



Implementation of Churning Audit

Dear Trade Partners

1. Please be advised that SIA Americas will implement Churning Audit effective from 1st July 2026 Sales Month.
2. Churning refers to cancellations and re-bookings done in excess of 5 times for the same segment in the same or across different PNRs.
3. Churning of PNR will include but not limited to the following sequence of events:
 - Passenger(s) are booked on a flight and date
 - The booking is being cancelled
 - Same passenger(s) are being re-booked again on the same flight and same date repeatedly within or across different PNRs
 - This may occur in the same or different booking/cabin classes
4. A churning fee of USD10.00 per passenger per segment will be imposed regardless of whether the booking is eventually ticketed. The fee will be imposed via ADM.
5. We kindly remind all partners to review booking practices to avoid unnecessary churning and associated penalties.
6. Please contact your local Sales team if you have any queries

SIA Americas
30 June 2026



Reminder on Best Practices for ADM Disputes via Memo Manager (AMM)

Dear Trade Partners

1. We would like to remind you on the recommended best practices for disputing Agency Debit Memos (ADM) through AMM.
2. **Dispute Process:** To support timely investigation and resolution, trade partners are strongly encouraged to:
 - Review ADMs promptly upon receipt and submit any dispute in AMM within 30 days
 - Include complete supporting documents and relevant details when submitting a dispute to facilitate review
3. **Escalation & Appeal Contact:** To appeal a rejected dispute or request a waiver, agent can contact specific SIA Audit team via:
 - Sales and Revalidation Audit: sqsales.disputes@accelya.com
 - Churning Audit: sq.disputes@accelya.com
4. Please contact your local Sales team if you have any queries.

SIA Americas

24 June 2026