



Press Release

Alipay Partners Resorts World Sentosa to Launch Singapore's First Mini-Programme

New mini-programme within the Alipay platform aims to improve the in-destination experience for Chinese tourists visiting Resorts World Sentosa

Singapore, 31 January 2019 – Alipay, the world's leading online and mobile payment platform operated by Ant Financial Services Group, and Resorts World Sentosa (RWS) have deepened their strategic partnership to enhance the travel experience of Chinese visitors with the launch of a new RWS mini-programme available on the Alipay mobile application platform – the first of its kind in Singapore. RWS is also the first integrated resort outside of China to offer a mini-programme through Alipay.

A new technology trend and marketing model originating from China, the newly introduced RWS mini programme in partnership with Alipay allows Alipay users to make dining reservations, enjoy dining discounts and directly purchase discounted tickets to attractions such as Universal Studios Singapore, S.E.A. Aquarium, The Maritime Experiential Museum and Adventure Cove Waterpark, all located at the lifestyle destination resort. It enables RWS to reach out and market to users currently on the Alipay mobile app platform. As of the end of 2018, Alipay, together with its global e-wallet partners has served over 1 billion users worldwide.

The RWS mini-programme is developed with the aim of elevating the in-destination user experience for Chinese tourists visiting RWS. Through the mini-programme, visitors can now directly book discounted tickets to the many attractions at RWS with the convenience of a single app platform. Besides seasonal promotions, discounts and prizes up for grabs, visitors can also easily make online dining reservations and enjoy special discounts across the many celebrity chef restaurants at RWS via the app, a feature not easily accessible to users in China.

The in-app map also provides a quick overview to help visitors explore the integrated resort. Regular updates about exclusive RWS and Alipay campaigns are also provided with seasonal promotions rolled out to ensure visitors get the most value out of their visit. One notable example is the Chinese New Year campaign launched on 25 January 2019, giving users up to RMB 720 worth of red packets and RWS coupons. Reservations at the newly opened contemporary European restaurant – table65 – at RWS can also be conveniently made on the mini-programme.

RWS is currently offering users an exclusive dining promotion that offers discount vouchers of SGD 25 when they make an online reservation at three exciting celebrity chef restaurants – Curate, Teppan and Tangerine – with a minimum spend of SGD 100.

New features will be gradually added to improve the visitor experience at RWS. All offers and features will be exclusive to the RWS mini-programme only and not accessible through Alipay's platform or RWS website.

Users can access the mini-programme by either scanning the Alipay mini-programme QR code displayed at strategic locations across RWS, or do a keyword search for "rwsentosa", or "圣淘沙名胜世界", "名胜世界" on the Alipay app.

Cherry Huang, General Manager, Cross-border Business for South and Southeast Asia, Alipay said, "We are very pleased to partner with Resorts World Sentosa to further enhance the shopping, dining and entertainment experience for Chinese tourists at RWS. Many Chinese are already using Alipay to make payments at RWS but the mini-programme will take it one step further to help them make the most out of



every visit, with discounts, offers, free reservations and seasonal campaigns. Particularly at a time when the Chinese are traveling more, and willing to spend more during their vacations abroad, it is crucial that businesses in this region are accommodating their unique spending behaviours. According to the latest Nielsen report on outbound Chinese tourism and consumption trends, merchants in Southeast Asia, including Singapore, are benefiting the most from adoption of Alipay as a payment method. In fact, 60% of merchants here report increased foot traffic and increased revenue since making Alipay available.”

Mr Chow Keng Hai, Senior Vice President for Resort Operations, Resorts World Sentosa said, “Chinese visitors form a very important source market for RWS where our highly popular attractions such as Universal Studios Singapore and S.E.A. Aquarium count among the top must-visit places on their travel itineraries, along with our many exciting restaurants helmed by renowned celebrity chefs. With Alipay already widely accepted as a fast and convenient payment mode across RWS, this new partnership with Alipay takes us a step ahead to enhance the post-arrival experience for Chinese visitors at RWS. We are confident that the mini-programme will greatly increase the appeal of RWS, offering our Chinese guests an all-in-one app to access the many attractive discounts and making it a breeze for them to book tickets and make dining reservations at the click of a button.”

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About Alipay

Operated by Ant Financial Services Group, Alipay is the world’s largest mobile and online payment platform. Launched in 2004, Alipay currently has over 520 million active users and over 200 domestic financial institution partners. Alipay has evolved from a digital wallet to a lifestyle enabler. Users can hail a taxi, book a hotel, buy movie tickets, pay utility bills, make appointments with doctors, or purchase wealth management products directly from within the app. In addition to online payments, Alipay is expanding to in-store offline payments both inside and outside of China. Alipay’s in-store payment service covers more than 40 countries and regions across the world, and tax reimbursement via Alipay is supported in 29 countries and regions. Alipay works with over 250 overseas financial institutions and payment solution providers to enable cross-border payments for Chinese traveling overseas and overseas customers who purchase products from Chinese e-commerce sites. Alipay currently supports 27 currencies.

About Resorts World Sentosa

Resorts World Sentosa (RWS), Asia’s premium lifestyle destination resort, is located on Singapore’s resort island of Sentosa. Spanning 49 hectares, RWS is home to world-class attractions including Universal Studios Singapore, S.E.A. Aquarium, the Maritime Experiential Museum, Dolphin Island and Adventure Cove Waterpark. Complementing the adventure and adrenaline of its theme parks and attractions are six unique luxury hotels, the world-class Resorts World Convention Centre, a casino and the Asian flagship of a world-renowned destination spa. RWS offers award-winning dining experiences and exciting cuisine from around the world across its many renowned celebrity chef restaurants, establishing itself as a key player in Singapore’s vibrant and diverse dining scene and a leading gourmet destination in Asia for epicureans. The integrated resort also offers world-class entertainment, from original resident productions to concerts and public shows such as Crane Dance and Lake of Dreams. RWS has been named “Best Integrated Resort” since 2011 for eight consecutive years at the TTG Travel Awards which recognises the best of Asia-Pacific’s travel industry.

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit www.rwsentosa.com.

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Annex



小程序

专属餐饮优惠
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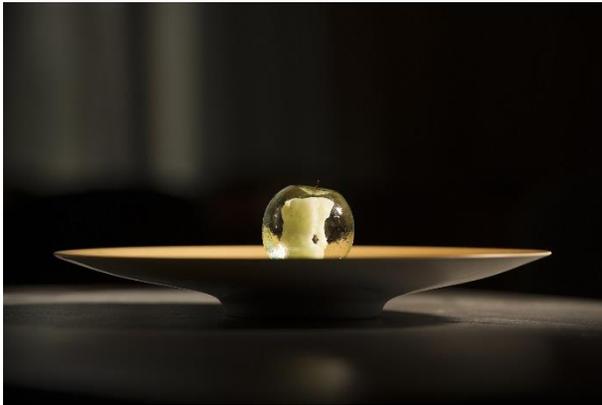


订单



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Resorts World Sentosa Alipay Mini-Programme



Resorts World Sentosa's new Celebrity Chef Restaurant, table65, will Inject Fun into Fine-Dining