

SERVICE DELIVERY GUIDELINES PREPARING FOR THE CHINESE VISITOR

UNIONPAY



Chinese visitation to Australia has been growing strongly over the past ten years and has seen Australia reach its 2020 goal of one million visitors in March this year – making it the largest and fastest growing of all inbound markets.

For the year ending March 2016, 34,000 Chinese visitors included South Australia in their itinerary, spending \$211 million, making it our most valuable international market.

Projections suggest that if we maximise the growth of

Chinese visitation to South Australia we could attract up to 57,000 visitors by 2020 with associated expenditure of \$450 million.

To achieve this potential, it is essential we understand the current Chinese visitor, as well

as the likely changes in travel patterns that are to occur over the next five years and look at ways to prepare and deliver the expectations of the market.

The South Australian tourism Commission in partnership with Fastrak Asian Solutions

has developed this series of service delivery guidelines to assist our industry partners in preparing South Australia to meet the expectations and grow visitation from one of the fastest growing markets – China.

Shopping is a very important part of every Chinese visitors' stay in Australia. It's part of their culture to purchase gifts for their family, friends, work colleagues and themselves. UnionPay enables all these purchases by giving Chinese access to an efficient and cost-effective payment method whilst travelling.

WHAT IS UNIONPAY INTERNATIONAL?

UnionPay is the world's largest card payment network by number of cards, with over 5.5 billion cards issued globally (including 60 million cards outside China). UnionPay cards are accepted by 34 million merchants and at more than 2 million ATMs in 160 different countries. It's the card payment most Chinese carry and more than 85% of them are debit. This means there are no restrictions to the amount they can spend, which is only dictated by the money available in their bank accounts. In most cases, UnionPay is the only payment card they know and trust.

The availability and promotion of the UnionPay payment option cannot be overstated by any retail outlet. UnionPay signage provides a "welcome" sign in its own right for Chinese visitors but more importantly, it's a payment system that they know how to use, gives them peace of mind to buy and provides them with a licence to spend money!

WHAT ARE THE BENEFITS?

Chinese visitors to Australia spent more than \$8.3bn last year alone and these figures are forecast to increase. This spend covers things from shopping to accommodation, attractions, dining, transport and tours - in other words, it impacts a very wide range of businesses not just tourism products.

Research from outlets that visibly display the UnionPay logo in the window and/or at point of purchase areas, show that Chinese visitors are up to 20 times more likely to enter a store they readily identify as accepting UnionPay and that UnionPay cardholders have a higher average transaction size than other visitors (average \$500/transaction vs. \$150).

By providing UnionPay facilities, merchants make it easier for Chinese visitors to spend their money. UnionPay cardholders have no fees for POS transactions, no currency conversion fee, access to direct currency conversion and the money they spend is not included in their foreign exchange currency limits, meaning they much prefer UnionPay as a payment method than any other available to them.

If you want to attract Chinese visitors to your business and encourage them to spend money then offering UnionPay facilities and communicating it is critical.

HOW DO YOU GET INVOLVED?

The four major banks and most of the 2nd tier banks, offer Point of Sale UnionPay facilities. To get involved simply call your bank to become UnionPay ready. Each bank has different options to meet individual merchant requirements. Merchants should also have peace of mind for incremental costs or fees. Accepting UnionPay is more cost effective than accepting all other foreign forms of payment.

Remember- once you do have it- UnionPay signage is a welcoming note to all UnionPay customers. Be sure to prominently display UnionPay signage and train your staff to recognise and understand it.

For specific information on UnionPay please contact:

southpacific@unionpayintl.com
www.unionpayintl.com

Or contact your acquiring bank for all UnionPay set up-related queries.



CONTACT

For more information and the full series of Service Delivery guidelines - Preparing for the Chinese visitor, see www.tourism.sa.gov.au

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