

# Reimagine Travel:

The Customer  
Journey.



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By 2026, **74%** of total  
travel and tourism  
revenue will be  
generated through  
online sales.<sup>1</sup>



# Reimagine Travel: The Customer Journey.

Travel and tourism are back on the move. Demand is significantly increasing for both domestic and leisure travel, and there's been a strong rebound in international and business trips. We're excited about the ever-changing ways people are approaching travel, and PayPal is committed to helping our travel and tourism partners meet rising demand.

**"Travel has been very volatile in the last few years. There's pent-up consumer demand for all types of travel, and we're seeing businesses ready and willing to embrace contactless interactions and empower consumers to make choices that work with their lifestyles."**

Dr. Tiffany Raymond, Head of Global Customer Advocacy, PayPal

With 429 million active global accounts, PayPal is a leader in digital commerce worldwide. We understand customer transactions and purchasing behaviors from hotel stays to flights to skydiving experiences. With an inherently mobile and on-the-go audience, optimizing the online experience plays a crucial role in helping to:

- Create a positive customer journey
- Further drive conversion
- Increase customer spend and average order value
- Boost loyalty and drive a positive brand impression
- Encourage repeat business
- Maximize overall business performance



We've compiled our **top 10 practical tips** that you can adopt across checkout and general operations. Each tip is designed to help you deliver a **first-class online booking experience** as you work to keep pace with evolving expectations and enrich travel experiences across the customer journey.



# 1

## Be upfront: Present payment options from the get-go.

Consumers value transparency during the buying process – including their available payment options. No one wants to slog through the booking process only to discover at checkout that they can't pay with their preferred method. Annoyed customers may completely abandon the purchase, take their business elsewhere, and avoid your site in the future. In fact, most customers already have a payment method in mind before they reach checkout.



**A 2021 TRC online survey in the United Kingdom, Germany, France, Australia, and the United States found that 67% of consumers decide which payment method to use before checkout.<sup>2</sup>**

Show available payment options on your homepage or early in the buying process, especially if they have strong brand recognition. Highlighting payment options from the starting point when customers begin to make travel choices through the final stages of purchase contributes to increasing conversion and average order value.

**85% of PayPal enterprises surveyed say that PayPal is their customers' preferred way to pay,<sup>3</sup> and PayPal users around the globe buy 11% more often when PayPal is accepted.<sup>4</sup>**



# 2

## Keep it real: Be specific about what you offer.

People know what they want – and need – when they travel, and they make decisions based on the information you provide online. For example, travelers may need:

- Appropriate bed options for babies and children
- Air-conditioning, fans, and blackout curtains
- Access to laundry facilities
- Recommendations for local restaurants and attractions
- Swimming pool and gym facilities, and/or fitness classes
- Room for multiple large suitcases in their rental car, along with the family
- Suitable transport options to and from the airport
- Transport for bikes and other adventure equipment and clothing
- Excellent vegan/vegetarian menu options



**Make sure all amenities, services, costs, and listings are accurate. Be sure to consider staffing, capacity constraints, availability, and operational hours when describing your offerings. If possible, show pictures or include videos.**



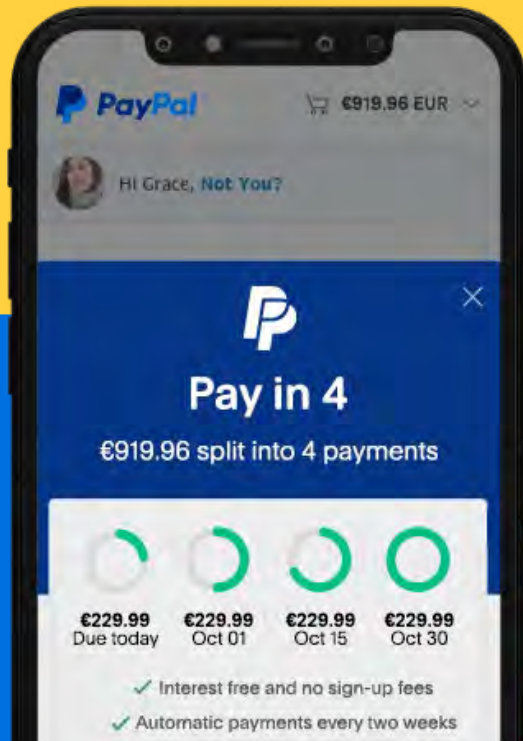
# 3

## Help boost sales: Provide Buy Now, Pay Later options.

There is pent-up demand for travel experiences – especially luxury travel – as people make up for time lost due to global travel restrictions. Creating memories is a large priority, and travelers want to fully enjoy their experiences with personalized service, reliable transportation, and positive interactions with staff.<sup>5</sup> Extra costs in exchange for less worry over logistics and cut corners are increasingly considered to be worthwhile investments.

Many travelers are now opting for pay later options to help manage the cost of these more expensive trips. In fact, 74% of Buy Now, Pay Later users say that seeing a Buy Now, Pay Later message while shopping encouraged them to complete a purchase.<sup>6</sup>

**72% of Buy Now, Pay Later users are more likely to complete a purchase if a Buy Now, Pay Later option is available.<sup>6</sup>**



**Buy Now, Pay Later options give travelers the flexibility to buy now and pay over time with predictable installments – at no additional cost or risk to your business. Actively promote this offering to your customer network, include it in your marketing messaging, and highlight your Buy Now, Pay Later offerings alongside available payment options early in the shopping journey to help drive conversion and get an edge over your competitors.**



# 4

## Blur the lines: Cater to the “bleisure” traveler.

The lines have blurred between business and leisure trips – creating “bleisure” travel. Travelers are embracing a “work/life flow” by combining leisure stops with any travel they do for work. Many travelers also find blending work and vacation is a more efficient, cost-effective, and environmentally conscious way to travel – with 72% of travelers believing that sustainable travel is important worldwide.<sup>7</sup>



**Worldwide, more than one in three business travelers will add a leisure component to at least one of their business trips this year.<sup>8</sup>**

Since 82% of bleisure travelers stay at the same hotel for the duration of their trips, make it easy for them to extend and enhance their trips.<sup>9</sup> You could offer post-conference packages that include sightseeing, experiences, and meals – or even an excursion to a nearby sister hotel. Advertise business benefits (fast Wi-Fi, suitable workspaces, conference facilities) as well as leisure amenities (larger rooms, child-friendly activities, concierge services). Make it easy for travelers to pay for the trip with multiple payment methods, as they may need to separate their personal and business expenses.

You can also offer preferential rates to your top corporate customers so they can pass the savings on to their employees. You’re catering to a market that already travels for business – they’ll likely leap at the chance to take advantage of discounts, regardless of their reasons for travel.



# 5

## Get personal: Deliver customized and connected commerce.

It's crucial that businesses within the travel and tourism industries keep on top of constantly evolving technology that fuels their inherently mobile and app-driven industry. App downloads are driven by committed customers who log in and can conveniently manage their trips. If they choose to give express consent to opt in to receive additional marketing, you can help provide a more personalized and meaningful experience through connected offers.

**Evaluate your app's offering of end-to-end personalized services to create a one-stop shop for customers.**



### Planning

Provide users with links to reviews of nearby activities, restaurants, and attractions to help them structure their trips. Link to weather apps to keep travelers informed and able to better plan their excursions and packing lists. Allow live chat with the front desk and the option to request amenities via app.



### Paying

Offer cashless, in-app booking capabilities – from train tickets to airport parking to bike rentals – with a wallet of payment options for a one-stop approach to managing and paying for transactions.



### Exploring

Suggest and link to nearby hotels, restaurants, tourist destinations, activities, and transportation – and provide a map view.



### Upgrading

Unlock new, cross-sale opportunities by offering travel insurance, additional baggage, enhanced Wi-Fi, or reservations and upgrades as a seamless part of the checkout process – all while making the pricing or points usage transparent.



### Sharing

Make it easy for travelers to share their experiences via social media channels – location tags, photos, and reviews. Let them help you broaden your organic reach and promote your business to a larger audience.



**Trust is paramount in the online shopping world, and consumers trust PayPal.**

**PayPal is the second most trusted brand globally.<sup>10</sup>**





# 6

## Go cashless: Offer contactless mobile payment options.

Increased consciousness about hygiene and disease transmission – plus demand for quicker and more-efficient payment options – has made contactless payments the preferred, and often expected, way to settle bills. Contactless options include mobile apps, e-wallets, and “tap to pay” contactless-enabled cards, and the popularity of these options is on the rise. Having consumers use these options also frees up staff, which is critical given staffing shortages within hospitality.

In addition to contactless mobile payments, travelers want to pay using their preferred payment options. When it comes to travel, rewards can also play a big part in customers’ payment preferences.

Did you know PayPal can help your customers earn rewards points? The PayPal wallet is not only touch free, but it also lets users pay with their credit cards and earn associated travel rewards.\* They don’t need a PayPal balance, and they can use whichever underlying form of payment is most convenient to them. It’s a triple bonus for customers with contactless protection and security, all while earning points/rewards.

\* Dependent on country-specific availability.



**Global cashless payment volumes are set to increase by more than 80% from 2020 to 2025, from about 1 trillion transactions to almost 1.9 trillion, and to almost triple by 2030, according to analysis by PwC and Strategy&.**<sup>11</sup>

Invest in contactless, smartphone-based payment options across rail, bus, taxi networks, and hotels, as well as activities. They’re easy and convenient for consumers, and digital wallet payment options can help to increase security measures due to the extra authentication layer they provide.

**41% of worldwide travelers believe that self-service check-in and contactless mobile payments would boost their confidence to travel in the next 12 months.**<sup>12</sup>

# 7

## Be flexible: The new necessity.

Flexible travel terms and conditions give travelers peace of mind. Last-minute changes are often inevitable, and offering travel flexibility is good for customers and drives loyalty for businesses.



**According to Airbnb, hosts who switched from a strict or moderate cancellation policy to a flexible policy after April 2020 saw increases in next-month bookings of 10% or more.<sup>13</sup>**

Ensure clarity in pricing options for your offerings. At the point of purchase, explain the benefits and what's covered, so customers easily understand their options. Display comparison charts and quick references that help customers choose the level of flexibility and protection that works best for them while understanding the effects on pricing.





# 8

## Ex(change) it up: Build in currency converters.

Navigating different currencies goes hand in hand with international travel, and travelers want to keep tabs on their spending by understanding costs. Seeing prices in local currencies helps make this simple. "People prefer to pay in a currency that's familiar to them. By offering this option, businesses create a more frictionless buying process," says PayPal Head of Global Customer Advocacy Dr. Tiffany Raymond.



**Offer travelers the ability to automatically or easily convert prices into their local currencies.**

Add a conversion tool to your app, or partner with a company like PayPal that can help take care of currency exchanges to make it easier for you. Travelers can pay in their local currencies, and your business gets paid in your preferred currency.

# 9

## Provide security: Offer payment options that help protect against fraud.



**In 2021, global travel and leisure industry fraud rates soared by 156%.<sup>14</sup>**

Threats can come in the form of credit card and booking fraud as well as common data breaches. Regardless of the source, fraud negatively impacts your revenue and operational efficiencies. Fraudulent transactions also result in a poor customer experience and reflect inaccurate customer insights.

Provide secure, high-converting payment options with strong fraud-protection capability. Make sure your solution addresses identity authentication, account takeover, and chargeback fraud, and can optimize authorization rates. More specifically, a machine-learning-based fraud management solution is helpful to mitigate risk.



**83% of fraud-prevention decision makers believe adaptive machine learning is pivotal to their companies' e-commerce fraud management strategies.<sup>15</sup>**

A survey by Forrester showed that automated, machine-learning-based fraud management solutions increased customer satisfaction by 19%, while decreasing response time, risk, and costs.<sup>15</sup> You can harness the fraud insights from billions of annual PayPal transactions around the globe to address risk, maintain compliance, and navigate complex regulatory environments by creating customized machine-learning solutions.



# 10

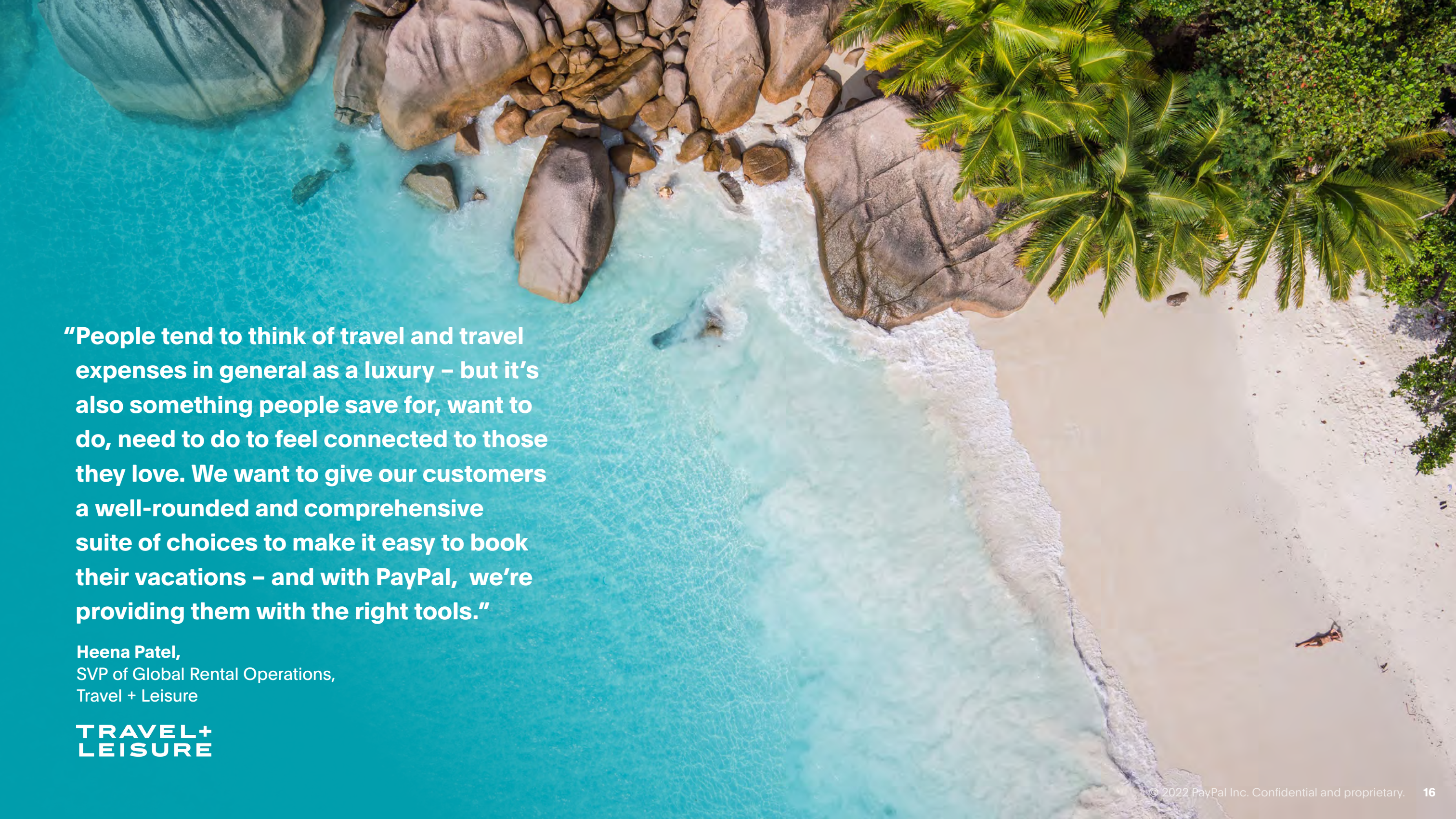
## Paint a picture: Use lifestyle imagery.

Images of stunning locations are great, but travelers are more likely to select a scenario they can picture themselves within. Current images that don't mislead are also important. When customers see beautiful pool photos but arrive to find that pool located a mile away at a sister hotel, they will be disappointed.



**Showcase accurate and recent lifestyle photography that best represents your location or service.**

This helps travelers both envision themselves there and see exactly what they'll experience. Clear labeling and up-to-date imagery helps customers understand what they're paying for and can significantly reduce email, chat, and phone questions. Going back to our first tip, travelers want and value transparency – businesses that fail on this and set customers up for disappointment can end up paying a price with customer complaints and negative reviews.



**“People tend to think of travel and travel expenses in general as a luxury – but it’s also something people save for, want to do, need to do to feel connected to those they love. We want to give our customers a well-rounded and comprehensive suite of choices to make it easy to book their vacations – and with PayPal, we’re providing them with the right tools.”**

**Heena Patel,**  
SVP of Global Rental Operations,  
Travel + Leisure

**TRAVEL+**  
**LEISURE**



# Reimagine travel:

## Delivering a better customer journey.

Reimagining the customer journey starts long before the actual trip. Provide customers with a seamless, hassle-free, and straightforward planning and payment process – along with an enjoyable travel experience – and they might just come back and bring new customers with them!

Whether you're providing ticketed journeys, car rentals, overnight accommodations, or destination experiences, PayPal can help you reimagine them.

### Find out more about how PayPal can help grow your business.

Our sales and support experts are here to help.

[Connect with us](#)



PayPal has remained at the forefront of the digital payment revolution for more than 20 years. By leveraging technology to make financial services and commerce more convenient, affordable, and secure, the PayPal platform is helping to empower 429 million active global accounts in more than 200 markets.

The content of this article is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.





### Dr. Tiffany Raymond, PhD

PayPal Head of Global Customer Advocacy Dr. Tiffany Raymond consults with merchants around the world to help improve their digital customer experiences, particularly at checkout. Dr. Raymond joined PayPal in 2014 and leads the Customer Advocacy team as part of the Global Revenue Enablement organization. Dr. Raymond earned her PhD and MA from the University of Southern California, as well as her MA from the University of Tennessee and her BA from the University of Arkansas where she was the university valedictorian and graduated magna cum laude.



<sup>1</sup> Statista Worldwide Travel & Tourism, Mar 2022.

<sup>2</sup> TRC online survey commissioned by PayPal, Apr 2021, involving 5,000 consumers ages 18+ across the United States, United Kingdom, Germany, France, and Australia.

<sup>3</sup> B2B International study, commissioned by PayPal, Nov-Dec 2021. B2B International surveyed 504 mid-market and large enterprises in the United States, United Kingdom, and Germany during Nov/Dec 2021. LE defined as merchants with annual revenue >100M; Mid-market defined as merchants with annual revenue between \$20M-\$100M.

<sup>4</sup> Nielsen study commissioned by PayPal, May 2021. Nielsen behavioral panel of desktop transactions, Nielsen attitudinal survey, Forrester (online buyers), PayPal data (active users) from 2,100 LE merchants in seven markets (US, UK, DE, FR, IT, ES, and AU) with ~1M purchases from +200K consumers in 2021.

<sup>5</sup> PR Newswire, "Luxury Travel Market Size to Reach USD 39,300 Million by 2028 at CAGR 8.4% - Valuates Reports," Feb 23, 2022.

<sup>6</sup> TRC online survey, commissioned by PayPal, Apr 2021, involving 1,000 US consumers ages 18+ (among BNPL users, n=282).

<sup>7</sup> Statista, "Global travelers who believe in the importance of green travel," Jul 5, 2022.

<sup>8</sup> BBC, "The Rise of the Bleisure Traveller," accessed Jul 2022.

<sup>9</sup> Hotel Tech Report, "What Is Bleisure Travel and Why Is It Important?" Mar 10, 2022.

<sup>10</sup> Morning Consult - The 15 Most Trusted Brands Globally. March 2021. Morning Consult surveyed more than 330,000 consumers across 10 international markets to provide a global view on the current state of consumer trust across brands.

<sup>11</sup> PwC, "Payments 2025 & beyond," accessed Jul 28, 2022.

<sup>12</sup> Statista Research Department, "Main technologies to increase travel confidence among travelers worldwide 2021." Jan 10, 2022.

<sup>13</sup> Airbnb, "Why it's smart to offer flexible cancellations," according to internal Airbnb global booking data collected between April 2020 and April 2021, Jul 2021.

<sup>14</sup> CNBC, "Cyberfraud shifts to gaming, travel and leisure, report finds," 11 Aug 2021.

<sup>15</sup> Forrester Opportunity Snapshot, commissioned by PayPal, Adaptive ML: The Future of E-Commerce Fraud Management, Apr 2022.