

TRAVEL AND HOSPITALITY

Four Seasons rolls out special promotion for UnionPay cardholders

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Four Seasons is offering a dining promotion to UnionPay users. Image courtesy of Four Seasons

By STAFF REPORTS

Four Seasons Hotels & Resorts is expanding its partnership with China UnionPay, allowing guests who use the payment method to receive a perk.

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The hospitality company has been working with the Chinese card payment network since 2012, rolling out acceptance of UnionPay to about 90 percent of its hotels since. Now, building off this alliance, Four Seasons is rewarding travelers who use UnionPay at its properties.

In the union

UnionPay is bankcard network that connects a number of China's banks. Founded in 2002, the financial services firms' penetration rivals that of Visa and Mastercard in number of transactions.

Beyond China, UnionPay has picked up users globally, thanks in part to associations with Discover and PayPal.

Four Seasons, wanting to appeal to Chinese travelers, has responded to the widespread use of UnionPay by ensuring most of its properties accept the payment method.

In addition to merely taking the form of payment, now premium cardholders of Bank of Communications China UnionPay will have access to special offers at seven Four Seasons properties in China. Available from April, the offers include a three-for-two dining experience at the properties in Shanghai, Beijing, Hangzhou, Shenzhen, Guangzhou and Tianjin.

This will be available until Oct. 1.



Four Seasons Hotel Hangzhou at West Lake. Image courtesy of Four Seasons

"The partnership between Four Seasons and UnionPay has grown considerably over the past five years since UnionPay was introduced as a payment option across our hotels globally," said Rainer Stampfer, president, hotel operations - Asia Pacific at Four Seasons, in a statement. "China ranks among the top three global feeder markets for Four Seasons and we are delighted to be able to embark on the next phase of our collaboration with UnionPay by offering additional promotional opportunities to card members.

"We look forward to working hand in hand with UnionPay and our bank partners to deliver many more special luxury experiences to their members when they visit Four Seasons in China, Asia Pacific and beyond," he said.

Beyond hospitality, UnionPay acceptance is an important part of outreach to Chinese tourists.

Chinese residents will make 90 million outbound trips in 2020, with that number increasing by an additional 36 million over the following decade, according to a report by Euromonitor.

As reported in "[How to Target Chinese Shoppers Abroad](#)," outbound trips have increased on average by an impressive 13 percent since 2000, helping China overtake Japan as the second largest consumer market in 2011. With the significance and size of the Chinese tourist market only projected to swell, brands will need to develop a more nuanced understanding of the market in order to reach consumers ([see story](#)).

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