

## **ALIPAY LAUNCHES CHINESE NEW YEAR CAMPAIGN WITH DUBAI TOURISM**

- **City-wide campaign to run until 28 February in collaboration with leading industry stakeholders**
- **Dubai Tourism to facilitate discussions between Alipay and industry partners with the aim of creating a cashless destination for Chinese tourists**

**Dubai, UAE, 5 February 2019:** Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) is strengthening its bilateral ties with the China market by endorsing Alipay, the world's leading mobile payment and lifestyle platform operated by Ant Financial Services Group, through a series of activations and promotions during the upcoming Chinese New Year holiday. The inaugural campaign, launched to mark Dubai's growing popularity among Chinese tourists and Alipay's continuous efforts to connect them with overseas merchants, will take place annually across the city, with the goal to transform the emirate into a cashless destination for Chinese travellers.



As part of the ongoing partnership, Dubai Tourism will continue to amplify Alipay's prominent role in the market to bring further awareness to the industry's network of stakeholders, facilitating future collaborations with a wide range of retail partners. Underlining the remarkable growth and the importance of tourism from China to the emirate, the city welcomed 779,000 visitors between January and November 2018, representing a 12 percent increase on the year before. The department is continuously exploring ways of accommodating the needs of its guests, with travellers now able to visit a wide variety of attractions and retail outlets across the city, paying in Chinese Yuan (RMB) via the Alipay app on check out.

**Li Wang, Director of Alipay, said:** "We are excited to embark on the journey with Dubai Tourism at this perfect timing. Chinese New Year is the most important holiday for Chinese as well as the biggest campaign for Alipay. We are keen to work with Dubai Tourism to provide seamless payment and travel

experiences to Chinese tourists. Together with our partners in Dubai, we are committed to create value for merchants and retailers in Dubai, better connecting them with Chinese tourists."



The Chinese New Year campaign will run until 28 February with a series of promotions available across all of Alipay's merchants in the emirate, including some of the city's world-renowned landmarks and tourist attractions, enabling visitors to enjoy seamless payment experiences as they would do at home, as well as rebates and discounts across the city. Alipay has reached full coverage in Dubai Duty Free, Dubai Airport, and Atlantis, The Palm, including key attractions The Lost Chambers Aquarium and Aquaventure Waterpark, as well as covering the majority of retailers in The Dubai Mall. The campaign builds on the expanding alliance between Dubai Tourism and Alipay, which has already resulted in record numbers of daily active users across the city, in the weeks leading up to the holiday period.

**Issam Kazim, CEO, Dubai Corporation for Tourism and Commerce Marketing,** said: "As Dubai continues to gain traction as a preferred destination of choice for Chinese travellers, we are actively working with our public and private sector partners to facilitate city-wide engagement, tapping into the true potential

of this key market. Our ongoing partnership with Alipay is testament to our commitment to providing seamless payment and travel experiences to our guests, and is underpinned by the emirate's China Readiness Strategy, which incorporates a series of large-scale initiatives in collaboration with key strategic partners with the shared goal of further enhancing the visitor experience of Chinese tourists in Dubai.”



With plans underway for Dubai Tourism and Alipay to sign a Memorandum of Understanding (MoU) to continue building on and cementing their strong relationship through numerous future collaborations, the efforts of both parties are united, as they work together to position Dubai as the destination of choice for tourists from China.

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**About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)**

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

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