

Airbnb partners with Stripe and Klarna to bolster payments on platform

Article

The news: Airbnb forged partnerships with **Stripe** and **Klarna** to beef up its payments offering.

- The [tie-in with Stripe](#) lets Airbnb customers pay with a linked US bank account, and they don't have to reenter bank details for future bookings.
- Airbnb's [partnership with Klarna](#) will let users in the US and Canada pay for bookings in four interest-free installments over six weeks. For bookings over \$500, guests in the US can apply to pay monthly. More markets will be added throughout the year.

Why it could work: Airbnb is widening the payment options it offers to attract more users and increase spending on the platform.

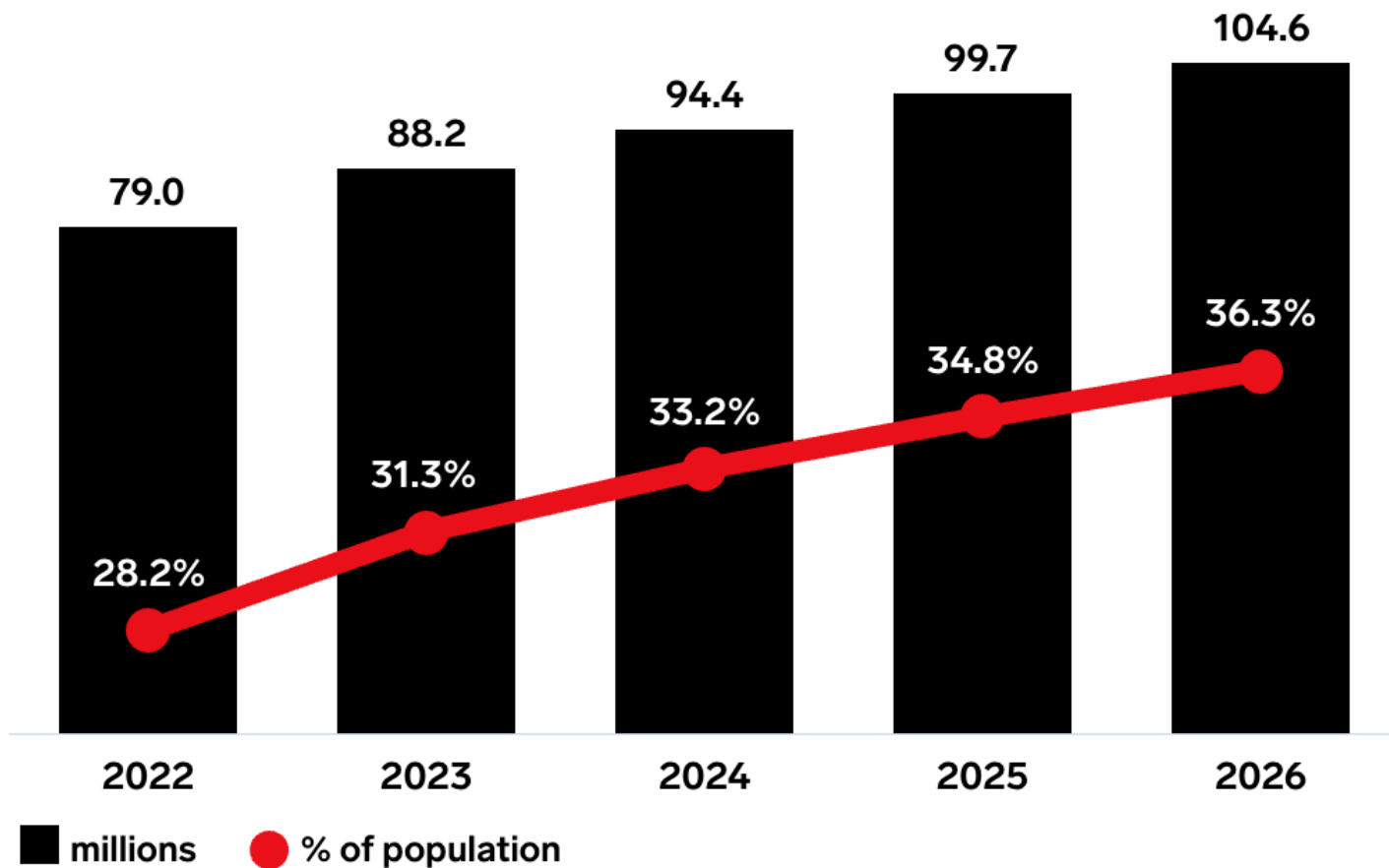
- **A2A payments will grow:** We expect [digital bank transfer volume](#) to increase 9.1% this year to \$97.22 billion, per our forecasts. Enabling this method with Stripe gives Airbnb users more checkout choices and an improved customer experience, both of which should strengthen retention.
- **Customers want more flexible payments:** 75% of consumers said they are more likely to choose a pay-by-installment option like BNPL to fund travel over the next year due to economic uncertainty, per a 2022 Amadeus [survey](#). That demand can drive higher spending on Airbnb.

What it means: Both Stripe and Klarna can benefit from tapping Airbnb's huge reach. The site booked 121.1 million nights and experiences in [Q1](#) and generated **\$20.4 billion in gross booking value**, up 19% year over year on the back of strong travel demand.

- Stripe's latest tie-in highlights the firm's strategy to partner with the global heavyweights of retail and commerce. It expanded its partnership with [Uber](#) and forged ties with [Microsoft](#) earlier this month.
- And Airbnb offering BNPL underscores the payment method's growing popularity: We expect the number of [BNPL users in the US will grow 11.7%](#) this year to 88.2 million, per our forecasts.

Buy Now, Pay Later Service Users

US, 2022-2026



Note: ages 14+; internet users who have accessed a buy now, pay later account digitally and have made a payment toward a purchase at least once in the past year; includes purchases of goods and services

Source: eMarketer, June 2022

[InsiderIntelligence.com](https://www.insiderintelligence.com)

This article originally appeared in Insider Intelligence's Payments Innovation Briefing—a daily recap of top stories reshaping the payments industry. Subscribe to have more hard-hitting takeaways delivered to your inbox daily.

- Are you a client? [Click here to subscribe.](#)

- *Want to learn more about how you can benefit from our expert analysis? [Click here.](#)*