

Alipay and GM Cabs announce deal aimed at lucrative Chinese tourist market

GM Cabs has today announced a partnership to offer China's number one payment method, Alipay, to customers across its national fleet of taxis.

From today, Chinese visitors in any one of GM Cabs' taxis in major metropolitan areas around Australia will be able to pay for their trip with their preferred QR code payment method via Alipay.

The agreement also opens a new marketing channel for GM Cabs to engage with Australia's largest tourist market, through Alipay's in-app promotional and marketing tools. China accounted for 81 per cent of the growth in tourism spending in Australia in the last 12 months, and for 27 per cent of total spend by international visitors.

Tens of thousands of merchants in Australia now offer Alipay, which also recently signed deals with major financial institutions Commonwealth Bank, NAB. Worldwide, Alipay and its regional partners have more than one billion active users.

Country Manager of Alipay, Australia and New Zealand, George Lawson said:

"Taxis play a central role in the Chinese tourist experience in Australia, and simple steps like offering them their preferred payment method can turn tourists into advocates for Australia as a friendly and hospitable destination."

"As Australia's largest and most lucrative tourism market, tens of thousands of savvy Australian merchants now engage with Chinese tourists through Alipay. Visitors can shop at the airport, catch a taxi, pay for accommodation, shop, dine and visit leading tourist attractions – all while redeeming special offers, receiving recommendations and paying – through the Alipay app."

CEO and Founder of GM Cabs, George Mikhael said:

"GM Cabs has provided services to the tourist and hotel markets for many years and with the growth of Chinese tourism we recognise the value in service that Alipay offers. The synergy of a familiar payment platform and the nationwide coverage of GM will provide Chinese tourists, and tour organisers, with a complete solution that they can have confidence in"

Alipay's in-app promotional and marketing tools will also allow us to extend our reach and create relationships in this most important market".

Tourism Research Australia data recently revealed 1.3 million Chinese tourists travelled to Australia in the year ending September 2018 (YoY growth of 8 per cent) and spent more than \$11.5 billion (YoY growth of 12 per cent).

The completion of the technology's rollout, facilitated by global payments provider epay, comes shortly after the crucial Chinese New Year week-long holiday, which saw millions of Chinese travel overseas to tourist hotspots including Australia.

epay Australia Country Manager, Matthew Blayney said:

"epay Australia is proud to once again take the lead in providing the pay by Alipay solution to another new partner, GM Cabs. Our flexible technology, full-service offering, and our depth of experience locally means we are the best choice in the Alternative Payments Category."

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