

WeMoney Awards Program – Ratings Methodology Criteria

2025 Travel Money Awards

Name: 2025 WeMoney Travel Money Awards

Key Dates:

Applications open: Wednesday, 16-Apr-2025
Applications close: Tuesday, 03-June-2025
Winners announced: Wednesday, 11-June-2025

2025 WeMoney Travel Money Awards Summary

The WeMoney Travel Money Awards celebrate the best travel money products, services, and innovators in the Australian market, offering outstanding value and service quality to consumers.

We use our knowledge and experience to identify those products that offer outstanding value, as well as market-leading features, and recognise them with the WeMoney Travel Money Awards.

For applicants, a WeMoney Travel Money Award is a third-party endorsement of their product(s) and service(s).

Method: We score each factor on a 0-to-10 scale (or as a zero or one, depending on the factor), with 0 being the lowest possible score and 10 being the highest possible score.

Overview

2025 Travel Money Award Categories

Travel Money Card Awards
Travel Money Card of the Year
Best Travel Money Card for Students
Best for Value – Travel Money Card
Best for Quality – Travel Money Card
Best for Flexibility – Travel Money Card
Outstanding Customer Service – Travel Money Card

Travel Credit Card Awards
Travel Credit Card of the Year
Excellent Rates & Fees – Travel Credit Card
Best for Value – Travel Credit Card
Best for Quality – Travel Credit Card
Best for Flexibility – Travel Credit Card
Outstanding Customer Service – Travel Credit Card

Award Methodology

Travel Money Card Award Categories

Travel Money Card of the Year

This award recognises the travel money provider demonstrating exceptional overall excellence through innovative features, competitive pricing, and comprehensive services that deliver outstanding value to international travelers. Applicants were assessed based on digital capabilities, fee structures, currency offerings, exchange rates, customer experience, and market leadership. The award is given to the provider with the highest weighted rating across the following categories:

- Digital Innovation & Technology
- Exchange Rate Competitiveness
- Multi-Currency Capabilities
- Fee Structure & Transparency
- Mobile App Functionality
- Customer Support Excellence
- Overall Value Proposition

Best Travel Money Card for Students

This award recognises the travel money provider offering the most accessible and affordable solutions specifically tailored to students and young travelers studying or working abroad. Applicants were assessed based on fee waivers, minimum balance requirements, digital-first features, educational resources, and youth-focused benefits. The award is given to the provider with the highest weighted rating across the following categories:

- Student Fee Waivers & Discounts
- Low or No Minimum Balance Requirements
- Affordable Exchange Rates
- Digital Application & Management
- Educational Financial Resources
- Youth-Friendly Features

Best for Value – Travel Money Card

This award recognises the travel money provider delivering exceptional value through competitive exchange rates, minimal fees, and cost-effective features that maximise travelers' spending power abroad. Applicants were assessed based on fee structures, exchange rate competitiveness, reload costs, ATM charges, and overall cost-effectiveness for international travelers. The award is given to the provider with the highest weighted rating across the following categories:

- Exchange Rate Competitiveness
- Fee Transparency & Affordability
- ATM Withdrawal Costs
- Reload & Transaction Fees
- Student & Youth Discounts
- Currency Conversion Value

Best for Quality – Travel Money Card

This award recognises the travel money provider demonstrating superior product quality through premium features, advanced technology, and comprehensive travel benefits that exceed industry standards. Applicants were assessed based on feature richness, digital innovation, security measures, currency options, and premium travel services. The award is given to the provider with the highest weighted rating across the following categories:

- Advanced Digital Features
- Currency Range & Availability
- Premium Travel Benefits
- Security & Fraud Protection
- Real-Time Transaction Capabilities
- Mobile App Excellence
- Integration with Digital Wallets

Best for Flexibility – Travel Money Card

This award recognises the travel money provider offering the most adaptable and versatile solutions that accommodate diverse travel needs and spending patterns across multiple destinations. Applicants were assessed based on currency options, reload methods, spending controls, account management features, and usage versatility. The award is given to the provider with the highest weighted rating across the following categories:

- Multi-Currency Support
- Flexible Reload Options
- Dynamic Currency Conversion
- Spending Control Features
- Account Customisation
- Payment Method Versatility
- Rate Locking Capabilities

Outstanding Customer Service – Travel Money Card

This award recognises the travel money provider delivering exceptional customer support through accessible channels, rapid response times, and comprehensive assistance for travelers worldwide. Applicants were assessed based on support availability, emergency services, response times, problem resolution, and multilingual capabilities. The award is given to the provider with the highest weighted rating across the following categories:

- 24/7 Emergency Support
- Multi-Channel Accessibility
- Response Time Excellence
- Emergency Card Replacement
- Local & International Support
- Problem Resolution Effectiveness
- In-Store Branch Network

Travel Credit Card Award Categories

Travel Credit Card of the Year

This award recognises the travel credit card provider offering the most comprehensive travel rewards program combined with competitive rates and premium travel benefits for frequent international travelers. Applicants were assessed based on rewards programs, travel benefits, fee structures, acceptance networks, and overall value for travelers. The award is given to the provider with the highest weighted rating across the following categories:

- Frequent Flyer Program Integration
- Points Earning Potential
- Premium Travel Benefits
- International Acceptance
- Complimentary Travel Insurance
- Airport Lounge Access
- Foreign Transaction Fee Structure

Excellent Rates & Fees – Travel Credit Card

This award recognises the travel credit card provider offering the most competitive interest rates and fee structures while maintaining valuable travel benefits for cost-conscious travelers. Applicants were assessed based on interest rates, annual fees, foreign transaction charges, balance transfer options, and overall cost-effectiveness. The award is given to the provider with the highest weighted rating across the following categories:

- Competitive Interest Rates
- Low or No Annual Fees
- Foreign Transaction Fee Waivers
- Balance Transfer Options
- Interest-Free Period Length
- Fee Transparency

Best for Value – Travel Credit Card

This award recognises the travel credit card provider delivering optimal value through balanced rewards programs, reasonable fees, and practical travel benefits that maximise return on spending. Applicants were assessed based on rewards-to-fee ratios, earning rates, redemption options, travel perks, and overall value proposition. The award is given to the provider with the highest weighted rating across the following categories:

- Rewards Program Value
- Annual Fee vs Benefits Ratio
- Sign-Up Bonus Offerings
- Points Transfer Flexibility
- Complementary Benefits Package
- Long-Term Value Retention

Best for Quality – Travel Credit Card

This award recognises the travel credit card provider demonstrating premium quality through exclusive travel benefits, superior rewards programs, and comprehensive services for discerning travelers. Applicants were assessed based on premium features, exclusive partnerships, concierge services, insurance coverage, and luxury travel benefits. The award is given to the provider with the highest weighted rating across the following categories:

- Premium Travel Partnerships
- Comprehensive Insurance Coverage
- Exclusive Lounge Networks
- Concierge & Assistance Services
- Elite Status Benefits
- Luxury Travel Perks
- Global Acceptance & Recognition

Best for Flexibility – Travel Credit Card

This award recognises the travel credit card provider offering the most versatile rewards and redemption options with adaptable features that suit various travel styles and preferences. Applicants were assessed based on rewards flexibility, redemption options, points transfer partners, credit limit management, and payment versatility. The award is given to the provider with the highest weighted rating across the following categories:

- Flexible Rewards Categories
- Multiple Redemption Options
- Points Transfer Partners
- Credit Limit Flexibility
- Payment Schedule Options
- Reward Program Adaptability

Outstanding Customer Service – Travel Credit Card

This award recognises the travel credit card provider delivering superior customer support with specialised travel assistance, responsive service channels, and expert guidance for cardholders worldwide. Applicants were assessed based on service availability, travel support expertise, dispute resolution, emergency assistance, and customer satisfaction metrics. The award is given to the provider with the highest weighted rating across the following categories:

- 24/7 Global Support Services
- Travel Specialist Expertise
- Emergency Assistance Programs
- Dispute Resolution Excellence
- Digital Service Channels
- Proactive Communication
- Customer Satisfaction Ratings

Assessment Criteria

The Awards are based on a comprehensive list of individual criteria applied to each travel card provider, assessing important factors such as:

1. Prepaid Cards

The independent judging panel examines each travel money provider based on their prepaid card offerings and functionality. This includes a detailed assessment of deposit limits, multi-currency capabilities, exchange rate competitiveness, and digital payment integration across different customer scenarios.

- Daily deposit and withdrawal limits
- Multi-currency capabilities
- Foreign exchange rate spreads
- Exchange rate locking capabilities
- Apple Pay and Google Pay compatibility

2. Credit Cards

The independent judging panel examines each travel money provider based on their credit card products and reward structures. This includes a detailed assessment of sign-up incentives, frequent flyer program integration, interest rates, and travel-specific benefits available to cardholders.

- Sign-up incentives
- Frequent flyer program integration
- Points earning rates and interest rate structures
- Credit limit ranges and balance transfer options
- Travel-specific benefits
- Apple Pay/Google Pay compatibility

3. Affordability & Fees

The independent judging panel examines each travel money provider based on their fee structure, affordability, and transparency. This includes a detailed assessment of all potential costs incurred by customers throughout each stage of their journey with the provider. Applicants are compared based on how their fees compete relative to industry benchmarks and how well they communicate this to customers.

- Application and activation fees
- Ongoing fees
- Transaction fees for online payments
- Overseas ATM and international transaction fees
- Account cancellation and termination costs

4. Customer Experience

The independent judging panel examines each travel money provider based on their end-to-end customer journey and support capabilities. This includes a detailed assessment of digital application processes, mobile app functionality, emergency services, and customer support accessibility across multiple channels.

- Online application capability
- Mobile app functionality
- Instant digital card issuance and emergency services
- Branch network size
- Customer support channels
- Average wait times for live support
- 24-hour emergency helpline availability

Scoring Methodology

Score Range	Description
0-4	Below industry standards, there is significant room for improvement.
5-7	Meets industry standards, and solid performance but there is room for improvement.
8-10	Exceeds industry standards, exceptional features and customer experience

Data Collection & Review Process

WeMoney collects data from travel card providers and innovators and observes demonstrations, as necessary. Our process begins by sending out detailed questionnaires to applicants. The questionnaires are structured to be unbiased in nature and provide coverage at eliciting both favourable and unfavourable responses. The questionnaire answers, combined with our in-house specialists' hands-on research, make our proprietary assessment process that scores each provider's performance.

We then undergo an additional evaluation process that is curated for certain types of consumers. This evaluation adjusts the weighting of factors (and occasionally will consider additional criteria) to emphasise features that matter most to consumers.

We also take into account customer experience, industry standards and regulatory requirements.

Award Eligibility

Providers were given 6 weeks (30 business days) to respond to our invitation process and provide all necessary data. Only Providers that provided data satisfactorily and met all requirements, were included in the WeMoney Awards Program.

The Review Team

The review panel comprises a member from the WeMoney team and experts that include market contributors, CEOs, Directors and editorial staff who are seasoned writers. Each panel member follows WeMoney's strict guidelines for editorial integrity and are all commercially independent of the applicants.

Selection Criteria

Awards are based on a comprehensive list of individual criteria applied to each product that assesses important features such as Affordability & Fees and Customer Experience, among others, that broadly fall into the following 4 categories:

- Prepaid Cards
- Credit Cards
- Affordability & Fees
- Customer Experience

Each individual criterion receives a weighting, which varies according to the award. Each award is made up of its own unique combination of weightings.

Weighting

Criteria	Indicative Breakdown	Weighting (%)
Prepaid Cards (Optional)	<ul style="list-style-type: none"> • Daily deposit and withdrawal limits • Multi-currency capabilities • Foreign exchange rate spreads • Exchange rate locking capabilities • Apple Pay and Google Pay compatibility 	35%
Credit Cards (Optional)	<ul style="list-style-type: none"> • Sign-up incentives • Frequent flyer program integration • Points earning rates and interest rate structures • Credit limit ranges and balance transfer options • Travel-specific benefits • Apple Pay/Google Pay compatibility 	35%
Affordability & Fees	<ul style="list-style-type: none"> • Application and activation fees • Ongoing fees include annual, monthly, inactivity, and reload fees • Transaction fees for online payments • Overseas ATM and international transaction fees • Account cancellation and termination costs 	35%
Customer Experience	<ul style="list-style-type: none"> • Online application capability • Mobile app functionality • Instant digital card issuance and emergency services • Branch network size • Customer support channels • Average wait times for live support • 24-hour emergency helpline availability 	30%