

TRAVEL AND HOSPITALITY

Emirates offers buy-now, pay-later option to encourage more premium ticket sales

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Global airline Emirates taps Uplift as the buy-now, pay-later service for flexible payment options to encourage more pricey ticket sales. Image credit: Emirates

By LUXURY DAILY NEWS SERVICE

Dubai, U.A.E.-based airline Emirates, seeking to emulate other industry sectors such as technology and fashion, has teamed up with Uplift, offering potential business and first-class passengers a way to buy their tickets before they have to pay for them in full.

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Uplift, a buy-now, pay-later (BNPL) service, is used by 200 of the world's leading airlines, cruise lines, resorts and other major travel providers. U.S. and Canadian customers of the airline can now pay for their tickets in multiple installments across all cabin classes, rather than only having the option of paying all at once.

"As the world's largest international airline, we are thrilled to offer flexible payment solutions, making worldwide travel available to more customers," said Essa Sulaiman Ahmad, divisional vice president for **Emirates** USA and Canada, in a statement.

"Providing convenient payment options is one of the ways we are delivering on our customer-centric approach in everything we do," she said.

"Through our research and discovery, we selected Uplift as our BNPL solution provider in North America due to their deep knowledge of travel and rich experience working with the top airlines in the industry."

Sunnyvale, CA-based Uplift's flexible payment options are now available for booking from three, six, nine or 12 monthly installments on [Emirates.com](https://www.emirates.com).

Flights of fancy

Since 1985, Dubai, UAE-based Emirates has been investing in the world's latest aircraft technology.

This legacy has led to the brand's global destination growth from its hub in Dubai, as well as its reputation for entertainment, cuisine and service.

Now, this method of affordable payment joins the Emirates wide array of offerings.

Customers can now purchase their tickets with monthly payments, rather than in full and upfront, though the total cost will be available for them to view.

This move will make travel more accessible to more travelers, as well as make available more exclusive forms of travel, such as business and first-class class seating.

"Uplift's proven track record of supporting airlines in offering customers more flexibility along with driving additional bookings and growing ancillary spend is a perfect fit with Emirates' luxury air experience and global footprint," said Tom Botts, chief commercial officer of Uplift, in a statement.

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