

Shilla Duty Free and Alipay+ partner to enhance mobile payment at HKIA



To enhance the entire customer experience, a vibrant blue interactive photo booth is now set up at BEAUTY&YOU East Hall South

BEAUTY&YOU, by The Shilla Duty Free Hong Kong, has collaborated with Alipay+ to enhance the shopping experience at Hong Kong International Airport (HKIA) by offering special shopping deals and interactive activities. Through Alipay+, air travelers can now use their preferred payment methods such as e-wallets and banking apps at BEAUTY&YOU, improving their shopping experience.

As the first travel retailer in Hong Kong to initiate this campaign, BEAUTY&YOU by The Shilla Duty Free, in partnership with AlipayHK and Alipay, has introduced a range of exclusive shopping discounts and engaging activities for air travelers until May 14. AlipayHK customers can get HKD100 (US\$12.77) off when they use Ant Bank PayLater or eM+ and spend at least HKD500 (US\$63.85). Alipay users receive CNY70 (US\$9.68) off for purchases of CNY1,800 (US\$248.64) or more, or CNY100 (US\$13.82) off for purchases of CNY3,000 (US\$414.39) or more.

A “weekly grab coupon” activity at 12pm daily in the Alipay App lets air travelers claim gifts before their flights. Additionally, BEAUTY&YOU has teamed up with international brands to offer exclusive deals that provide air travelers with a superior shopping experience.



BEAUTY&YOU by The Shilla Duty Free, in partnership with AlipayHK and Alipay, has introduced a range of exclusive shopping discounts and engaging activities for air travelers until May 14

Additionally, to enhance the entire customer experience, a vibrant blue interactive photo booth is now set up at BEAUTY&YOU East Hall South. Travelers can select a photo frame, take a photo, and either scan a QR code to print the photo or use Alipay+ to pay \$1 with their usual e-wallets or banking apps for an instant photo, receiving a free gift afterward. At BEAUTY&YOU East Hall North, there's a gacha machine where travelers can receive a free gift by following the "Shilla Duty Free Hong Kong" Alipay brand channel.

Mr. Kang Sang Ho, Managing Director of Shilla Travel Retail (HK) Limited, stated: "We are excited to be the first travel retailer to introduce Alipay+ to Hong Kong. We can now offer a more seamless and fruitful shopping experience to our customers and bring 'Retail-tainment' to real life. Foreseeing the high traffic at HKIA during Easter and 5.1 Golden Week holidays, we are confident that there will be a promising growth in our sales through the strategic partnership with Alipay+."