

HiTRUST Brings Passkeys to Colatour Travel

Imagine booking your dream vacation with just a single touch or a smile, without worrying about forgotten passwords or hackers.

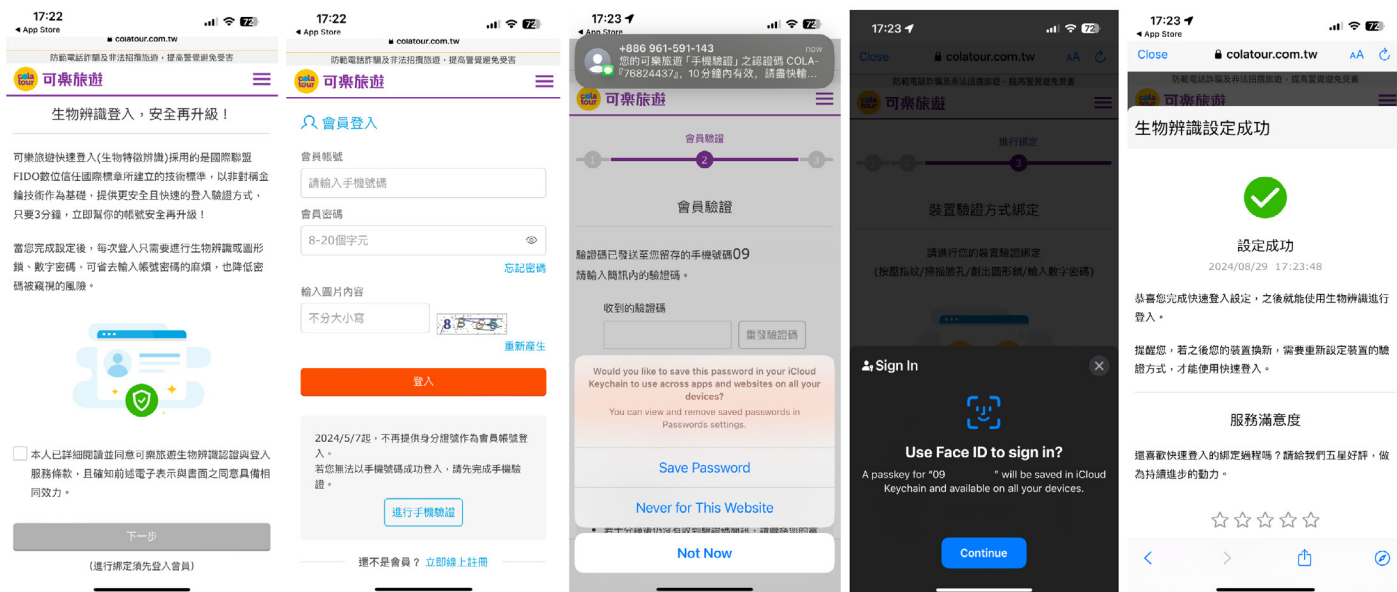
This seamless experience is now possible thanks to HiTRUST's latest collaboration with Taiwan's leading travel platform, Colatour. Building on nearly a decade of trusted partnership, HiTRUST and Colatour have launched an innovative passwordless solution. Powered by global FIDO standards, it redefines the security of digital travel booking platforms.

Passkey Authentication On Colatour

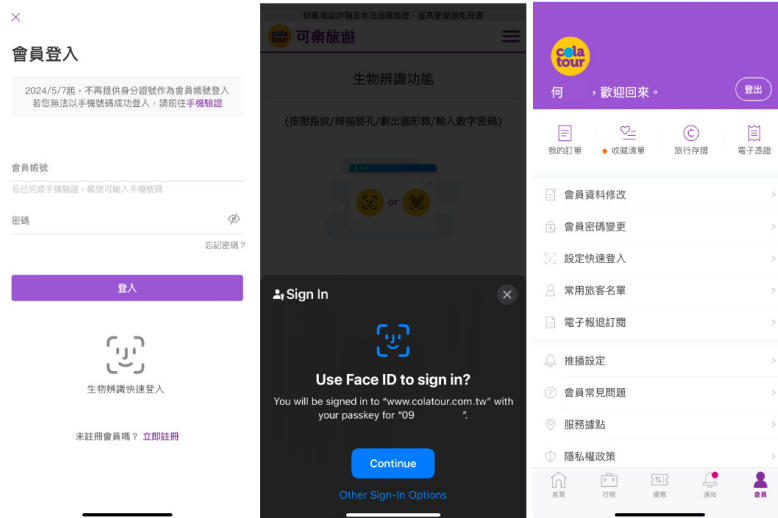
Nowadays, in a fast-paced digital world, where real-time interactions and personalized travel experiences are a must; it's essential for businesses to provide secure and user-friendly customer journeys. As cyber threats escalate, targeting personal and financial data, HiTRUST is leveraging the FIDO Alliance's global standard for passwordless authentication, backed by industry giants like Apple, Google, and Microsoft.

Colatour users can now bid goodbye to passwords. HiTRUST's FIDO-based solution replaces them with a more secure alternative: biometrics. Whether it's a fingerprint or facial recognition, users can authenticate instantly without passwords into Colatour's online platform. On the web version, this method is compatible with all major browsers, making it easy for users to access.

Supported by the FIDO Alliance and technology leaders like Apple, Google, and Microsoft, Passkeys transform online credential management by synchronizing devices within the same ecosystem, removing the need to re-register when upgrading or switching between devices. This ensures a simple, secure, and convenient user experience.



Registration Process



Passwordless Login Process

Mitigating Cyber Threats on Tourism Platforms

With HiTRUST’s passwordless authentication, **Colatour’s users can enjoy a stress-free experience**—no more complex passwords to remember or fear of account theft through phishing attacks. Instead, users authenticate securely using their unique individual biometrics, ensuring peace of mind across all devices.

For Colatour, FIDO secures customer accounts by preventing hacks and data leaks. With biometric authentication, it blocks fraudsters, lowers fraud risks, and builds stronger customer trust and safety.

On the other hand, Colatour users benefit from this advanced approach by replacing passwords with biometric authentication, providing a secure login and seamless experience. Users can easily log in to the website or app using facial recognition or fingerprint authentication, eliminating the hassle of entering account details while enhancing security. This creates a fast and safe digital tool for travelers, ensuring personal data and travel itineraries are protected from hackers and fraud.

Gaining a First-Mover Advantage with Passwordless Technology

Our partnership sets a new standard for secure, seamless user experiences in the travel industry. As more sectors adopt this innovative approach, Colatour leads the way. Not only can B2C members benefit from FIDO, but Colatour also offers B2B members access to biometric authentication on their website and app. Clients can easily log in with facial recognition or fingerprint authentication, ensuring a safer, worry-free travel experience and boosting customer engagement. By implementing advanced security measures like passwordless authentication, Colatour not only protects customers from potential fraud but also strengthens trust and loyalty. HiTRUST remains committed to delivering cutting-edge solutions, safeguarding Colatour and its travelers, and paving the way for a secure future in the travel industry.

About Colatour Travel Service CO., LTD.

Founded in 1978, Colatour Travel Service CO., LTD. is Taiwan’s largest travel agency in terms of group tours and a leading brand in the travel industry. With over 1,400 employees, Colatour operates one of the highest-traffic B2C websites and numerous physical stores. It is also the largest wholesale travel company in Taiwan. Over the past 40 years, Colatour has served more than 10 million outbound group travelers and issued hundreds of millions of airline tickets, earning numerous awards as a top partner from airlines, resorts, and hotels. The ColatourGroup includes Colatour Travel, Comfort Travel Service, and Polaris Travel Service.

Discover more about how HiTRUST and Colatour are transforming the future of travel security:

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