

RETAIL

Alipay's expansion could grow US luxury with Chinese tourists

March 20, 2018



Alipay strengthen U.S. presence. Image credit: Alipay

By STAFF REPORTS

Chinese mobile payment solution Alipay is looking to build up its presence in the United States with a massive expansion.

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Luxury retailers in the United States are looking to gain traction with Chinese visitors through Alipay, as the Asian market holds a wealth of luxury consumers. In a move operated by Ant Financial Services Group and First Data, Alipay is joining 35,000 new merchants in the U.S., touting its ability to ease Chinese travelers' purchasing experiences.

"First Data continues to be a premier partner for Alipay," said Souheil Badran, president of Alipay Americas, in a statement. "In a few short months, First Data has significantly expanded the number of merchant locations accepting Alipay through seamless integration.

"Now, Chinese travelers are enjoying the familiarity of their Alipay Mobile Wallet at many of their favorite locations across the United States," he said. "We look forward to continuing to partner with First Data as we aim to enable Alipay at millions of additional merchant locations in 2018."

Tourism shopping

Alipay notes that it has more than 600 million Chinese registered users.

The user experience remains the same while traveling overseas, eliminating the struggle with foreign currency for tourists.

Millennium Hotels and Resorts is one of the new retailers who has integrated its payment services with Alipay. The move makes sense for the upscale hotel brand as it caters to travelers.

"Following the success of Alipay at Millennium Hotels and Resorts in Asia, we are pleased to partner with the digital payment platform again to launch the service in New York, Boston and Los Angeles in an effort to make the travel experience as seamless as possible for guests," said Howard Wu, president of North America and chief technology officer at Millennium Hotels and Resorts. "As a hospitality brand, we are always looking for ways to enhance the

overall guest experience, and expect Alipay to be well received by Chinese travelers visiting key markets in the United States.”



Alipay partners with Starbucks for mobile pay. Image credit: Alipay

The addition of these U.S. stores is part of Alipay’s goal of integrating into the point-of-sales systems of 4 million merchants in the Western country.

China’s largest mobile payment providers, Alipay and WeChat Pay, are also now connected to North American retailers thanks to the launch of a new platform.

Chinese travelers abroad are some of the highest luxury spenders in the world, making this connection a huge opportunity for luxury retailers in North America, particularly in the United States. Riverpay, a newly launched platform, helps those travelers get even more use out of their mobile payment options when traveling to North America ([see more](#)).

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