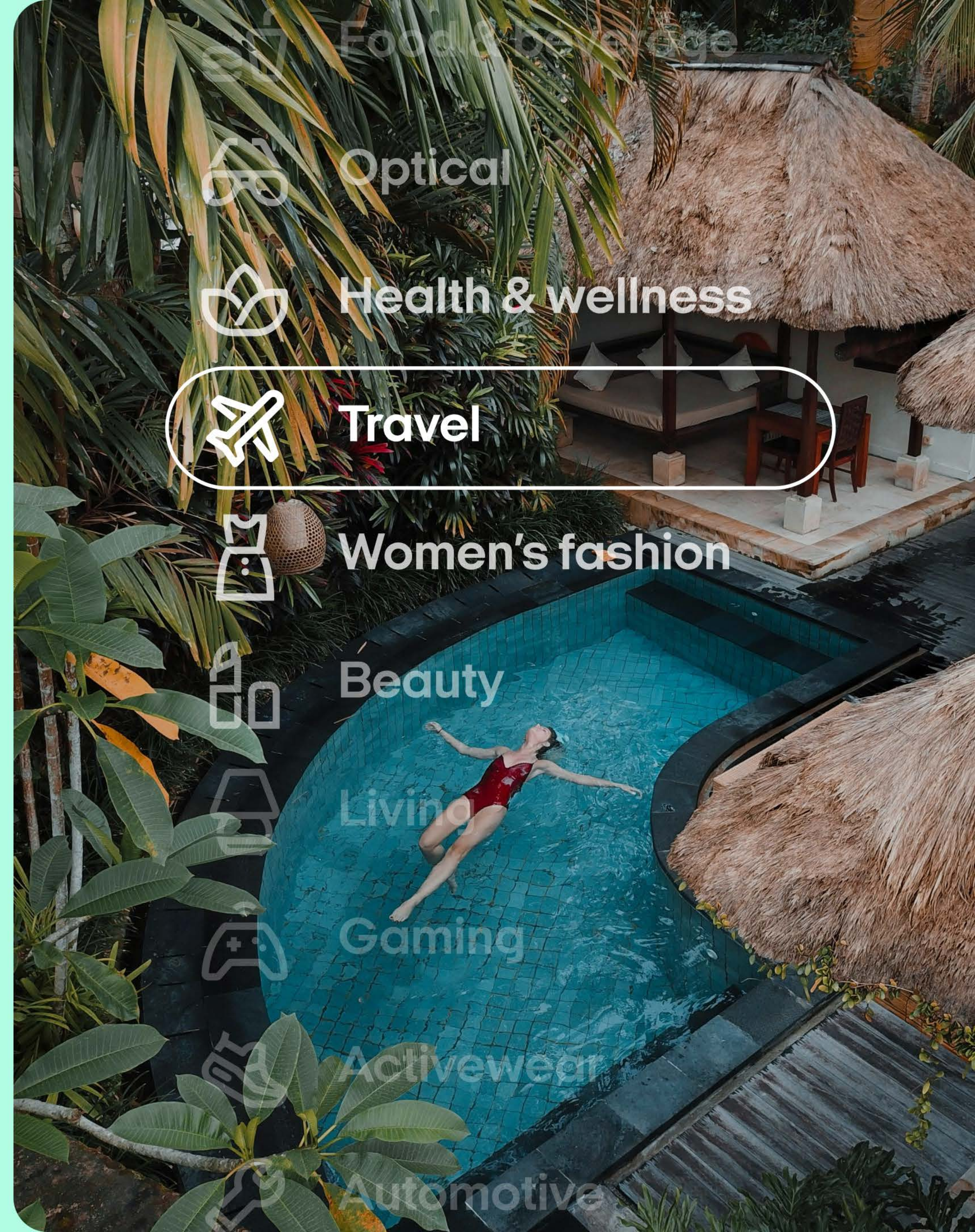


afterpay 

The travel exec's guide to Afterpay.

A new survey into why consumers want Afterpay for travel.



 Food & beverage

 Optical

 Health & wellness

 **Travel**

 Women's fashion

 Beauty

 Living

 Gaming

 Activewear

 Automotive



What's inside.

- 3 What 1500 consumers say about Afterpay for travel.
- 4 How Afterpay grows travel businesses.
- 5 Why travellers love Afterpay.
- 6 Why your business will love Afterpay.
- 7 How Afterpay can future-proof your business.
- 8 Meet your new travel audience.





The way customers pay for travel is changing...

We surveyed 1500 consumers in Australia and New Zealand about how Afterpay is taking off in the travel industry. We found that:

82%

of Aussies and Kiwis report they want to use Afterpay for travel.

4 in 10

said they would choose a provider that offered Afterpay more frequently.

1 in 3

said that they would put more trust in a provider that offered Afterpay.





Why consider Afterpay for travel businesses?



Afterpay grows bookings.

Afterpay can encourage travellers to upgrade their flights or purchase travel extras, like insurance or room upgrades.



Afterpay retains customers.

Given the high value of travel products, Afterpay makes travel bookings more accessible for the average traveller.



Afterpay increases conversion.

Afterpay removes the need for a large upfront payment, which can increase omnichannel conversion and reduce cart abandonment.

Want to see the numbers? Read on.





Travellers love Afterpay, plane and simple.

82% of Aussies and Kiwis report they want to use Afterpay for travel. And many already are...



Travel bookings made with Afterpay are increasing year on year as more travel businesses realise Afterpay is a must for their customers.

97%

growth in customers in the past two years.

192%

growth in spend.*

Why travellers choose Afterpay:

- Purchasing higher value trips and packages, such as international trips or booking larger groups or packages, including flights and accommodation.
- Taking unexpected trips on short notice.
- Using Afterpay to manage their spending.

Source: Travel Report ANZ Afterpay, February 2024.



Here's why your business will love Afterpay...

64%

of consumers say they would choose a provider that offered Afterpay more frequently.

50%

say they would book higher value travel packages.

45%

say they would purchase more food and drink as part of the travel package.

63%

say they would book travel earlier.

PLUS, Afterpay boosts loyalty.

51%

of consumers say they would trust a provider more if it offered Afterpay.

Offer Afterpay and watch your business fly higher.

Six in 10 consumers say they'd be willing to book higher value packages and book direct with airlines if Afterpay was available.

Source: Travel Report ANZ Afterpay, February 2024.





Afterpay can future-proof your travel business.

68%

of Afterpay users are Gen Z and Millennial.

Right now, younger travellers show little preference for specific airlines.

Unlock their loyalty by offering Afterpay.

Source: Afterpay Brand Health tracker, Wave 7, April/May 2023.

Offer Afterpay and access customers who love to travel.



Afterpay users and considerers aged 18-54 spend \$12.2b with airlines every year.



And they account for 50% of total annual leisure spend. Make our customers yours by offering Afterpay.

Let them pay their way, and the sky's the limit for your business.





Meet your new audience.

We ran the numbers and uncovered several key demographics with the Afterpay customer base.

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Partner with Afterpay and you can target this valuable group of travellers:

The Upgraders.



Who are they:



male



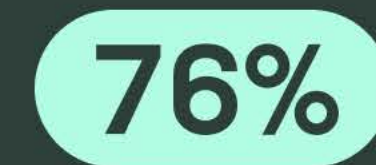
married



years on average



How they would use Afterpay for travel:



would book more often with an airline offering Afterpay



would book earlier



would book more expensive travel packages



would upgrade their seat

How they can boost your travel brand:

The Upgraders want flexibility over their payments – and the opportunity to upgrade and supercharge their holidays. Offer them Afterpay and you could grow your average order value.

Source: Travel Report ANZ Afterpay, February 2024.

Want to learn more about Afterpay's travel audience?

Or find out how Afterpay works for the travel industry?

→ [Visit Afterpay for Travel](#)

