Caribbean Air Transport Association (ALTA), the International Air Transport Association (IATA), and strategic partners announce **#TogetherAgainstCyberfraud** a digital campaign designed to encourage 2026 World Cup travelers to purchase their airline tickets exclusively through authorized channels, during a period when excitement and high demand significantly heighten the risk of fraud.

**#TogetherAgainstCyberfraud** features Antonio as its official character and voice, amplified across partner channels. The message to travelers is clear: **an official channel means a real travel**. At [vuelasinfraude.com](https://vuelasinfraude.com), travelers will find useful guidelines to recognize and prevent fraud when purchasing airline tickets.

**This campaign responds to a pattern that has intensified in each major international sports event.**

During the 2022 FIFA World Cup in Qatar, Kaspersky<sup>1</sup> blocked more than **500 million attempts to access fraudulent websites**, double the figure recorded in 2021. Similarly, during the 2024 Americas Cup, companies such as BTR Consulting identified fake travel packages, fraudulent QR codes, and illegitimate applications impersonating the tournament's official website.

This threat has a direct impact on Latin America. According to the latest analysis by the **ALTA and IATA Regional Fraud Prevention Committee**, Argentina, Colombia, Peru, Brazil, and Chile recorded some of the highest fraud rates in travel bookings across the region.

*"The excitement of traveling to experience the World Cup must not become an opportunity for fraudsters. Purchasing tickets exclusively through official platforms and authorized channels is the most effective way to ensure secure transactions and to protect passengers from schemes that result in financial losses, personal data theft, and disrupted travel experiences",* said **Peter Cerdá, CEO of ALTA and IATA Regional Vice President for the Americas.**

A joint call from ALTA, IATA, and their campaign partners—including seven member airlines from the Americas and Europe, fraud prevention providers, and global payment processors, alongside major travel and tourism agency associations from Argentina, Chile, Colombia, Venezuela, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama, Paraguay, and the Dominican Republic—urges travelers to purchase airline tickets exclusively through official channels.

Consumers are strongly advised to use official airline websites, verified apps, or regulated travel agencies. Furthermore, the organizations warn the public to be deeply skeptical of offers found on social media or messaging apps that feature unrealistically low prices, or that request cash payments or direct transfers to personal bank accounts.

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<sup>1</sup>**Source:** Kaspersky, global cybersecurity company. Data published in the threat report for the 2022 FIFA World Cup in Qatar. Available at [kaspersky.com](https://kaspersky.com).



For this 2026 World Cup, the aviation industry stands united with its global partners against cyber fraud.

For more information and access to available materials, visit [vuelasinfraude.com](https://vuelasinfraude.com).

## **#TogetherAgainstCyberfraud**

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### **About ALTA**

The Latin American and Caribbean Air Transport Association (ALTA) is a non-profit organization that coordinates the collaborative efforts of its member airlines to facilitate the development of safer, more efficient, accessible, and sustainable air transportation for Latin America and the Caribbean.

### **About IATA**

- IATA (International Air Transport Association) represents approximately 370 airlines, accounting for 85% of global air traffic.
- [Follow us on X](#) to stay up to date with industry news, policy positions, and other useful information.
- [Fly Net Zero](#).