



**ANT
GROUP**

Alipay 

“Building Digital Ecosystem to Attract New Age International Tourists”

Bank of Thailand Event Insights

September, 2023

TOURISTS ARE RETURNING TO THAILAND MORE EXPECTED IN COMING MONTHS



Tourist data shows numbers on track to reach annual target, ministry says



Growth in tourists and spending

- >15 million tourists to Thailand in first seven months, up 384% year-on-year
- Well on track to achieve 25m target
- Total revenue generated from international tourists during this period amounted to 638.16 million baht
- According to a Reuters, Thailand's economy likely grew 3.1% in the April-June quarter, driven by increased foreign tourist arrivals

Favorite destination for Chinese tourists

- According to Alipay data, Thailand is the #1 destination in SEA, and #4 globally
- >2m Chinese have travelled to Thailand this year
- More Chinese tourists expected with return of group travel and plans for easing of visa requirements

H1, 2023

Post-pandemic tourist trends in China and learnings

“Revenge Travel” Trend

4:39 小红书 9:44 小红书 8:26 小红书

爱旅行的雅雅 勇敢的灰犀牛 Qz

Let 's go!
Ready to explore the World!

组一个出国旅游群 有打算出国玩的吗
大家可以分享一些攻略，结伴而行
三年了，终于可以出国了，国外航线陆续恢复中，我已经翻出了我的护照，我的快乐就要回来了
#出境游 #泰国 #新加坡 #印尼 #老挝 #越南 #欧洲 #日本 #韩国

疫情后出国旅游，你会先去哪里
出国的理由有很多，去换个地方感受风土人情任然是大部分人的想法！疫情前去了泰国三次，大马一次，正准备去欧洲时疫情爆发；期待未来出行越来越顺利！
想去巴黎逛香榭丽舍，去卢浮宫看展览，想吃西班牙的海鲜饭，还有高迪的圣家堂.....

分享下疫情后第一次出国之旅—泰国
三年疫情后第一次出国旅游 选择了目前对国人最友善的目的地：🇹🇼泰国！那句“欢迎中国家人们”的标语 太深入我心！
1.凌晨五点半从家里出发浦东T2，路上一路通畅6点出头就到了机场；
2.机场出行人数明显多了很多，完全恢复了疫情前的样子，相对国内航班国际航班人数还是很少。国内航班安检及取登机牌大排长队；
3.经过5个小时飞行时间达到曼谷机场，下了飞机填完落地签表格10分钟左右拿到签证，花费

说点什么... 17 3 103 Like Col Cmt 5 2 7

Seamless travel

Easy & Convenient

5:03 小红书

Hot User Uni & Bear 2022-11-09

巴厘岛入境指南 电子落地签 2022年11月

巴厘岛十分钟丝滑入境指南 | 四项提前准...

可爱汪 2022-11-20 822

泰国入境保姆攻略 (1.22大年初一亲历)

惜惜的旅... 01-28

旅行记录 | 疫情后首次出境，新加坡快乐之旅
好久好久没有出去玩啦，随着各国渐渐放开旅行限制，终于等到一个好机会去新加坡和泰国度过一个愉快的summer holiday。这篇就记录一下我在新加坡的4日游览全过程~
我是从香港飞新加坡，需要申请evisa（持有中国护照）/持有疫苗证明/入境前3天填写SG Arrival Card，入境check很快很顺利。
Day1: 下午大概六七点钟到达酒店，之后我们就沿着Marina bay/鱼尾狮走了一圈，很好拍照，然

顺利抵达 不会英文不用怕 出入境攻略

58秒教会你 丝滑入境韩国

丝滑入境韩国保姆级攻略分享!! 超详细Q&A

陈希子 01-27 71

青岛→伦敦|妈妈丝滑出入境攻略 妈妈已...

茂茂不无聊 2022-12-19 803

说点什么... 70 46 20

H1, 2023

Post-pandemic tourist trends in China and learnings

High-end luxury shopping experience

They are now looking for a more premium, hospitable, culture-rich international travelling experience.

Buy, Buy, Buy!
Product collection
Save RMB 1K-2K

记得重复1923遍
LANDMARK(置地廣場)

在香港潜水的卡人

997爱吃海鲜

Meisi_j
Central World

留洋萌小白

UNBOXING SHARE

近期购物分享 | 过年装备得齐全

泰国Apple购买价格友好! 不要只来吃东了啦

在马来西亚买LV值得吗

卡地亚涨价前入了 Love 玫瑰金手镯

在香港购物也太爽了吧

所有东西较于内地专柜都打了85折! 真的巨划算啊啊!! (可以微信or支付宝付款哦!)

被Fendi Sa小姐姐告知landmark支持购物换取现金券, 15min后就可以用积分兑换的现金卷在商场任意使用哦~

机场爱马仕 一次旅行七个包

新加坡樟宜机场 #新加坡

行除了美食美景, 当然就是买买买啦

疫情期间机场爱马仕拿货也似乎容易点了, 和同行的一个小伙伴在新加坡市区和机场一共拿了7个包, 而且都是神仙色, 连配货都是香港不太容易到的款式

示如果要在新加坡机场买买买, 一定不要选在樟宜机场T4出发的航班, 爱马仕在T2T3太挤了, 需要做Shuttle+小火车, 往返仅路上时间! 守估算要1小时

泰国还是很好买买买的
基本我要的款都能买到
遇到好几个神仙sa 人超好

新的一年 旺上加旺咯

#泰国购物 #lv #dior #爱马仕 #香奈儿 #gucci

我购买了Macbookpro+2年AC保险+配件
价格比国内便宜大约2000元

退税后
11660到手

#泰国旅行 #泰国购物 #AppleMacBookpro
泰国曼谷

Yesterday 17:15 泰国

2 comments

LV马来西亚官网上都有价格, 和店内产品一致, 比国内专柜便宜, 但比欧美贵一些, 买大件不推荐, 可以飞欧美省出机票费用。听说亚洲最低价在泰国

帮朋友带的羊绒围巾 (图4), 国内专柜¥7500, 马来4000RM (支付宝刷¥6380)

#LV #马来西亚lv #lv马来西亚 #马来西亚奢侈品

Edited on Feb 01 马来西亚

卡地亚涨价前入了 Love 玫瑰金手镯

马来西亚 Cartier 下个星期就涨价咯 幸好来得及 涨价前购买 涨价前买就好像省了一笔 很开心

在 The Gardens Midvalley 那边的新店和一位服务超好的男 SA 买了, 真的是超级友善的 SA。

有兴趣涨价前购买的可以 pm 我拿那位男 SA 的 contact ~ 别在涨价后购买就吃亏咯~

记得之前有一位很漂亮长发矮矮的女生 SA的, 可是不知道为什么很久没看见她了, 哪位也是服务超好超耐心的, 每次都不会让我失望

GREATER EXPECTATIONS OF AUTHENTIC EXPERIENCES



Travelers increasingly demand authentic, experiential-oriented opportunities involving more meaningful interactions with locals

TAT “the Unseen New Series” project showcases five up-and-coming attractions in each of Thailand’s Northern, Northeastern (Isan), Central, Eastern, and Southern provinces handpicked by Thai tourists as emerging attractions offering new travel experiences

Total revenue in second-tier cities has surged by 85% compared to the pre-COVID-19 period, outpacing the recovery rate of tier-1 cities (62%). This positive outcome contributes to economic growth in local areas.

GROWTH IN DIGITAL LIFESTYLES AS A NORM



E-wallet becomes the norm for day-to-day transactions



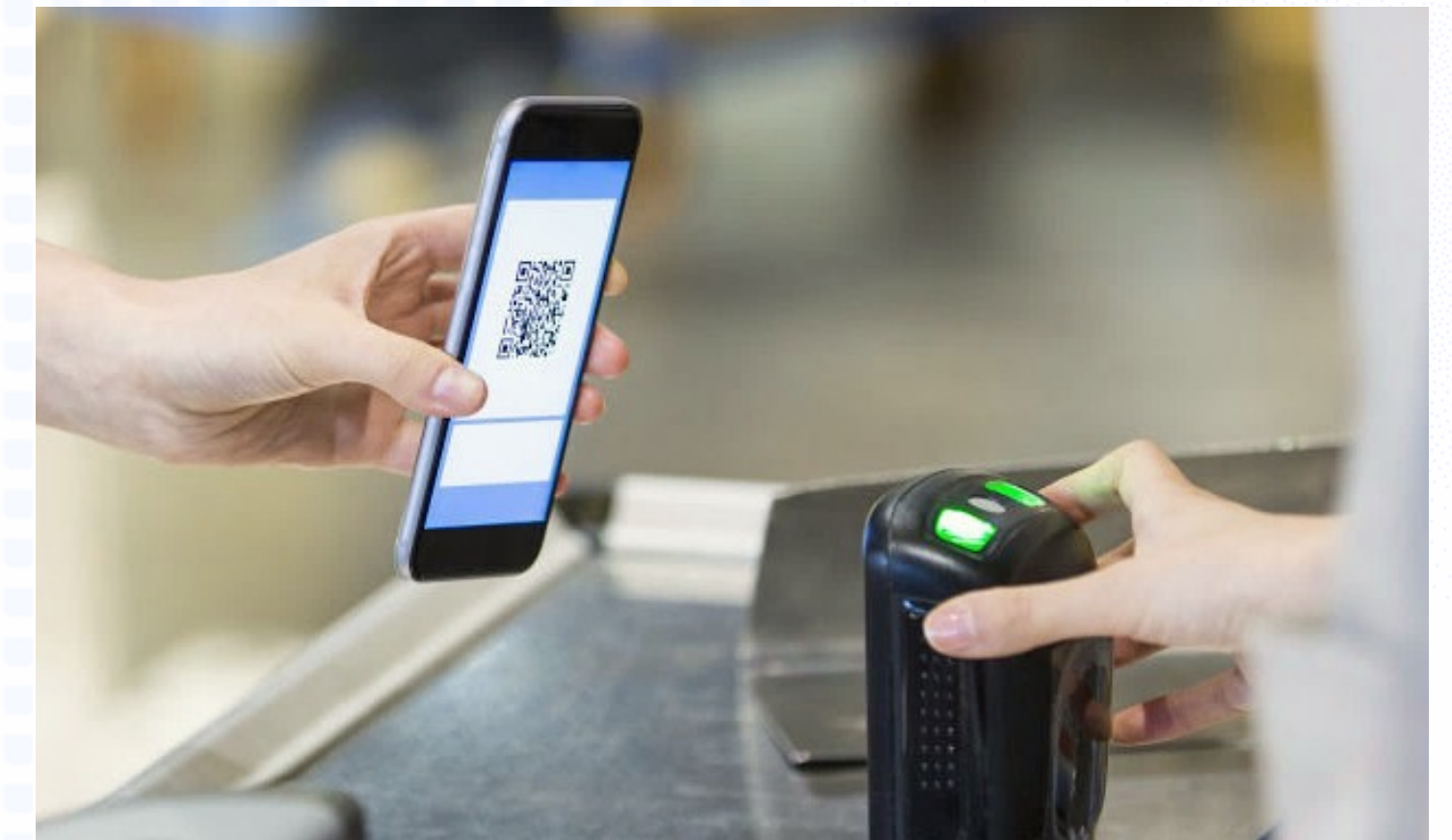
One in two people to use mobile wallets by 2025

SEA is the fastest-growing mobile wallet region in the world with more than 400m users by 2025, compared to 140m in 2020

Other Asian markets like South Korea will see **accelerated adoption of e-wallets** with 98.4% penetration by 2025

China – Alipay is used by **more than 1 billion Chinese consumers** for payments within China and globally

Rise of QR



QR becomes standard in SEA

QR Code payments forecast to grow over 590% in leading Southeast Asian market by 2028

Volume of QR transactions will increase to **90 billion**, from 13 billion in 2023

WELCOMING CHINESE TOURISTS SINCE 2015



>550,000 merchants across Thailand accept Alipay

Ongoing collaborations with TAT to promote 'Amazing Thailand'

FROM ALIPAY TO ALIPAY+



Enabling a digital experience for key tourists

- Malaysians are the #1 in tourist arrivals to Thailand, close to 2.5 million from Jan – July
- Chinese tourists are #2
- South Koreans are #3, with >900,000 arrivals
- Touch 'n Go eWallet and Kakao Pay are now accepted in Thailand

Major retailers like Central Retail, The Mall Group and King Power already accept Alipay+

Our focus is on growing Alipay+ acceptance, particularly in other cities and amongst SMEs

Support digitalization of SMEs with TAT

Alipay+ successful cases - Japan & Thailand



A+ in Japan



A+ wallets launches



Merchant Acceptance



Marketing Supports – Comms & Promotions

In-store & Online Promos to drive traffic

Payment Information



A+ in Thailand



A+ wallets launches



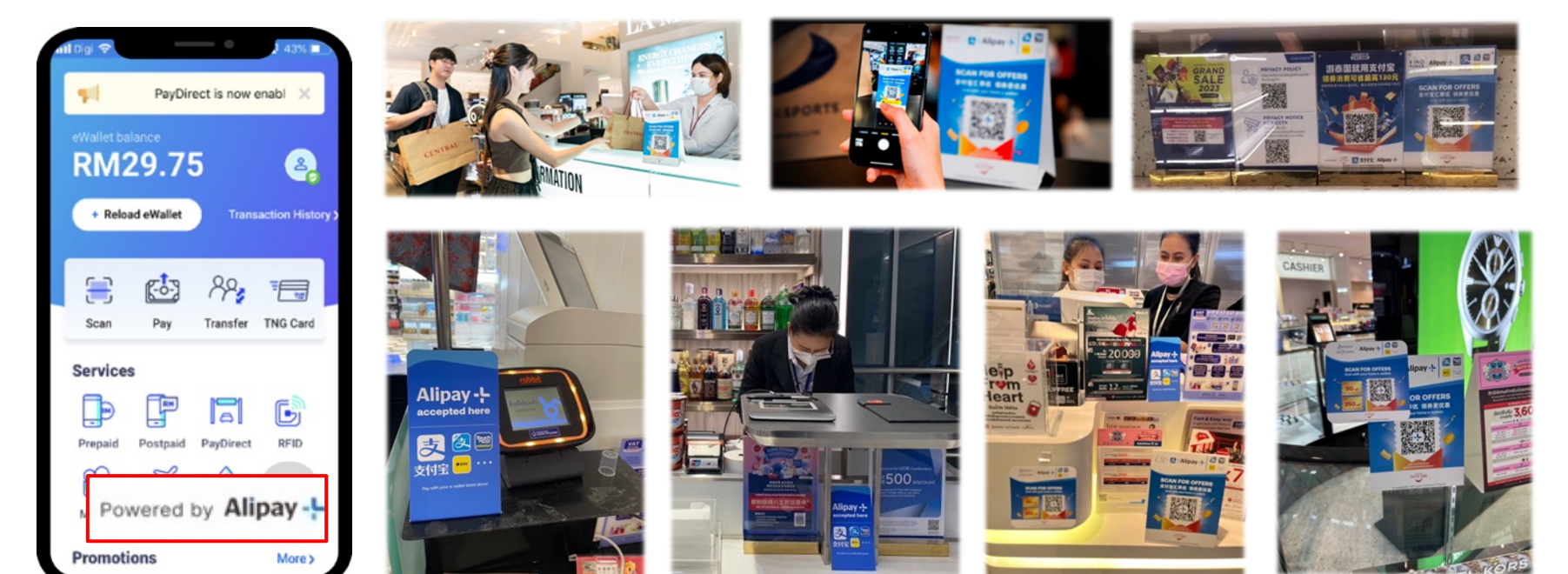
Merchant Acceptance



Marketing Supports – Comms & Promotions

In-store & Online Comms to drive traffic

Payment Information



THE END

THANK YOU!