

TRAVEL AND HOSPITALITY

Alipay shows convenience of travel with mobile pay in Singapore

September 14, 2018



Alipay makes it easier to pay through mobile devices. Image credit: Alipay

By STAFF REPORTS

Mobile payment platform Alipay is working with the Singapore Tourism Board to show how easy cashless payments at various travel sites are.

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The first completely cashless trip through Resort World Sentosa, Shangri-La Hotel and Singapore Airlines was completed and announced today. The trip showcases how Chinese travelers can easily travel through major spots in Singapore, using Alipay they same way they do at home.

"We are pleased to have partnered with Alipay in this activity given their strong reach and understanding of the Chinese market, our top source market for both visitor arrivals and tourist spending," said Jacqueline Ng, director of marketing partnerships and planning at Singapore Tourism Board, in a statement. "We hope to use the insights from this initiative to explore better ways of engaging Chinese visitors and to offer more compelling and seamless experiences through Alipay that are better tailored to their passions."

Traveling without cash

Alipay is helping promote Singapore's numerous destinations that accept the mobile payment.

A group of Chinese visitors were given itineraries catered to their personal interests, which promoted the retailers who are equipped with Alipay created by STB for the Foodies, Collectors and Explorers tribes. Meals, accommodations, transportation, gifts, souvenirs and entertainment experiences were all purchased without the use of cash.

"With the announcement of this trip, we learned that Chinese tourists prefer to use mobile payment," said James Quan, founder of bookbinding and leather crafting business Bynd Artisan, in a statement. "Once we realized this we didn't hesitate to adopt Alipay so we can better serve our Chinese customers."



Shangri-La's hotel in Singapore uses Alipay. Image credit: Shangri-La

The Dubai Mall similarly made it easier for Chinese tourists to spend at its property with the acceptance of mobile payment platform Alipay.

Now, consumers are able to use Ant Financial's Alipay to pay for shopping, dining and entertainment. The acceptance of Alipay follows many other moves by the shopping center to make itself more hospitable to Chinese travelers ([see story](#)).

"We are very pleased to work with the Singapore Tourism Board to provide a cashless experience for Chinese tourists traveling to Singapore, said Cherry Huang, general manager of cross-border business for South and Southeast Asia at Alipay, in a statement. "Through Alipay, we hope to help even more merchants in Singapore connect with Chinese tourists."

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