

PayPal Open

Reimagine the travel journey

Reimagine growth





**Online sales
are expected
to make up**

76%

**of total travel
and tourism
revenue by 2030¹**

¹ Statista. (2025, July). "Travel & Tourism – Worldwide."

Reimagine payments. Reimagine travel.

Flights. Hotels. Skydiving. Backpacking. Spas.

Today's travellers expect the world when using booking and discovery apps, and whilst living it up in exotic locales.

And travel and tourism are booming:

Global travel revenue



PayPal is one of the leaders in digital commerce, with 400M+ active consumer accounts in 200+ markets around the globe.⁴

We understand why and how customers buy. From planning a trip to take-off, travellers are inherently mobile and on the go. Offering a customer-friendly online experience helps to create a positive customer journey that can help to drive sales.

We've compiled 4 practical tips to help you to deliver a seamless customer experience, wherever your customers may roam.

^{2,3} Statista. (2025, July). "Travel & Tourism – Worldwide."

⁴ PayPal Earnings-Q2, 2025, based on PayPal internal data. *Active accounts are PayPal consumer and merchant accounts that have completed a transaction within the past 12 months.



01

Book now. Pay later.

Offering buy now, pay later (BNPL) options gives travellers the flexibility to pay for big-ticket items like flights and hotels over time.

71%

of consumers surveyed say they're likely to use BNPL payment options when making travel purchases⁵

12%

lift in AOV globally for travel merchants with PayPal Pay Later⁷

41%

of travel retailers globally already support or accept BNPL⁶

46%

of global PayPal Pay Later customers in the travel vertical are repeat users⁸

⁵ Nuvei. (2024, Mar). "Around the world in 80 ways to pay." Nuvei partnered with Edgar, Dunn & Company (EDC) to conduct a global consumer survey with 5,000 respondents across 10 markets (America - US, CA, BR, MX; APAC - HK, SG, TR; Europe - ES, DE, UK) about their payment experience and expectations when buying travel online.

⁶ Phocuswright. Global Travel Payments Study 2023-2024. Base: total (N=795); supplier (N=108); wholesaler/tour operator (N=101); retailer (N=568).

⁷ Internal data analysis of travel merchants with Pay Later transactions from Jan to Dec 2024. Data inclusive of Pay Later transactions across 7 markets (US, UK, AU, DE, ES, IT, and FR).

⁸ Based on internal PayPal data from Jan 1 to Dec 31, 2024. Data inclusive of Pay Later transactions across 7 markets [US, UK (Pay in 3), AU, FR, IT, ES, and DE where a repeat user is defined as someone who used product more than 1x in 2024].



02

Add peace of mind to the itinerary

Travellers are easy targets for fraudsters. Even before departure, they face booking scams, credit card fraud, and the constant threat of data breaches. Provide high-converting payment processing options with strong fraud protection capability based on machine learning. Make sure that your solution addresses:

- ✓ Identity authentication
- ✓ Account takeover
- ✓ Chargeback fraud
- ✓ Authorisation rate optimisation

A payment service processor (PSP) with global fraud management tools, such as PayPal, can help.

Harness the fraud insights from billions of annual PayPal transactions around the globe.⁹ PayPal's adaptive fraud management solutions can help your business address risk, maintain compliance, and navigate complex regulatory environments.

So travellers can stay focused on their journey.

⁹ In 2024, PayPal processed 26.3B payment transactions, a 5% increase in y/y growth. PayPal Earnings-FY, 2024, based on PayPal internal data.



Trusted payments for every adventure.

**PayPal ranked #1 on
Infegy's 2025 Most
Trusted Brands ranking¹⁰**

03

Help customers to cruise through checkout

Customers want convenience, at home and abroad.

Make change easy

International travel requires using international currencies. And travellers want to know what they're spending.

Help travellers to convert prices into their native currencies. Incorporate a conversion tool. Or collaborate with a company like PayPal that exchanges currency for you. Travellers can pay in their local currencies. You get paid in yours.





04

Deliver a seamless customer experience

Whether you provide tickets, rentals, transportation, adventures, or other extraordinary experiences, data-driven personalisation can help your customers to make the most of their trip. And keep you at the leading edge of evolving technology.

Planning

Help travellers to structure their trips. Link to reviews of nearby activities, restaurants, and attractions. And don't forget weather apps that help travellers to pack appropriately.

Paying

Whether travellers are buying train tickets, parking, or bike rentals, offer cashless, in-app booking with multiple payment options for a one-stop approach.

Exploring

Suggest and link to nearby hotels, restaurants, tourist destinations, activities, and transportation.

Upgrading

Offer travel insurance, extra baggage, enhanced Wi-Fi, reservations, and upgrades. With transparent pricing and a streamlined checkout process.

Sharing

Make it easy for travellers to share experiences via social media channels with location tags, photos, and reviews. This can broaden your organic reach and promote your business to a larger audience.

Set a course for growth

A customer's journey starts before take-off, as they're planning and booking flights, car rentals, hotel stays, and experiences.

Reimagine it all. With PayPal.

Accept payments globally, let customers choose how they pay, and help to prevent transaction fraud. All with a single platform.

PayPal can help your sales to take flight and turn wanderlust into business growth.

[Learn How](#)

PayPal Open

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

