



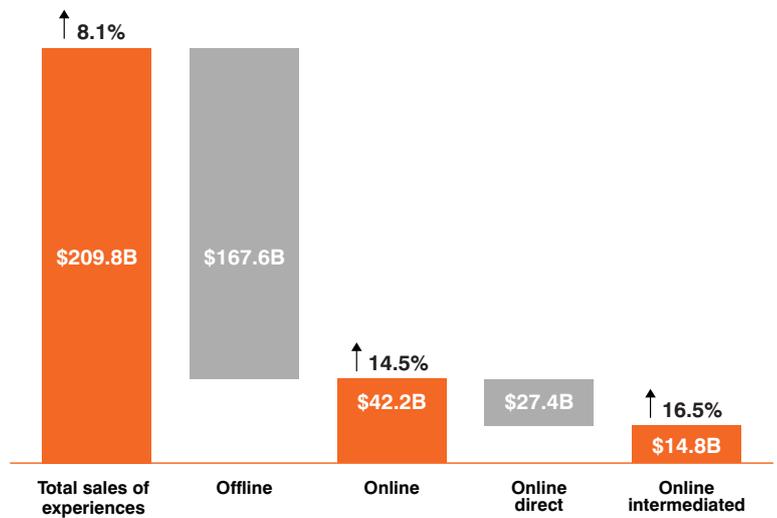
IT PAYS TO KNOW.

# EXPERIENCES IN TRAVEL.

eNett's latest research report, "Experiences in Travel", focuses on the intermediated distribution of in-destination experiences. We explore the market structure, size, dynamics, customer behaviours, and the role of OTAs.

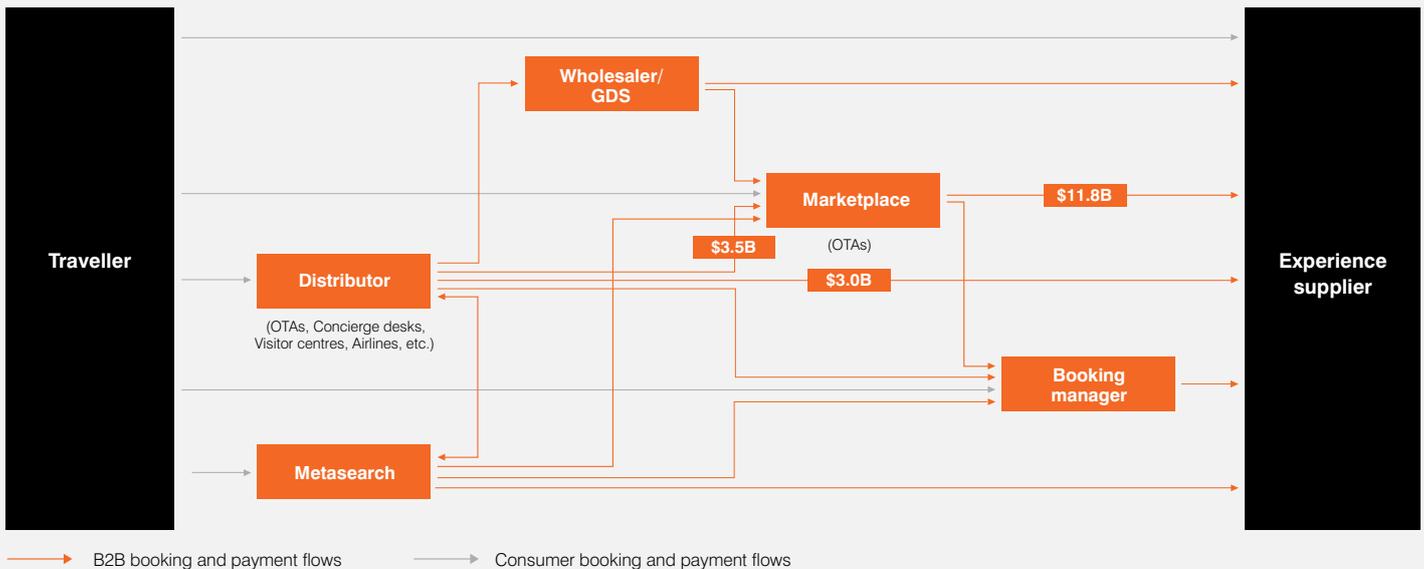
Sales of such experiences are currently largely offline. However, the online intermediated sales of experiences is growing rapidly, driven by both customer behaviour and supplier activity.

~USD210B MARKET SIZE, BUT ONLY A SMALL PORTION IS INTERMEDIATED.  
(2018 VOLUMES WITH 2013-2018 CAGR)



Our "Experiences in Travel" report is available at [www.enett.com/insights](http://www.enett.com/insights).

## NOVEL INTERMEDIATED VALUE CHAIN WITH UNIQUE INTERMEDIARY TYPES. (EXAMPLE FLOW VOLUMES IN 2018)

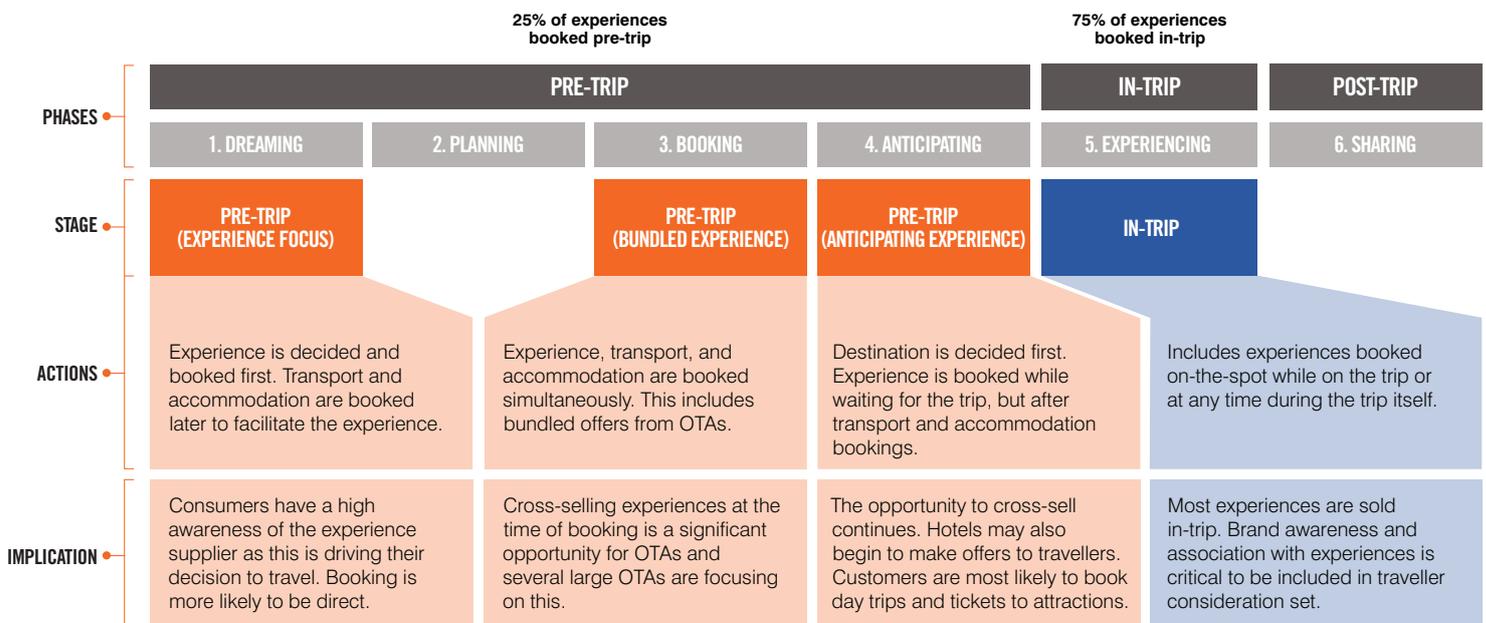


The supplier and intermediary sets for experiences are more diverse for experiences than for hotels and airlines. And a unique intermediated distribution ecosystem has evolved to resolve some of the implications of this complexity. Online travel agencies (OTAs) typically function as either marketplaces, which sell to end travellers and other intermediaries, or as distributors, which sell direct to end travellers, but not to other intermediaries. The majority of intermediated volume flows through a small number of dominant marketplaces.

CAGR – Compound annual growth rate.

Note: Duplication in intermediated volume exists where there are multiple levels of intermediation.

## CONSUMER BEHAVIOUR IS DIFFERENT FOR EXPERIENCES, MOST ARE BOOKED DURING THE TRIP RATHER THAN BEFORE.



**If you look at the online intermediated market for travel experiences, it's about 10 years behind the equivalent for lodging. Most sales are still offline and there's a real awareness gap. What we're seeing is a dramatic shift to online booking and a race to be the provider that serves the customer. I think we'll see a lot of consolidation in the years ahead and similarly to other forms of travel, there will only be a handful of big brands left standing serving the segment."**

— CEO  
Large experience marketplace

### What are eNett VANs?

An eNett Virtual Account Number (VAN) is a 16-digit Mastercard number used by OTAs and other travel intermediaries to pay travel suppliers quickly, efficiently, and with less risk.

eNett VANs work like a traditional Mastercard and can be accepted by any travel supplier that accepts a Mastercard online. Just like a corporate card or a consumer card.

Typically, a different eNett VAN is used for each payment and up to 10 controls can be set for each eNett VAN. These controls limit misuse but allow valid payments to be processed quickly and easily.

### What benefits do they deliver in travel?

Large OTAs around the world are already using eNett VANs to pay suppliers, delivering benefits across the value chain:

- End travellers get a better customer experience, less risk, and more choice
- Travel intermediaries, such as OTAs, get faster, easier, cheaper, and safer payments
- Experience suppliers get fast and safe inbound payments, and opportunities to simplify payments related processes.



Download the full report at [www.enett.com/insights](http://www.enett.com/insights)

See main report for references. eNett VANs Terms and Conditions apply. In Australia, eNett International (Singapore) Pte. Ltd. ARBN 161 362 661, AFSL 441376 (eNett) is not authorised to provide financial product advice other than general advice in relation to its own products. This document does not take into account your objectives, financial situation or needs. You should consider the appropriateness of the information in light of your own circumstances and the relevant Product Disclosure Statement before acting.

