

TRAVEL AND HOSPITALITY

Genting Cruise Lines debuts mobile self-checkout system

May 11, 2018



Genting's quick pay service is meant to take the stress out of settling one's bill. Image credit: Dream Cruises

By STAFF REPORTS

Genting Cruise Lines is making purchasing on board its ships simple and digital with the help of online payment company Wirecard.

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Under the new partnership, Genting and Wirecard will work together to create a seamless universal digital payments system to be used across Genting's many ships. With this platform in place, customers will be able to make all payments on board a ship, whether they be paying a bill or making a purchase, all through their smartphones.

"The guest experience on board our Dream Cruises fleet is of primary importance, and anywhere we can remove friction and streamline processes is a great benefit to our passengers," said Thatcher Brown, president of Dream Cruises, in a statement.

"Our partnership with Wirecard enables us to avoid one of the most maligned aspects of travel - lining up to settle the bill at the end of a vacation," he said. "With our Quick Pay Self-Checkout System, our guests never need to see a queue and can settle their bill in the comfort of their own cabin - or anywhere else - by simply using their smartphone."

Quick pay

Luxury cruises are all about relaxation, and nothing can jolt someone out of a relaxing mood than having to fuss with paying their bills.

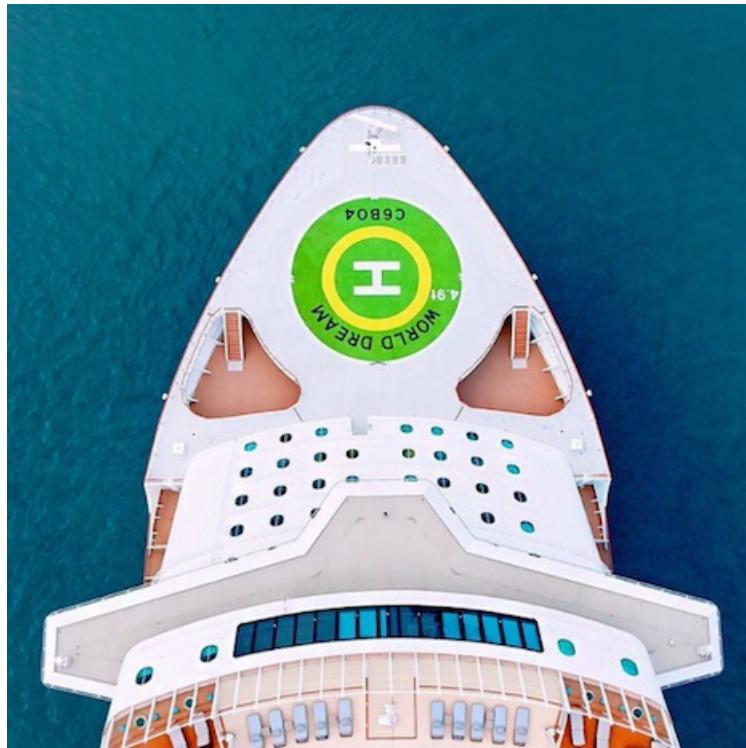
That pain point is one that Genting is setting out to fix with its new partnership with Wirecard.

Under the new partnership, Wirecard has helped Genting develop a new Quick Pay Self-Checkout System in which customers can quickly and easily pay their bills with their smartphones.

Customers can now manage their finances during their trip aboard the cruise ship, including the ability to set spending limits and keep track of multiple family members' spending on one account.

QR codes in customers' cabins will help them connect to the Quick Pay system, which works with many popular

mobile payment services including Alipay.



Wirecard helped create the platform. Image credit: Genting Cruise Lines

Genting is no stranger to leveraging emerging technology to improve customer experience.

One of Genting's subsidiary companies Dream Cruises is creating a VIP experience for travelers in Asia with a Dream Palace concept.

Guests who stay in the newly opened Dream Palace Suite and Garden Penthouses are offered a first-class experience in an exclusive environment that includes a pool, spa, gym and dining options separate from the rest of the ship. Now available on the Genting Dream vessel, this luxury ship within a ship option will also roll out on the soon to launch World Dream ([see story](#)).

"As an innovative leader in the digital landscape of payments, we are able to help our client enhance the guest experience by delivering a seamless digitalized payment process on board," said Judith Loh, head of relationship management for APAC Sales at Wirecard, in a statement. "With the growing popularity of cruise vacation across Asia, we look forward to deepening our partnership with Genting Criuse Lines."

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