Surveying the Global Prepaid Travel Card Landscape

Description: This report highlights the overall global potential for these prepaid products by analysis of international travel statistics, including inbound and outbound travel volumes for the United States. In addition, the report reviews leading travel card products in the top five countries of origin of travellers visiting the United States, namely Canada, Mexico, Japan, the United Kingdom, and Germany (in order of tourist volume to the U.S.). The report also reviews the ways that these prepaid cards are marketed and distributed within each market.

Highlights of the report include:

- Global and U.S.-focused travel statistics that highlight the potential for prepaid travel cards in world markets, including the United States
- A review of leading prepaid travel card products in Canada, Mexico, Japan, the United Kingdom, and Germany
- Examination of the marketing and distribution channels employed by prepaid travel card issuers to help get their products into the hands of the consumers

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