

RETAIL

## Printemps appeals to Chinese tourists with WeChat Pay promotion

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*Paying in stores is changing. Image credit: Printemps*

By STAFF REPORTS

French department store chain Printemps is looking to make itself a prime destination for Chinese tourists through a campaign in partnership with WeChat Pay and Wirecard.

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Printemps previously teamed up with Wirecard to bring Chinese mobile payments into its stores, allowing the Chinese audience to more easily and comfortably pay for merchandise ([see story](#)). A new marketing initiative aims to bring more Chinese shoppers in store, extending the alliance.

Payment promotion

Printemps' campaign is timed to coincide with a peak travel time for Chinese tourists, and it will run through May 31.

At the retailer's flagship store on Boulevard Haussmann, a dedicated pop-up has launched for the campaign.

Printemps is also featured on the WeChat application to drive traffic. The partners are using discounts, in-app offers and sponsored ads to get tourists' attention.



*Printemps is looking to drive more purchases from Chinese consumers. Image credit: Printemps*

"We are proud to give Chinese tourists yet another reason to visit Printemps Haussmann, a Parisian icon," said Laurent Schenten, international division director and customer and services director at Printemps, in a statement. "Upon entering the store and until checkout, they will enjoy a luxurious and modern shopping experience at one of Paris' biggest department stores.

"Wirecard's expertise in the area of digital payments, especially when it comes to Chinese payment methods, has been instrumental in launching the campaign, and we look forward to welcoming even more visitors to our flagship store," he said.

Chinese tourists are often looking to spend when they go abroad, making them a valuable target audience. Wirecard sees Chinese tourists spending an average of 810 euros, or about \$904, per transaction at department stores.

One tourist even spent 40,000 euros, or about \$44,650, in a single transaction, marking the largest purchase processed by Wirecard.

Since teaming with Wirecard in 2016, Printemps has increased its transaction volume from Chinese visitors.

"With this exciting campaign with Printemps we have demonstrated that our Chinese mobile payment solutions do not only offer retailers more payment acceptance options, but also targeted marketing and advertising opportunities all via one platform," said Christian Reindl, executive vice president of retail and consumer goods at Wirecard, in a statement. "We are excited to launch this campaign with Printemps and show our innovative power in global digital payments, with one of France's most iconic retailers."

According to a new report from Resonance Consultancy, Chinese travelers will account for a quarter of all international tourists within the next 10 years.

Mobile payment platforms, including WeChat Pay and Alipay, are commonplace in China and are becoming more expected by tourists going abroad. Ninety-one percent of respondents claim that they would be more willing to purchase goods or services if more overseas vendors supported Chinese mobile pay platforms ([see story](#)).