What was the very first form of ‘money’?

- Dung
- Cocoa Beans
- Cattle
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From humble beginnings

- Cattle was the very first form of ‘money’ dating back to 9000 B.C.E
- the concept of using a valueless instrument to represent a financial transaction dates back 5,000 years
- Paper money began in 806 in China
- 1816: England establishes the Gold standard – the first time currency is tied to a fixed value

https://www.pbs.org/wgbh/nova/article/history-money/
To:
The Fab Four

A HISTORY OF CREDIT
1800 BCE  First Credit Coins used by Farmers & Ranchers
Hammurabi’s Code governs credit
1800’s  First Store –Based Cards
1900’s  Charg-It – the First Bank –Based Card
1946  Diners Club introduced
1950
1958  American Express Card debuts
1958  BankAmeriCard was introduced
IBM Introduces the Mag Stripe
1960
1966  Interbank Card starts; would later become Mastercard
1986  Sears debuts it’s Discover Card

Nearly 60% of all ecommerce spend is with traditional credit and debit cards
Payment distribution – Ecommerce
E-wallets are gaining market share, however they are often linked to credit cards.

So, our ecommerce is essentially driven by the 4 card brands.
But what about the rest of the world?
More than 145 common methods of “Alternative” payment methods exist (APM)

Food for thought:

- Chinese travelers typically don’t have int’l credit cards
- Many European countries primarily use bank transfer products
- Latin Americans typically pay in Installments
- Despite this, they visit the USA
556% growth in 10 years

80 million International Visitors to the US

1. Canada  Interac
2. Mexico  Oxxo, PayPal
4. Japan  Konbini
5. China  WeChat, Alipay, UnionPay
6. S Korea  LottePay
7. Brazil  Boletos
8. Germany  Sofort
9. France  Carte Bancaire
10. India  NetBanking, PayTM
Which is the oldest bank in the US?

- Citibank
- Bank of NY - Mellon
- Wells Fargo

Bank of NY - Mellon (1784)
• Peter Chiu and his friends have always dreamed of going to Orlando. And this is the year they are going to go!
• Excitedly, they log on to the ABC Hotel brand’s website and look for hotels.
• After a while, they decide on the ABC Resort in Kissimmee. It’s $500/night, but they are excited and have saved up quite a bit of money. How exciting!
• They select a pre-paid room as that is what they have always done when traveling.
• Uh oh: the hotel only accepts Visa, Mastercard and a handful of Credit Cards. What to do now!
• Sadly, they have no choice but to go to their local OTA and book there, since they accept their payment method.
• Once there, they see a special promotion on another hotel and book that. They are on the way!
• Too bad for the ABC Resort… lost a good piece of business. If only they accepted other forms of payment!

A Day in the life….

If they can’t pay, they won’t stay
The OTAs get it.

What can you do?

• Review your guest mix
• Make sure your processor can support APMs
• Ensure your site & App display rates in the local currencies
• Consider front desk acceptance of APMs as well