

Annex B: Quotes from Chinese digital partners

1. Mr Tony Duan, Strategic & Partnership, General Manager , Alitrip
段冬东, 战略合作部总经理, 阿里旅行

“Alitrip is very happy to partner the Singapore Tourism Board. We hope to fully leverage Alibaba’s eco-system and big data to jointly curate the best of Singapore’s destination offerings on the dedicated Singapore Alitrip microsite, thus allowing consumers to select the products and services that best suit their travel preferences.”

“阿里旅行十分高兴与新加坡旅游局建立合作伙伴关系。我们希望充分利用阿里巴巴的生态圈及大数据，通过在消费者和商家之间搭建的平台，让新加坡当地最好的旅游产品都能摆上阿里旅行的平台，让消费者可以在阿里旅行平台上选择最合自己心意的新加坡旅游产品和服务。”

View the Singapore Alitrip microsite at <https://sg.alitrip.com/>

2. Mr Donald Yu, Co-founder and CEO, Tuniu
于敦德, 联合创始人及首席执行官, 途牛旅行网

“2015 has opened new frontiers in the digital travel landscape, and is the best opportunity for the digital travel industry to bring their businesses to new heights. Tuniu will continue to accelerate our product innovation to provide a more dedicated service to our consumers. The deepened partnership with Singapore Tourism Board will allow Tuniu to provide more quality and in-depth Singapore experiences to our consumers.”

“2015年开启了旅游+互联网蓬勃发展的新纪元，在线旅游企业迎来了发展升级的最佳时机。途牛将继续加快区域拓展，让更多用户享受到更贴近、贴心的服务。而随着与



新加坡旅游局移动互联合作的深入，途牛将为国内游客提供更多优质、丰富的新加坡旅游产品和服务。”

View the Tuniu Singapore site here: <http://www.tuniu.com/guide/d-xinjiapo-3912/>

3. Mr Tang Hao, General Manager of Overseas Department, Dianping
唐灏，海外事业部总经理，大众点评网

“We hope that the partnership with Singapore Tourism Board will give travellers’ a more holistic and enhanced experience. At the same time, we hope to work with the Singapore merchants to provide higher quality products and services to travellers. The wide network of Dianping users and their food reviews will provide consumers with useful suggestions to plan their trips. Our promotions with the Singapore will also encourage more users to try the unique local food culture of Singapore.”

“大众点评希望通过此次与新加坡旅游局的合作，为海外游用户提供更全更优质的体验，同时也能够提高新加坡商家的积极性，一起为用户提供更具品质和特色的服务。大众点评拥有庞大的用户体系，消费者可以从其他用户提供的美食评论中搜寻建议。另外，通过与新加坡当地商家的合作，推出‘团购’和‘在线买单’等活动，鼓励更多的用户去尝试异域的美食，体验当地文化。”

View the Dianping Singapore site here: <http://www.dianping.com/singapore>

4. Mr Lu Gang, Co-founder & COO, Mafengwo
吕刚，联合创始人及首席运营官，蚂蜂窝



“Mafengwo is the leading digital tool for independent travellers. We offer a comprehensive array of user-generated content on travel products and itineraries, and not mere listing of attractions and prices. Our partnership with Singapore Tourism Board will bring forth more authentic and credible travel information for the independent travel segment to Singapore.”

“蚂蜂窝在旅游自由行品类处于领先地位。我们为用户提供的绝不是简单显示位置及价格，而是最大程度为用户搜索到他想要的旅游产品和路线。蚂蜂窝的用户本身就是一个庞大的信息资源，我们与新加坡旅游局的合作，期望能带给前往新加坡的自由行旅客，更多吃、住、玩、乐、购方面的真实可靠信息。”

View the Mafengwo Singapore site here: <http://www.mafengwo.cn/singapore.html>

5. Mr Anson Ling, Senior Product Architect, Baidu
凌超，高级产品架构师，百度

“Baidu Connect is a mobile platform for businesses to connect and provide essential services to consumers on-the-go. Our partnership with Singapore Tourism Board allows us to provide an enhanced service to consumers, by leveraging Baidu’s strengths in the five key areas of wide user base, branding, big data, payment gateway and technology.”

“百度直达号是商家在百度移动平台的官方服务账号，让用户随时随地直达商家。我们致力从连线用户和信息，扩向连接用户和服务。与新加坡旅游局的合作，一方面为用户提供更便捷的商家搜索服务。另一方面，百度直达号作为一个平台，整合百度在



流量、品牌、数据、支付和技术方面的五大优势，能够为新加坡旅游产品转型互联网+提供可行方案，深度连接人与服务。”