

Changi Airport signs agreement with Alipay to offer mobile payment

By **Rebecca Byrne** on September, 13 2017 | Airlines & Airports



Changi Airport Group (CAG) has signed a five-year partnership agreement with Alipay to roll out Alipay's mobile payment option across the airport. A joint marketing agreement for both parties to offer customized and targeted shopping and dining offers to Chinese passengers using Alipay was also agreed.

Alipay, the world's leading online and mobile payment platform with over 520 million active users, is the first Chinese mobile payment partner for Changi Airport. Changi Airport's yearly concession sales grew 5% to hit another new high at S\$2.3 billion in 2016, with travellers from China accounting for a third of all retail sales last year as one of the top spenders at the airport. This new mobile payment option will allow travellers to enjoy yet another convenient payment mode when shopping and dining at various commercial offerings at the airport.

Ms Teo Chew Hoon, CAG's Senior Vice President for airside concessions said: "Changi Airport provides a myriad of customised services for our Chinese travellers - including our mandarin-speaking shopping concierge services and Chinese version of the airport's online shopping portal, iShopChangi. The Alipay mobile platform provides a brand new payment option to further enhance our Chinese travellers' shopping experience here at Changi, while also providing personalised information and offers for their enjoyment. Looking ahead, we will continue to work with our partners to explore other ways to provide an exceptional Changi Experience for our passengers."

Douglas Feagin, Head of Alipay International added: “We are so happy to be working with Changi Airport and its various merchants, connecting them with Chinese travellers and helping them better target their Chinese customers via big-data-based marketing capabilities. Users at different locations and with different user profiles will receive targeted marketing content.”

The Alipay mobile payment service has been progressively offered as a new payment mode by Changi Airport’s tenants since May 2017, and is now available at more than 78 shopping and dining outlets at Changi Airport.