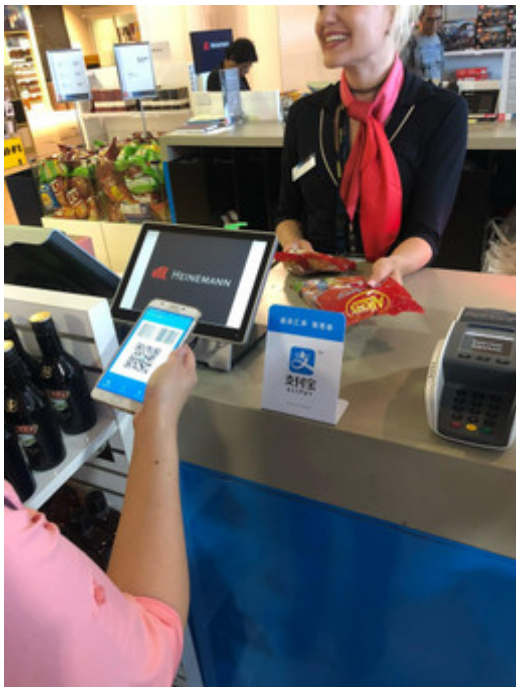


# Heinemann Sydney Airport stores offer Alipay to capture Chinese market

By **Elena Owyong** on January, 9 2019 | Retailers



Heinemann Sydney Airport stores will now offer Alipay as an additional payment option

Travelers at Heinemann Sydney Airport stores can now pay through Alipay. The retailer is offering this new payment option through Australia's business-only bank Tyro to capture the growing Chinese visitor market.

In a press release, Tyro noted that 900 million users chose to pay for goods and services globally via Alipay and its strategic partners. Additionally, given that Alipay is the number one payment method in China, the Tyro-Alipay partnership will help businesses to better serve Chinese tourists with more payment options.

Tyro's CEO, Robbie Cooke called Alipay a "compelling payment solution option" for Australian merchants looking to expand their customer base by targeting the lucrative Chinese visitor market.

Cooke said: "Heinemann Australia is a key player in travel retail and a popular shopping destination for Chinese visitors travelling through Sydney Airport. For our Chinese guests, Alipay is a familiar and preferred payment method, especially while travelling."

Richard Goodman, Managing Director of Heinemann Australia, said: "We look forward to introducing exclusive offers over the Chinese New Year period to Alipay users in partnership with Sydney Airport".

George Lawson, ANZ Country Manager at Alipay, said, "Australian retailers like Heinemann are recognising the huge opportunity presented by the Chinese visitor boom, particularly in airports which are the gateways to our nation. In fact, Australian airports were the third-most popular airport shopping destinations globally during the recent Chinese Golden Week holiday, and by offering Chinese tourists their preferred payment method – Alipay, Heinemann is well placed to harness this key market."

Glyn Williams, General Manager Retail at Sydney Airport shared that the airport is taking various approaches to deliver a great customer experience to Chinese travelers. For example, the airport offers a highly tailored experience for Chinese passengers including retail, food and dining options, targeted content through WeChat and Chinese wayfinding via eDirectories and Baidu maps. According to Williams, bolstering Chinese payment options at Sydney Airport is "another important step in delivering a superior customer experience for Chinese travelers."

Data from market research company Nielsen's 2017 whitepaper titled "Outbound Chinese Tourism and Consumption Trend: 2017 Survey" showed that over 90% of Chinese tourists would consider using Alipay when travelling abroad if Alipay were more widely accepted among foreign merchants. Additionally, over 90% of Chinese tourists indicated they would increase their spending if Alipay were an accepted payment method.