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Global E-Commerce Intelligence
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SAMPLE REPORT
GLOBAL ONLINE TRAVEL PAYMENT 2021
PUBLICATION DATE: APRIL 2021

PREFACE

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A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum... all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
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GENERAL METHODOLOGY OF MARKET

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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sou... are based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, b... company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum o... y for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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Report Coverage

- This report covers the online travel (leisure and unmanaged business) market with a focus on payment methods and trends. It takes into ac definition of the travel segment, including transportation, accommodation, tour packages and others. The definitions used by the original sources cit his report may vary.
- All global regions are covered in this report, including Asia-Pacific, Europe, and North America.

Report Structure

- The global chapter opens the report, including an overview of global market developments and trends.
- The rest of the report is divided by regions. The regions are presented in the order of descending total online travel sales.
- Within each region, regional information is included first, where available, and the countries are also presented in the order of descending online travel sales. Where no comparable sales figures were available, other related criteria such as total E-Commerce sales, online shopper and Internet penetration were applied.
- In the country sections, the following information is covered, where available: online travel sales, payment methods used or preferred to book travel and while traveling, the importance of payment methods selection to online travel bookers, payment methods offered by selected leading websites in the travel category. Where no travel-specific payment method ranking was available, a ranking of payment methods generally used in E-Commerce in this country was included as a benchmark. Data availability varied by country, hence not all of the above information points were covered for each of the markets..

DEFINITIONS

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The following expressions and definitions are used in this market report*:

▪ **ONLINE TRAVEL SALES**	the sales of leisure and unmanaged business travel services (e.g. transportation tickets, accommodati… …ours) transacted online; usually refers to gross online travel bookings.
▪ **ONLINE TRAVEL AGENCIES**	abbreviated as OTAs, travel websites which act as intermediaries between suppliers and buyers, allowing to book various travel services, such as flight tickets, train tickets, hotel rooms and others.
▪ **TRAVEL WEBSITES**	websites with a focus on travel content, such as travel information websites, travel review websites and travel booking websites.
▪ **INTERNET USERS**	the total number of inhabitants in a certain country who regularly access the Internet.
▪ **ONLINE SHOPPERS**	the total number of inhabitants in a certain country or region that make purchases over the Internet.
▪ **B2C E-COMMERCE**	the sale of products and services through electronic transactions via the Internet from businesses to consumers.
▪ **ONLINE PAYMENT**	Transfer of money made over the Internet following a consumer's payment command, includes payments for product and service purchased in B2C E-Commerce and M-Commerce.
▪ **ALTERNATIVE PAYMENTS**	generally refers to payment methods other than credit card or bank card payments. Widely defined, alternative online payment methods include bank transfers and direct debit, digital wallets, pre-paid cards and private label cards, invoice, and digital currency. May also include cash on delivery and card schemes by local companies other than global card brands.
▪ **MOBILE WALLET**	a software solution that enables consumers to store payment credentials, such as credit or debit card information, and use the stored credentials to pay digitally for transactions made in-store, online or via mobile. Mobile wallets are installed on mobile devices which are used to complete payments. The examples of mobile wallets include Apple Pay, Samsung Pay and Google Pay. Mobile wallets are often included in the broader category of E-Wallets or digital wallets.
▪ **BUY NOW, PAY LATER (BNPL)**	a payment platform or service that allows shoppers to receive goods/services prior to making a payment by splitting the payment across a set time period or pay back the full amount later

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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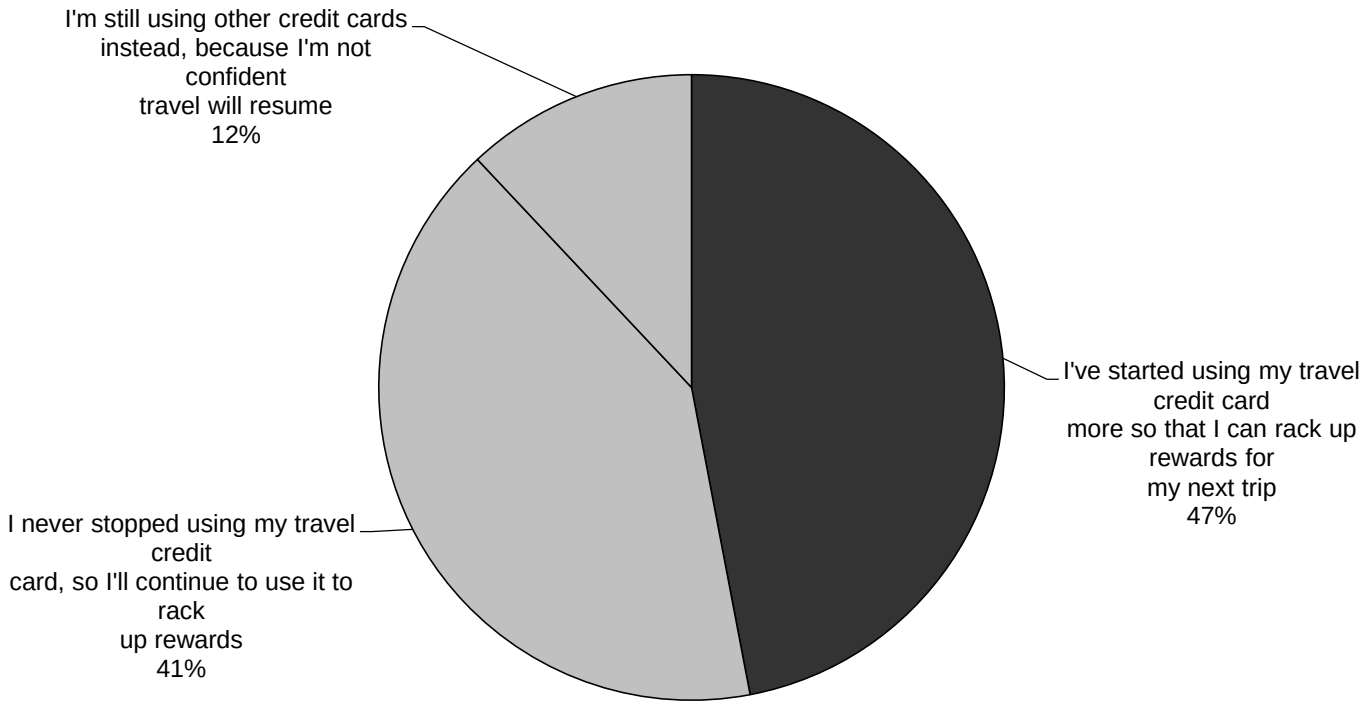
Following the news of the vaccine in Dec. 2020, 47% [illegible] credit card holders started using it more to collect rewards for [illegible]

US: Breakdown of Consumer Attitude Towards Travel Credit Cards after the News of the CO[illegible]e, in % of Travel Credit Card Owners, December 2020



Survey: based on a survey of 379 US consumers with a travel credit card, conducted in December 21-22, 2020; question asked "Which best describes your travel credit card usage following the news of the vaccine?"

Source: ValuePenguin, January 2021

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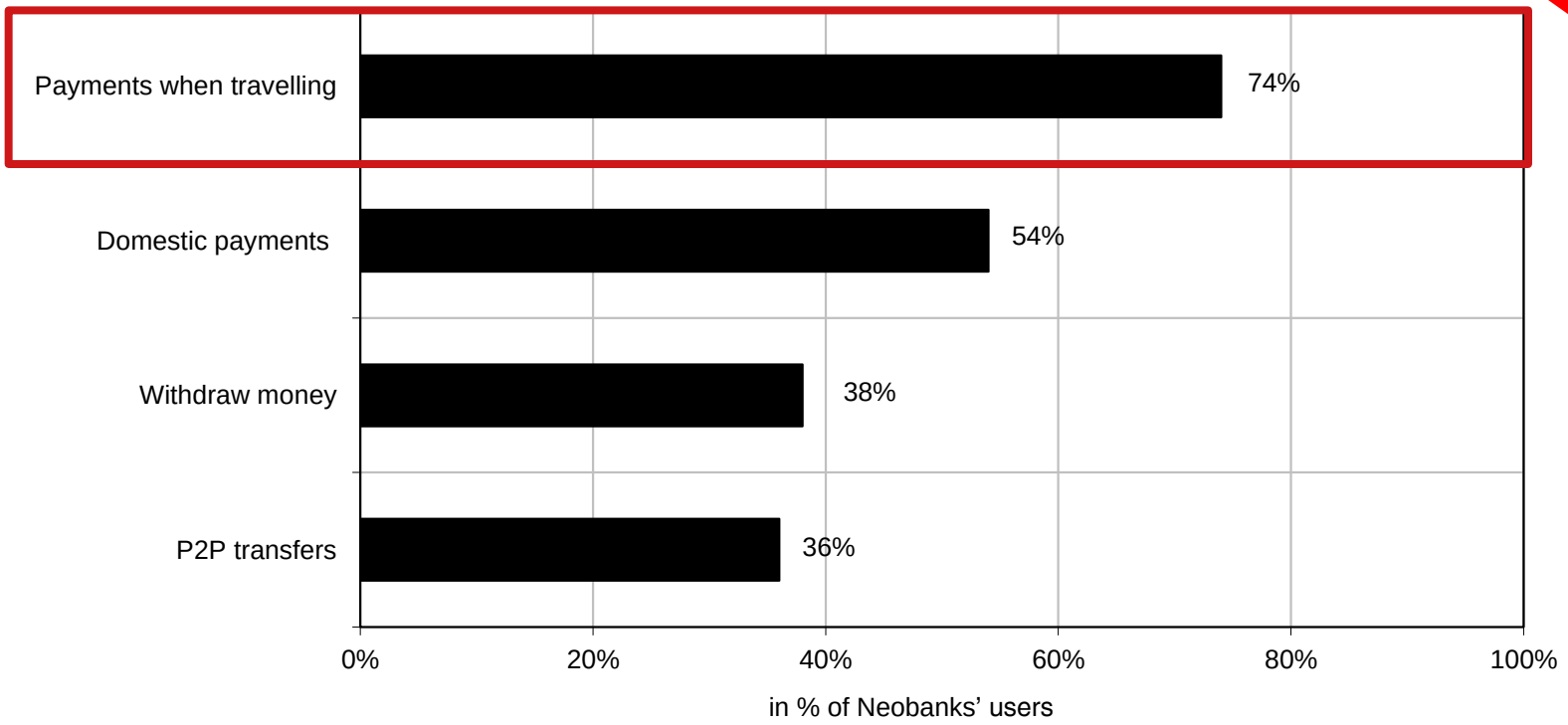
As of August 2020, 74% of Neobank clients in Switze… their services for payments when traveling.

Switzerland: Breakdown of Neobanks Use Cases, incl. Payments When traveling, in % of Ne…, August 2020



Definition: Neobank (also known as an online bank, internet-only bank, virtual bank or digital bank) is a type of direct bank that operates exclusively online without traditional physical branch networks
Survey: based on a survey of 271 Neobanks' users; question asked "What are the reasons for you to use Neobank?"
Source: ZHAW, August 2020

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