

afterpay

THE TRAVEL EXEC'S GUIDE TO AFTERPAY

A NEW SURVEY INTO WHY CONSUMERS
WANT AFTERPAY FOR TRAVEL.



PAY IT IN 4

afterpay

BUY IT NOW

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CONSUMERS SAY
ABOUT AFTERPAY
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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.



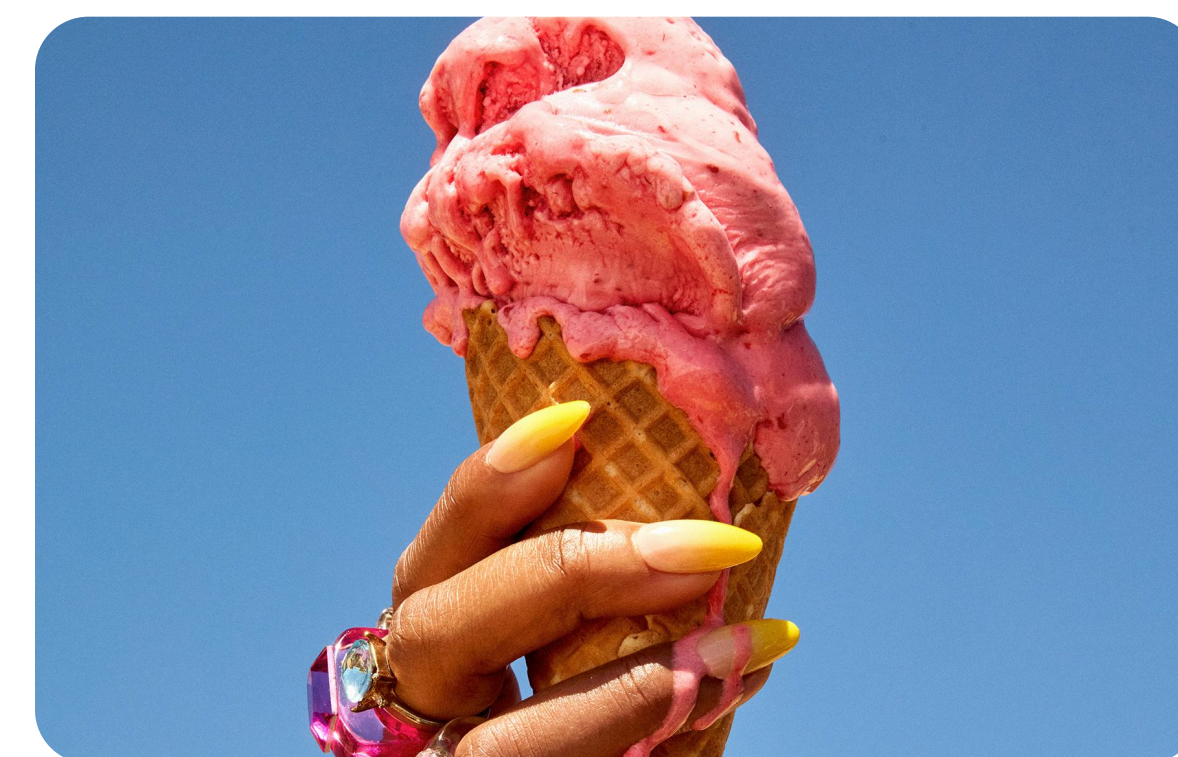
AFTERPAY RETAINS CUSTOMERS

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,

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.*

SOURCE: TRAVEL REPORT ANZ AFTERPAY, FEBRUARY 2024.

192%

GROWTH IN SPEND.*

*AFTERPAY OWNED DATA, FEBRUARY 2024

PLANE AND SIMPLE.



WHY TRAVELLERS CHOOSE AFTERPAY:

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

Taking unexpected trips on short notice.

Using Afterpay to manage their spending.

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

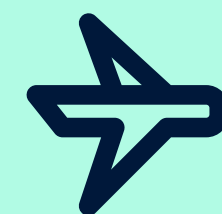
70%

OF AFTERPAY USERS ARE GEN Z AND MILLENNIAL.

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

UNLOCK THEIR LOYALTY BY OFFERING AFTERPAY

OFFER AFTERPAY AND ACCESS CUSTOMERS WHO LOVE TO TRAVEL

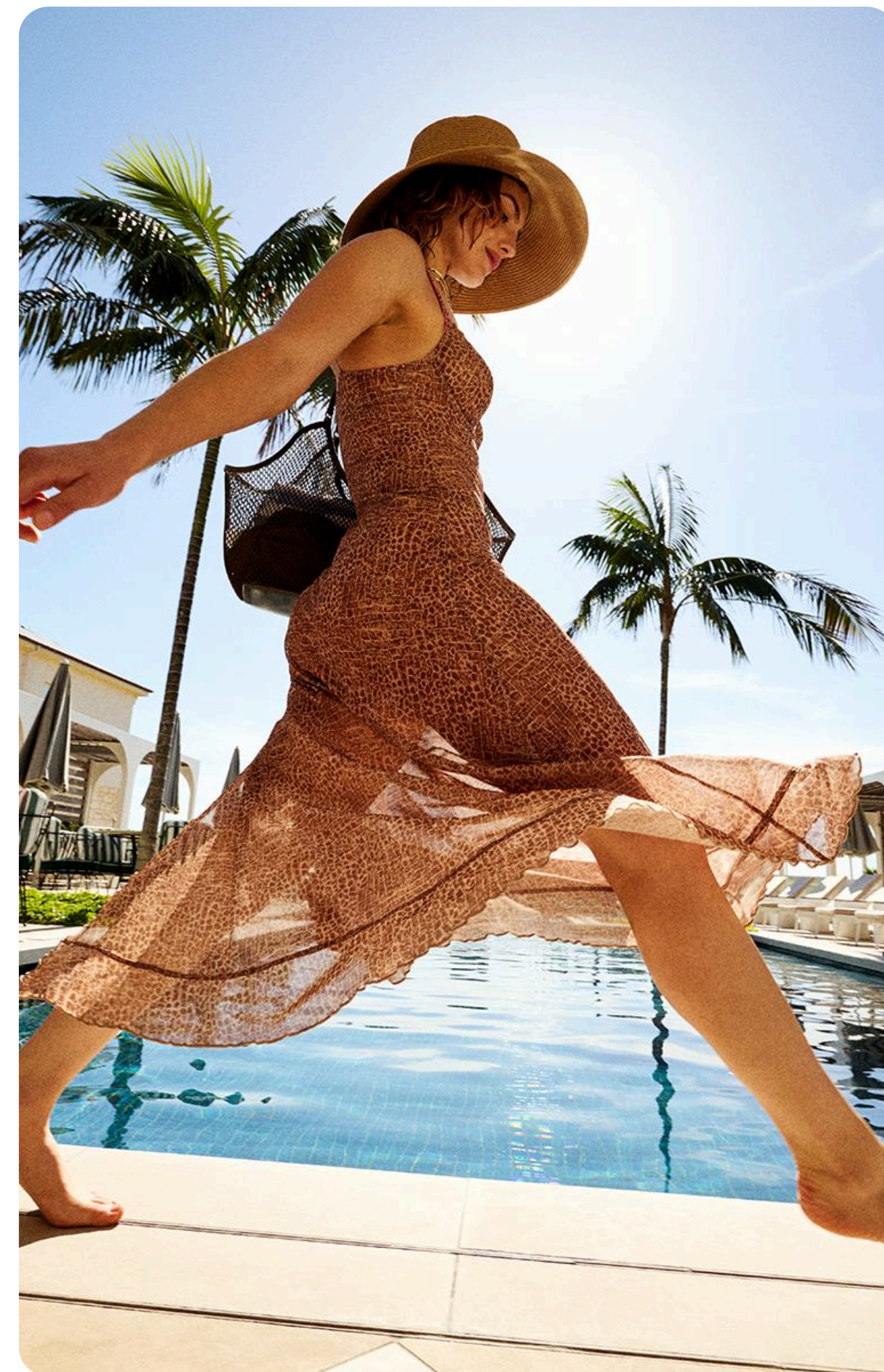


Afterpay users and considerers aged 18-54 spend \$12.2b with airlines every year.



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.





PARTNER WITH AFTERPAY AND YOU CAN TARGET THIS VALUABLE GROUP OF TRAVELLERS:



THE UPGRADERS

MEET YOUR NEW AUDIENCE

WE RAN THE NUMBERS AND UNCOVERED SEVERAL KEY DEMOGRAPHICS WITH THE AFTERPAY CUSTOMER BASE.

WHO ARE THEY:

62%

MALE

74%

MARRIED

35

YEARS ON AVERAGE

HOW THEY WOULD USE AFTERPAY FOR TRAVEL:

76%

WOULD BOOK MORE OFTEN WITH AN AIRLINE OFFERING AFTERPAY

75%

WOULD BOOK EARLIER

68%

WOULD BOOK MORE EXPENSIVE TRAVEL PACKAGES

67%

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.

WANT TO LEARN MORE ABOUT AFTERPAY'S TRAVEL AUDIENCE?

OR FIND OUT HOW AFTERPAY WORKS FOR THE TRAVEL INDUSTRY?



VISIT AFTERPAY FOR TRAVEL

SOURCE: TRAVEL REPORT ANZ AFTERPAY, FEBRUARY 2024.



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