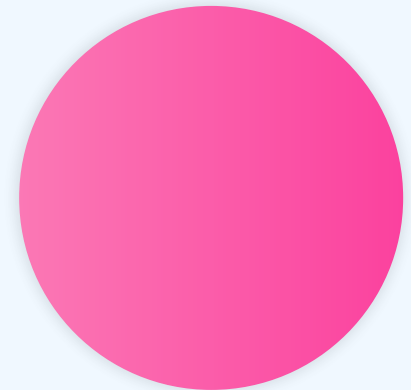




Travel Benchmarks

Updated for Q1 2026





Introduction

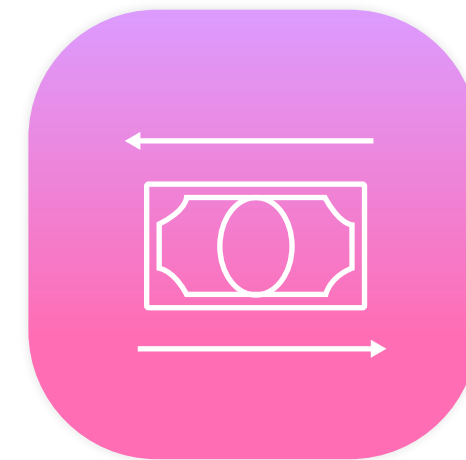
In today's dynamic travel landscape, where booking patterns and traveler preferences are constantly shifting, data has become the compass guiding savvy marketers. Recognizing this critical need for insights, Partnerize has delved into key trends within the travel sector across various regions. The resulting analysis, featured in the Partnership Travel Index, offers travel marketers the essential benchmarks to evaluate, contrast, and fine-tune their partnership initiatives for optimal results. Specifically, Partnership Index for the travel industry measures same-store sales activity directly driven by partnerships in 2026, providing a valuable year-over-year comparison to the same period in 2025. Leading travel brands utilizing the Partnerize platform contribute their data to this comprehensive analysis, illuminating crucial trends in revenue generation, commission structures, conversion effectiveness, and evolving traveler behavior.

The Partnership Index is not intended as a proxy for overall partnership marketing activity, e-commerce activity overall, or the performance of any individual business, including Partnerize t/a Performance Horizon Group. On a periodic basis, we review and update methodology and perform normalization to account for data anomalies that may occur.

Quarterly highlights



Average order
value (AOV)
\$525



Conversion rate
+1.67%



Conversions YoY
4%



Percentage of revenue
from mobile
+42%



Commission rate
+6.5%



ROAS
\$15.42



Percentage of revenue
from new customers
+49%



Clicks
-2%



Revenue YoY growth
+21%



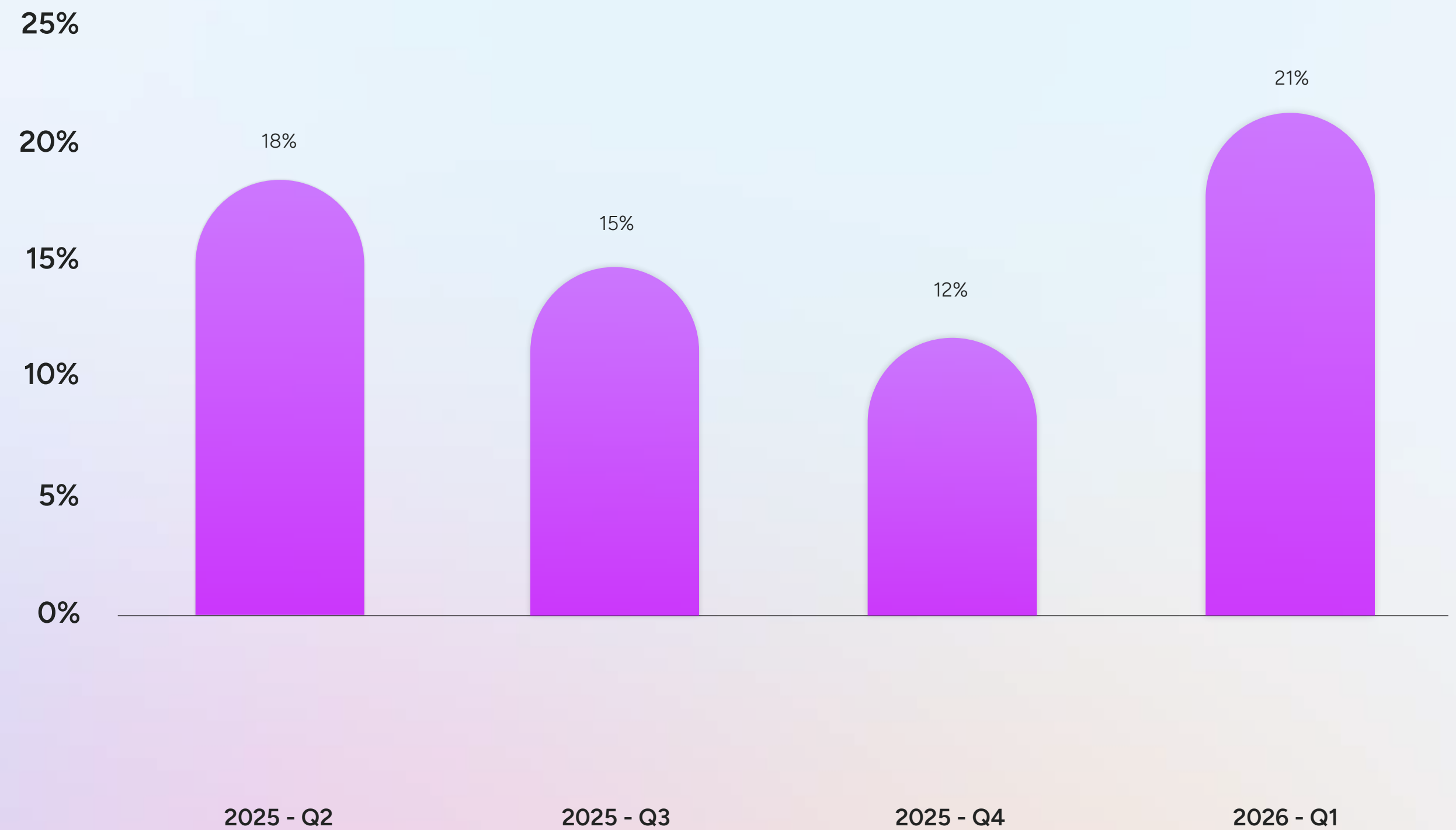
Publisher commission
YoY growth
+27%

Order value growth YoY

+21%

Order value has increased
21% YoY in Q1 2026.

Order value growth YoY



Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2024.

Drivers of growth trends

+19%
AOV

-2%
Clicks

+4%
Conversion rate

Q2 revenue growth was due to a 19% increase in average order value (AOV), a 4% increase in conversion rate, with a 2% decrease in clicks.

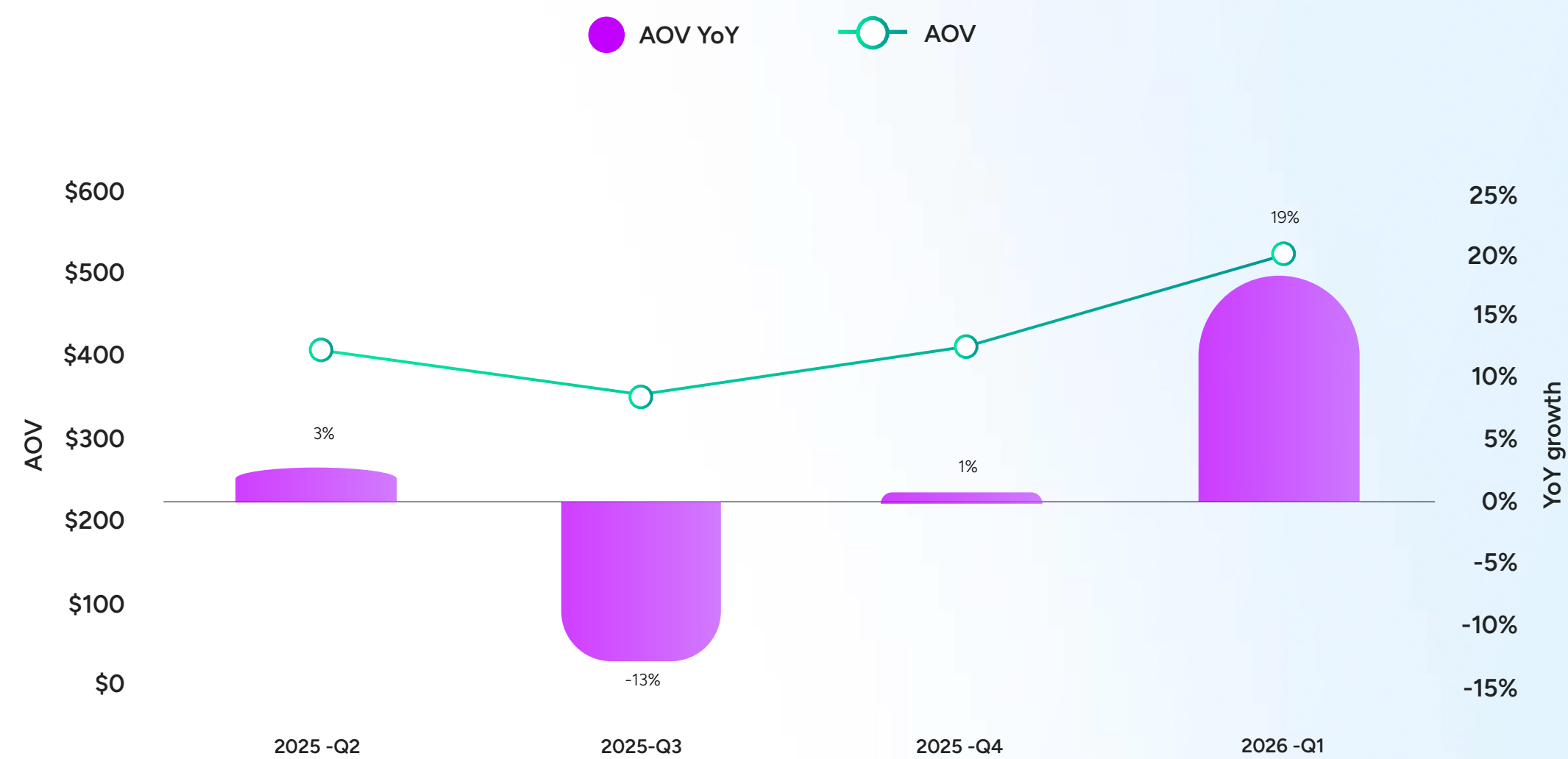
Drivers of growth trends



Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2024

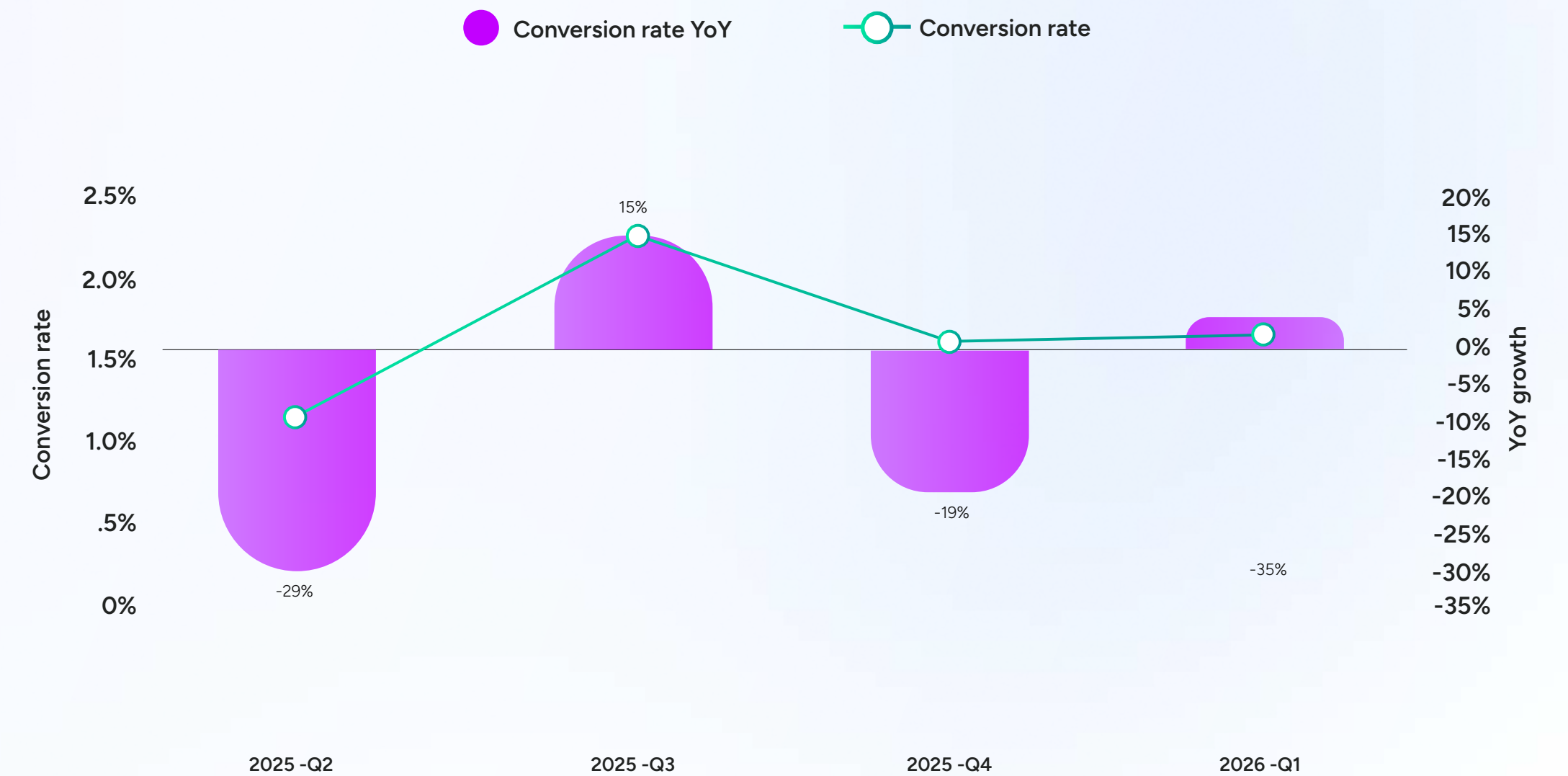
AOV (USD) and conv rate trends

AOV Trends



AOV has increased 19% in Q1 2026 to \$525 USD.

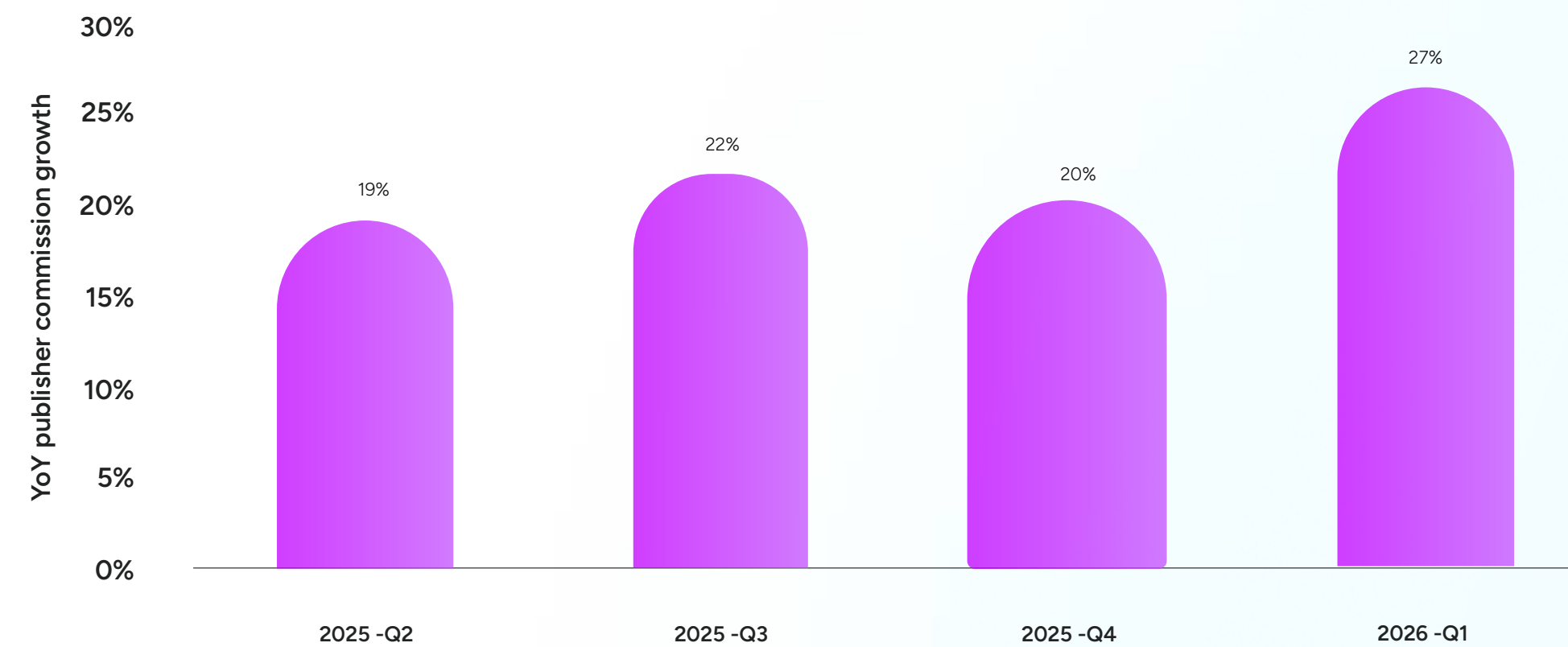
Conversion rate trends



Conversion rate in Q1 2026 was 1.67%, a 4% increase YoY.

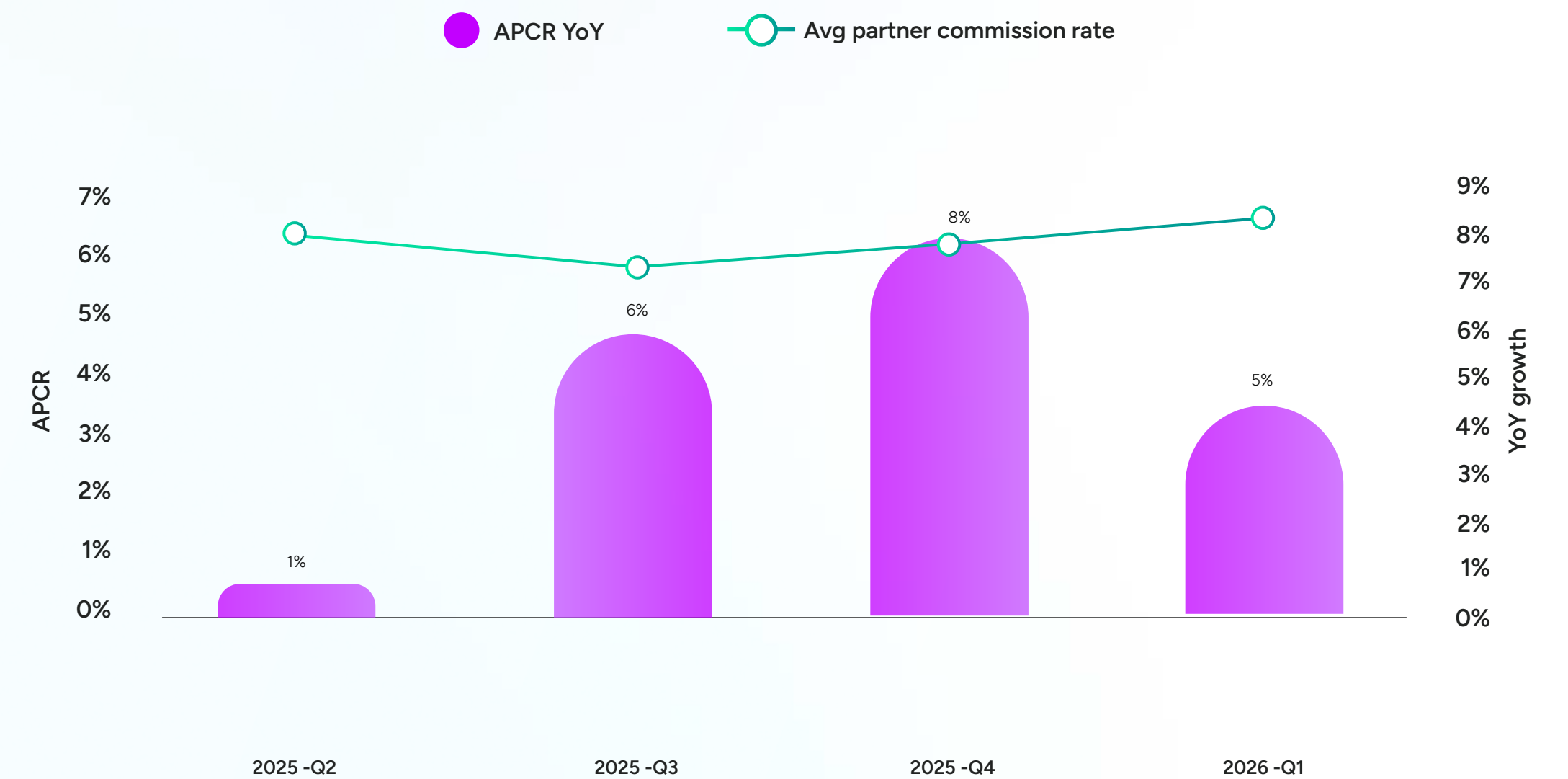
Publisher commission growth YoY

YoY publisher commission growth



AOV has increased 19% in Q1 2026 to \$525 USD.

Avg publisher commission rate trends



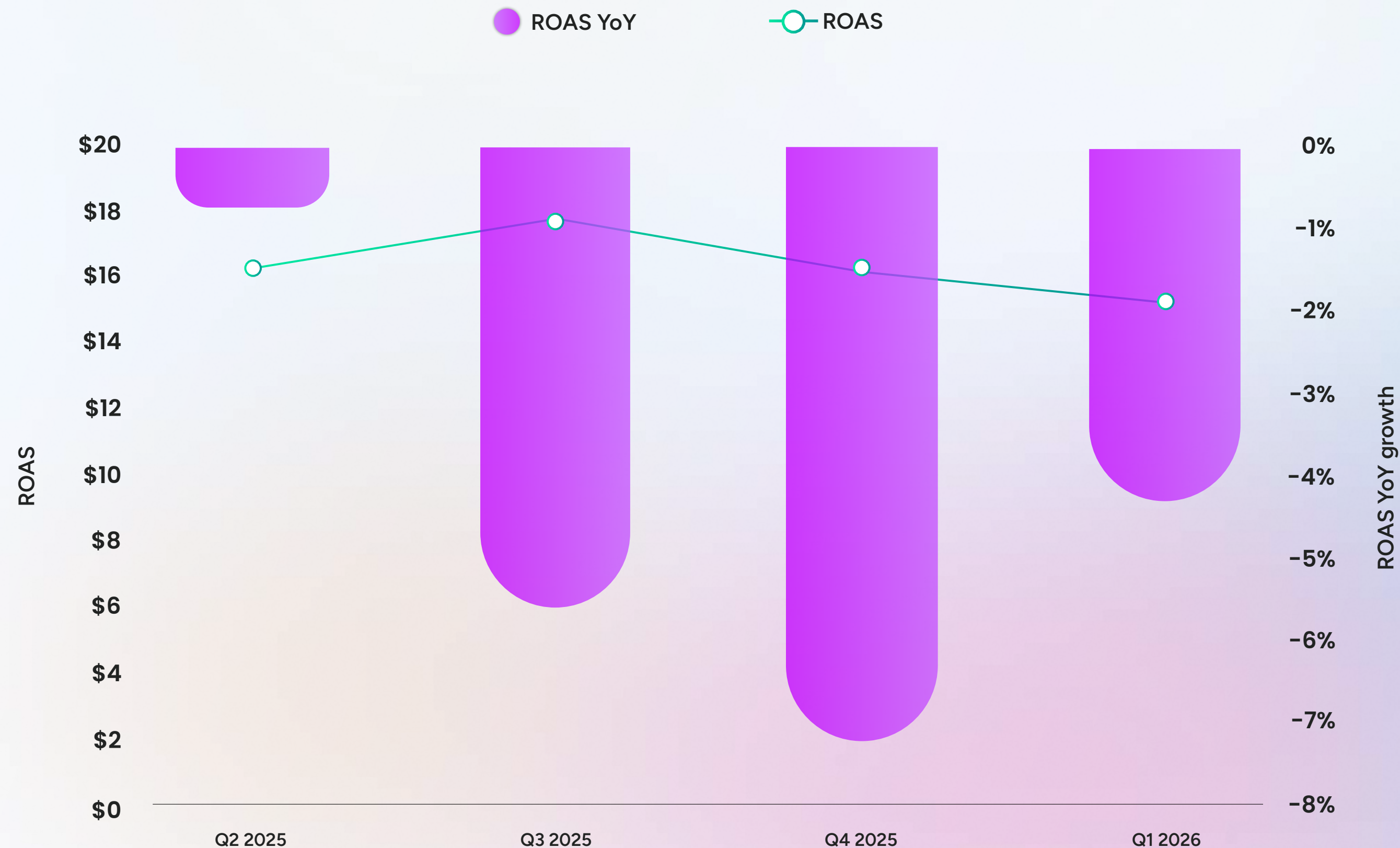
Conversion rate in Q1 2026 was 1.67%, a 4% increase YoY.

Return on ad spend growth YoY

\$15.42

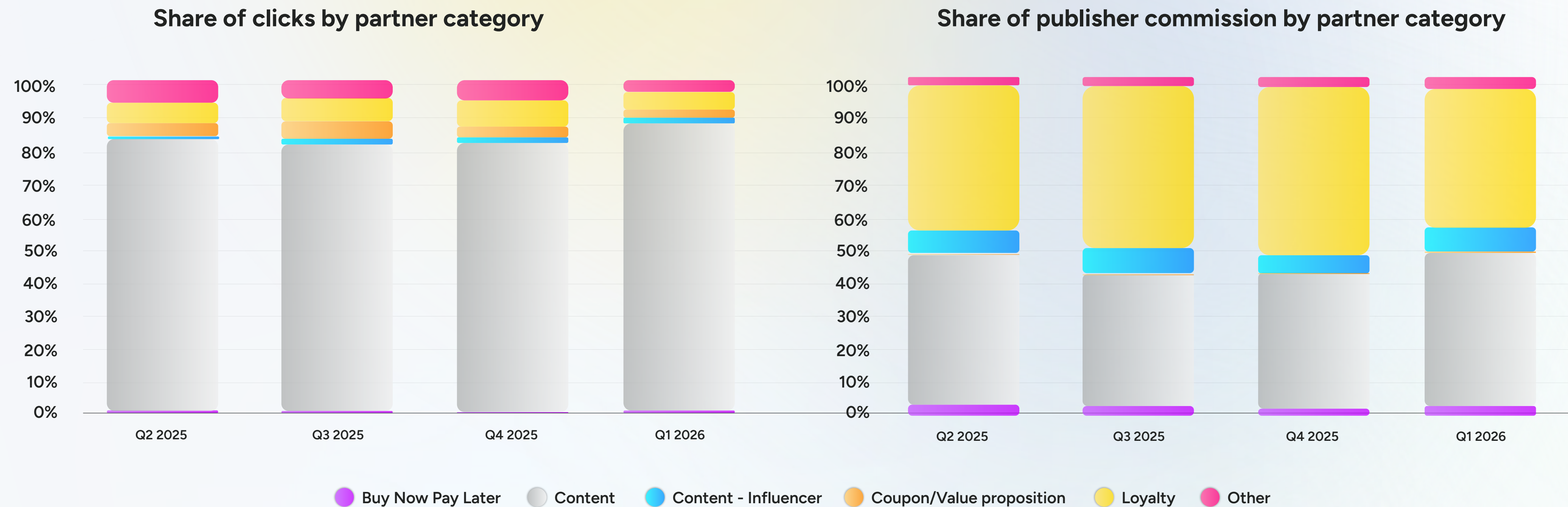
The ROAS in Q1 2026 was \$15.42, a 4% decrease YoY.

ROAS trends



Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.

2026 Q1 share by partner category



- Content partners have maintained the majority share of clicks in the last 12 months, decreasing their share a bit in Q1 2026
 - Loyalty and Content partners receive the largest amount of publisher commission from brands
- Content, Coupon, & Loyalty partners drive the majority of overall revenue and new customer revenue for brands.

2026 Q1 KPIs by partner category

Partner vertical group	AOV(USD)	ECPA	ROAS(USD)	%NTF
Buy Now Pay Later	\$313.87	392%	\$25.49	52.29%
Card linked offers (CLO)	\$293.59	4.51%	\$22.18	30.13%
Comparison shopping services	\$248.48	5.85%	\$17.08	90.18%
Content	\$592.21	6.69%	\$14.95	36.35
Content-Influencer	\$428.71	3.38%	\$29.64	18.96%
Coupon/Value proposition	\$454.13	5.16%	\$19.37	42.69%
Loyalty	\$468.89	5.09%	\$19.64	42.34%
Other	\$159.25	3.85%	\$25.94	6.25%

- On average, 157 publishers are click active with brands and 27 are revenue active.
 - Loyalty, Coupon, and Content deliver strong AOV.
- Other and Content have a strong ROAS given their lower commission rates.
 - CSS, BNPL, and Coupon drive the highest % of new customer revenue.

Metrics are associated with approved + pending transactions from campaigns that have been on the Partnerize platform since Q3 2022.



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Interested in learning more with a Partnerize expert?

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