

# Post-pandemic tourism trends & Redefining the consumer lifestyle experience

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# Agenda

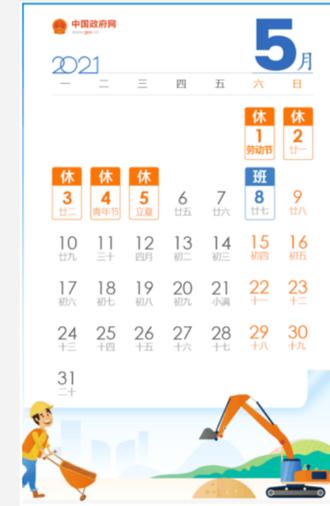
- 1 Post-pandemic domestic tourism trends in China and learnings**
- 2 Redefine consumer lifestyle experience through marketing innovation**
  - 1) Go digital with mini program**
  - 2) Loyalty and privileges**
  - 3) Omni-channel experience**
- 3 Opportunities ahead**

# Chinese remain highly motivated to travel

01 |

Post-pandemic domestic tourism trends in China and learnings

## Labour Day Holiday



## Dragon Boat Festival



No. of Trips

**230Mil** (YoY +119.7%)

vs. pre-Covid

**103.2%**

Tourism Revenue

**¥113.2Bil** (YoY+138.1%)

vs. pre-Covid

77.0%

**89Mil** (YoY +94.1%)

98.7%

**¥29.4Bil** (YoY +139.7%)

74.8%

Source:  
[http://www.xinhuanet.com/politics/2021-05/06/c\\_1127410959.htm](http://www.xinhuanet.com/politics/2021-05/06/c_1127410959.htm)  
[http://www.gov.cn/xinwen/2021-06/15/content\\_5617613.htm](http://www.gov.cn/xinwen/2021-06/15/content_5617613.htm)



# Millennials and Gen Z the dominant forces

01 |

Post-pandemic domestic tourism trends in China and learnings

- Average travelling duration → 4.18\* days and prefer to avoid peak days
- Premium accommodation choices are preferred
- Music festivals, night tours, self-drive tours, cultural trips are among the most popular attractions



01 |

Post-pandemic domestic tourism trends in China and learnings

# Food and grocery deliveries become travel essentials

- **2x** growth in food delivery orders to hotels and tourism attractions
- **2x** growth in breakfast and late night supper delivery orders
- New delivery needs: baby products, daily groceries, medicines



Source: <https://weibo.com/5993531560/KdU8HBiLq>



# Travel light, literally

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Post-pandemic domestic tourism trends in China and learnings

- 35% of Gen Z prefer to “travel without luggage”
- +80% growth in parcels delivered from tourism attractions, which is a historical high
- 1.25Bil parcels sent during Labour Day holiday, +22.28% vs. 2020, +91.77% vs 2019



Source:

<https://weibo.com/5711789307/KelEndt74>

<http://n.cztv.com/news/13581390.html#0-tsina-1-25955-397232819ff9a47a7b7e80a40613cfe1>



# Paid memberships and cross-platform memberships gain popularity

01 |

Post-pandemic domestic tourism trends in China and learnings

- Since the launch of 88VIP of Tmall/Taobao in 2018, paid membership programs have become a must-have for online platforms due to its popularity
- Cross-platform memberships emerge as a new trend: ride on each platform's unique offerings to attract new members.

Tmall



Taobao



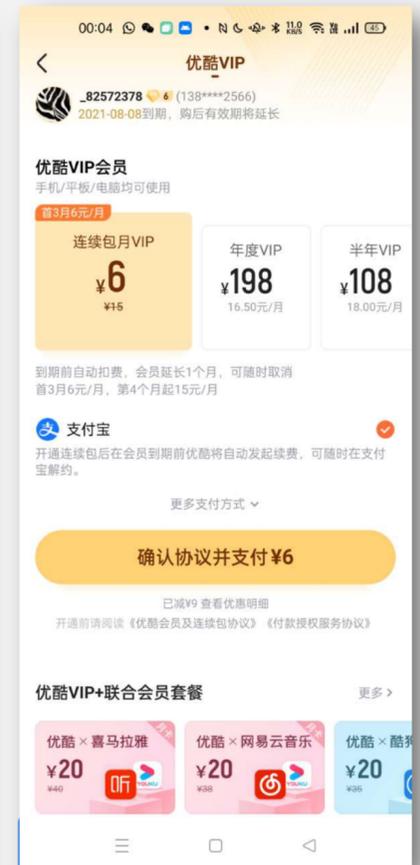
Fliggy



Eleme



Youku



01 |

Post-pandemic domestic tourism trends in China and learnings

# Driven by the rich Alipay mini program ecosystem, search for a mini program has become a ingrained behavior on Alipay

- The number of “Euro2020” visits on Alipay surged by **46 times** within the first week of the tournament
- One-stop information aggregator on Alipay when users search destination keywords, for enhanced convenience
- Users could also search by brands to stand a chance to win digital vouchers

支付宝欧洲杯播报  
6月25日

体育类小程序第一名!

欧洲杯官方小程序  
访问暴涨

**46**倍

上支付宝搜 欧洲杯

上支付宝搜消费券  
买东西更省钱

5月17-28日 天天有消费券  
5月20日 满521减520元随机抽

搜以下品牌名称 抽100元免单  
(还能抽额外消费券)

全家	屈臣氏	紫燕百味鸡
河狸家	叮咚买菜	永辉
铁行特价机票	益禾堂	悟空租车
联华甄选	多点	红旗连锁
银泰 (1元神仙水)	淘票票 (50元《速度与激情》兑换券)	

搜“消费券”，大牌爆款更省钱

商家	爆款权益
星巴克	双杯冷萃冰咖啡 第二杯0元-两杯对折
汉堡王	0元美式鸡排堡
麦当劳	0元麦乐鸡5块
	0元中可

大牌0元

游黄山吃喝玩乐行 上支付宝搜

1 上支付宝搜“黄山”进入黄山旅游官方小程序

黄山旅游官方平台  
为游客提供“一站式”旅游服务

常用服务

- 门票预约
- 酒店民宿
- 景酒套餐
- 当地参团

2 点击右上角收藏小程序，快速访问

黄山旅游官方平台

上支付宝搜 黄山

支付宝平台五一报告:

“最热五一” 催火消费  
小镇青年顶半边天

(数据时间: 5月1日-5月3日)

各地“人山人海”  
旅游经济大爆发

景区交易额↑200%  
(对比2020年同期)

酒店交易额较2020年同期↑120%  
较2019年同期↑近一倍

免税店消费人次↑250%  
(对比2020年同期)

Top10景区小程序 (按访问人次排名)

1 上天竺法喜寺	6 良渚古城遗址公园
2 杭州灵隐寺	7 山西蒙山大佛
3 游汉中	8 南昌动物园
4 方特旅游	9 宁波滕头生态景区
5 烟台植物园	10 山东泉城欧乐堡度假区

# Key takeaways

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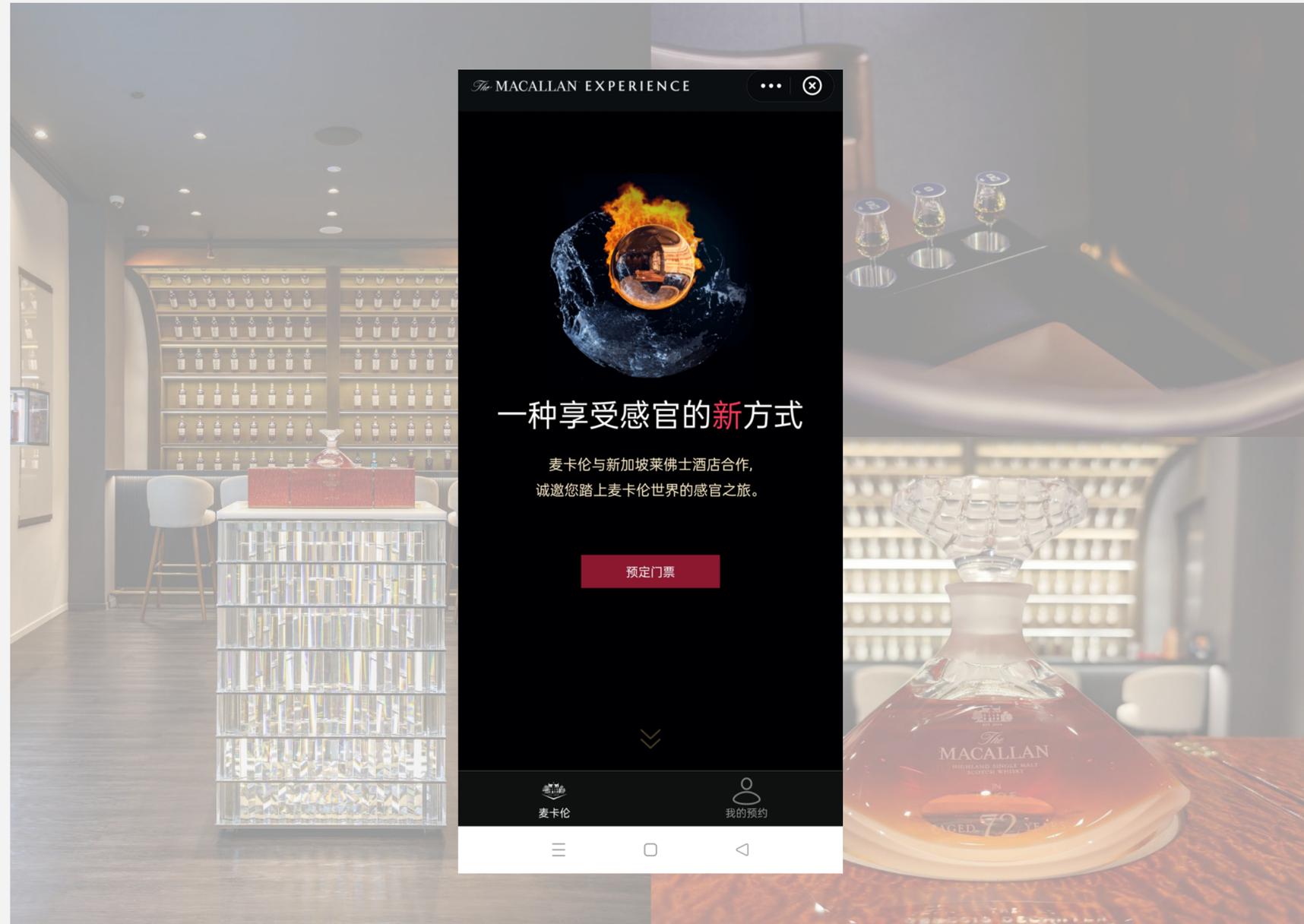
Post-pandemic  
domestic tourism  
trends in China and  
learnings

- 1. Meet higher consumer expectation:** better hotels, better shopping, unique experiences, operational readiness to provide new services
- 2. Engage the younger demographic of travelers through digital touchpoints:** Leverage existing digital platforms and tools
- 3. Create more value:** memberships with added benefits and value-added services to cater to emerging new travelling needs

# Innovation: Mini program

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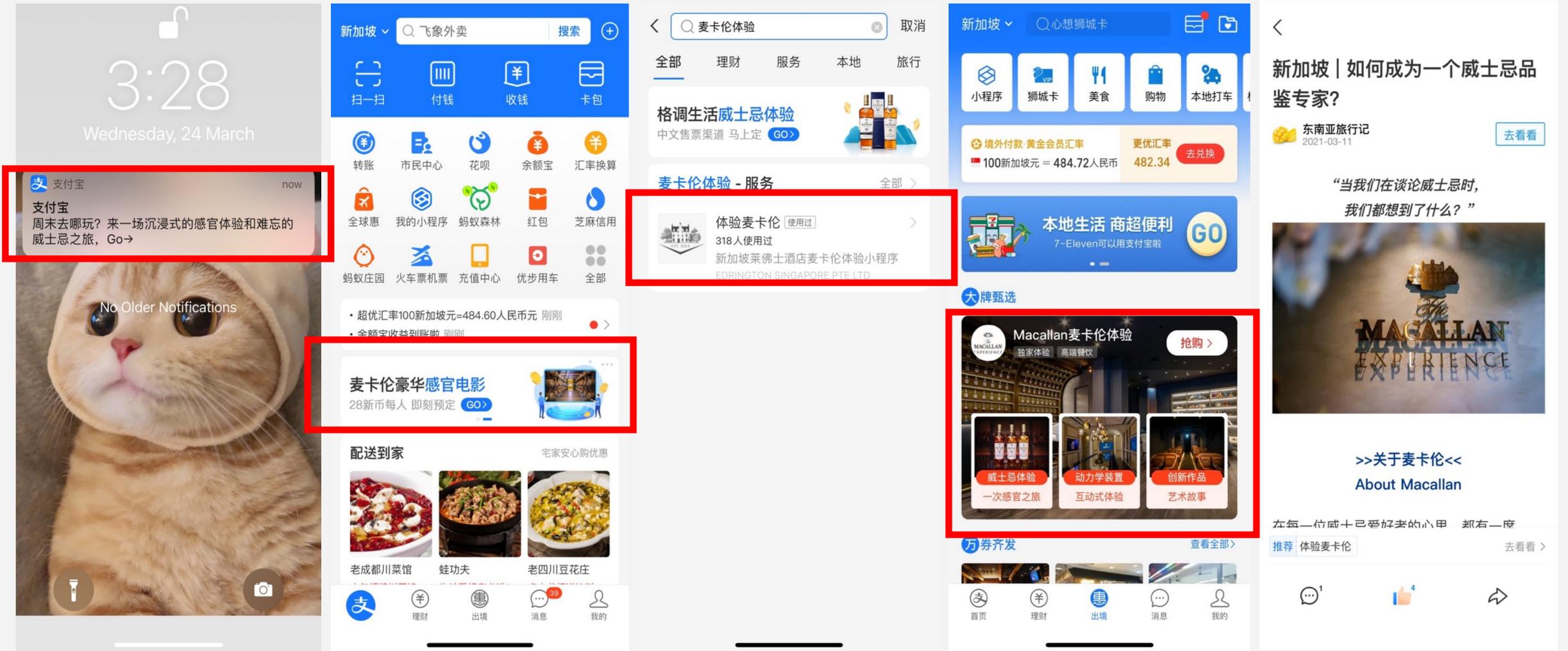
Redefine consumer lifestyle experience through marketing innovation



02 |

## Redefine consumer lifestyle experience through marketing innovation

# Engage and entertain through content

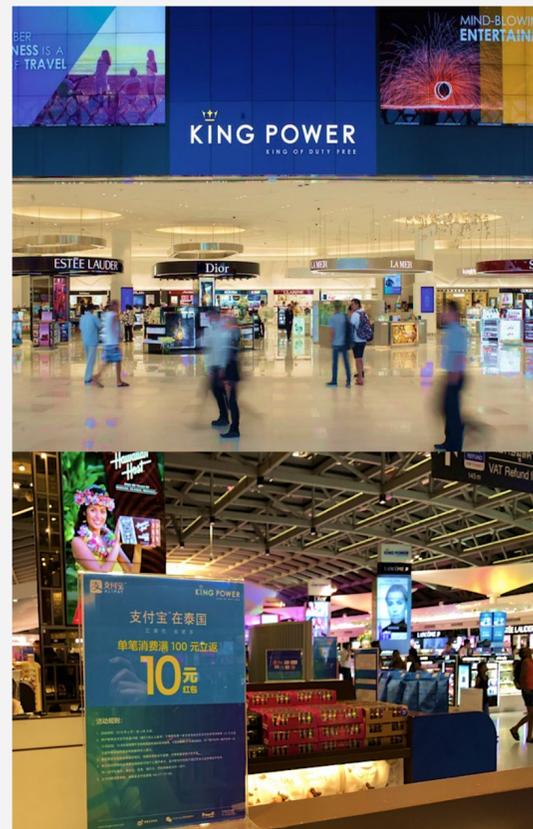


# Innovation: cross-border e-commerce

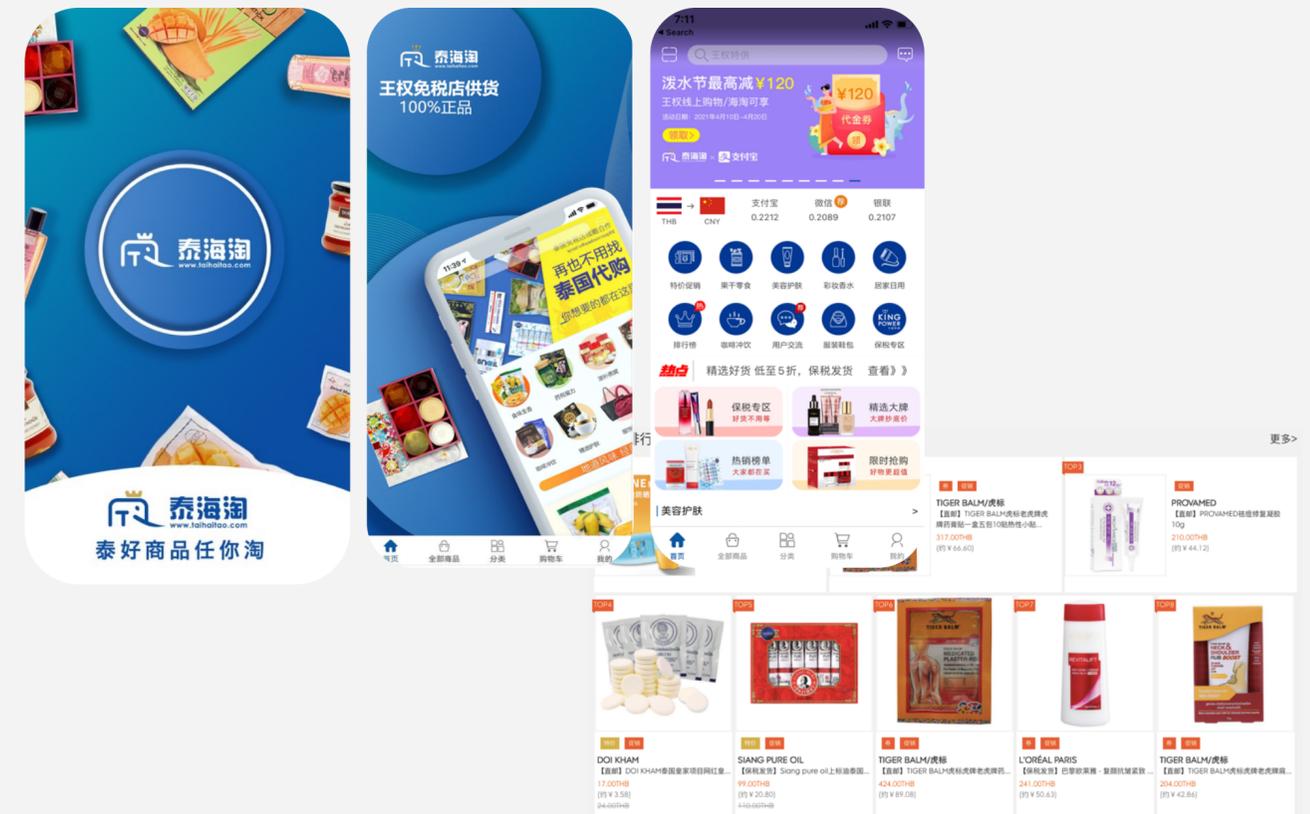
02 |

Redefine consumer lifestyle experience through marketing innovation

Pre-Covid:  
Seamless travel and shopping experience



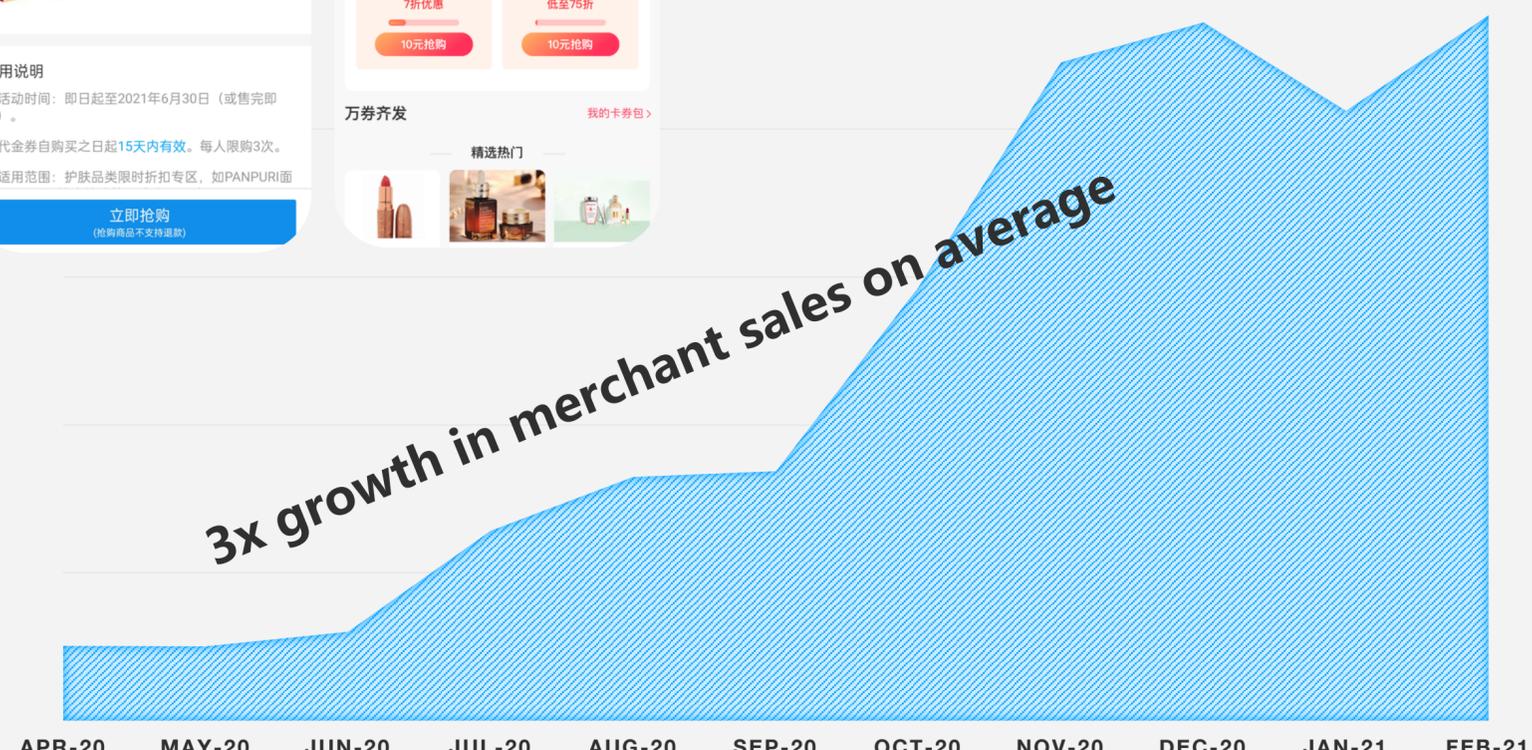
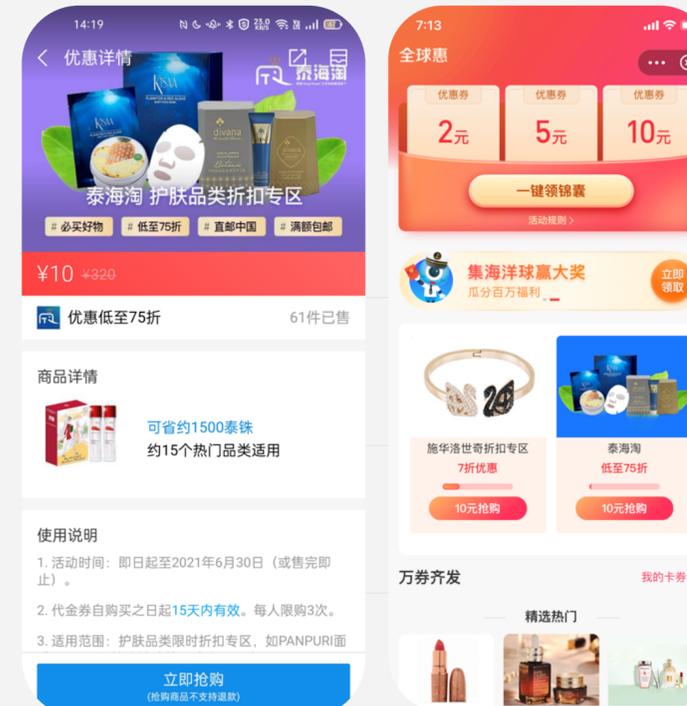
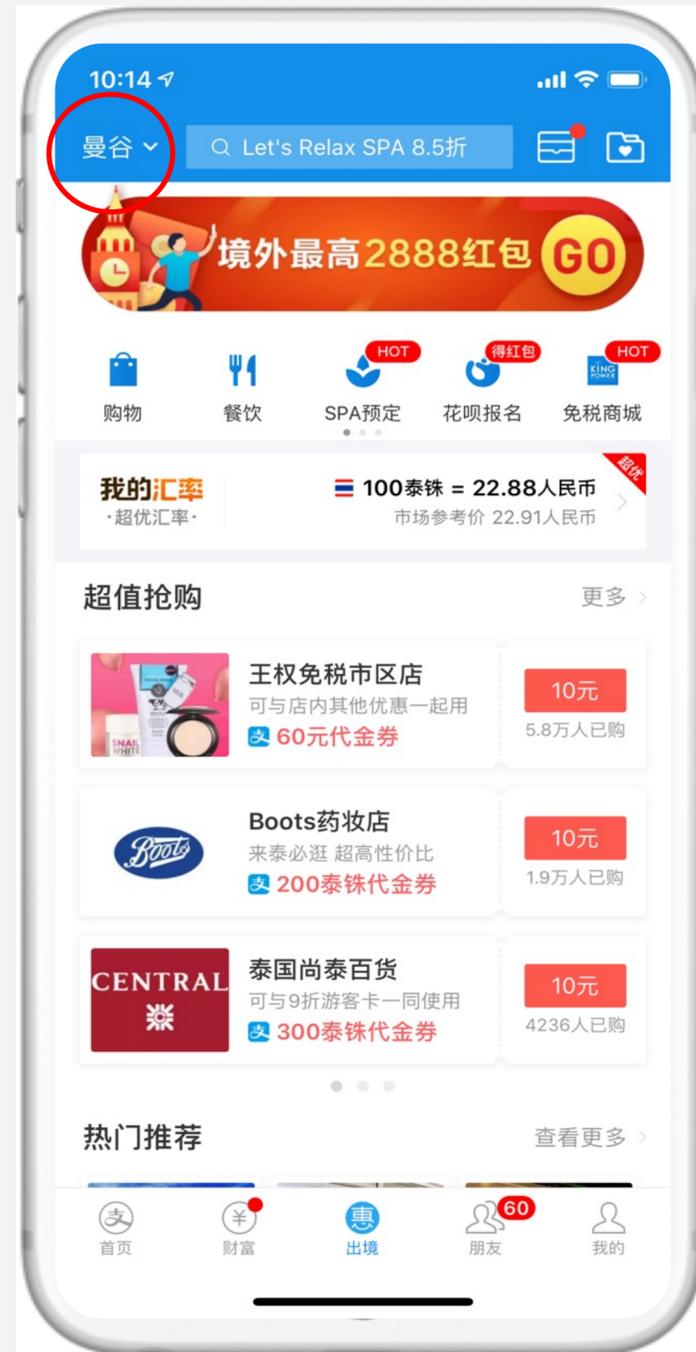
During-Covid:  
Cross-border e-commerce



# Innovation: pre-sale digital coupons

02 |

Redefine consumer lifestyle experience through marketing innovation



Beginning of digital coupon campaign

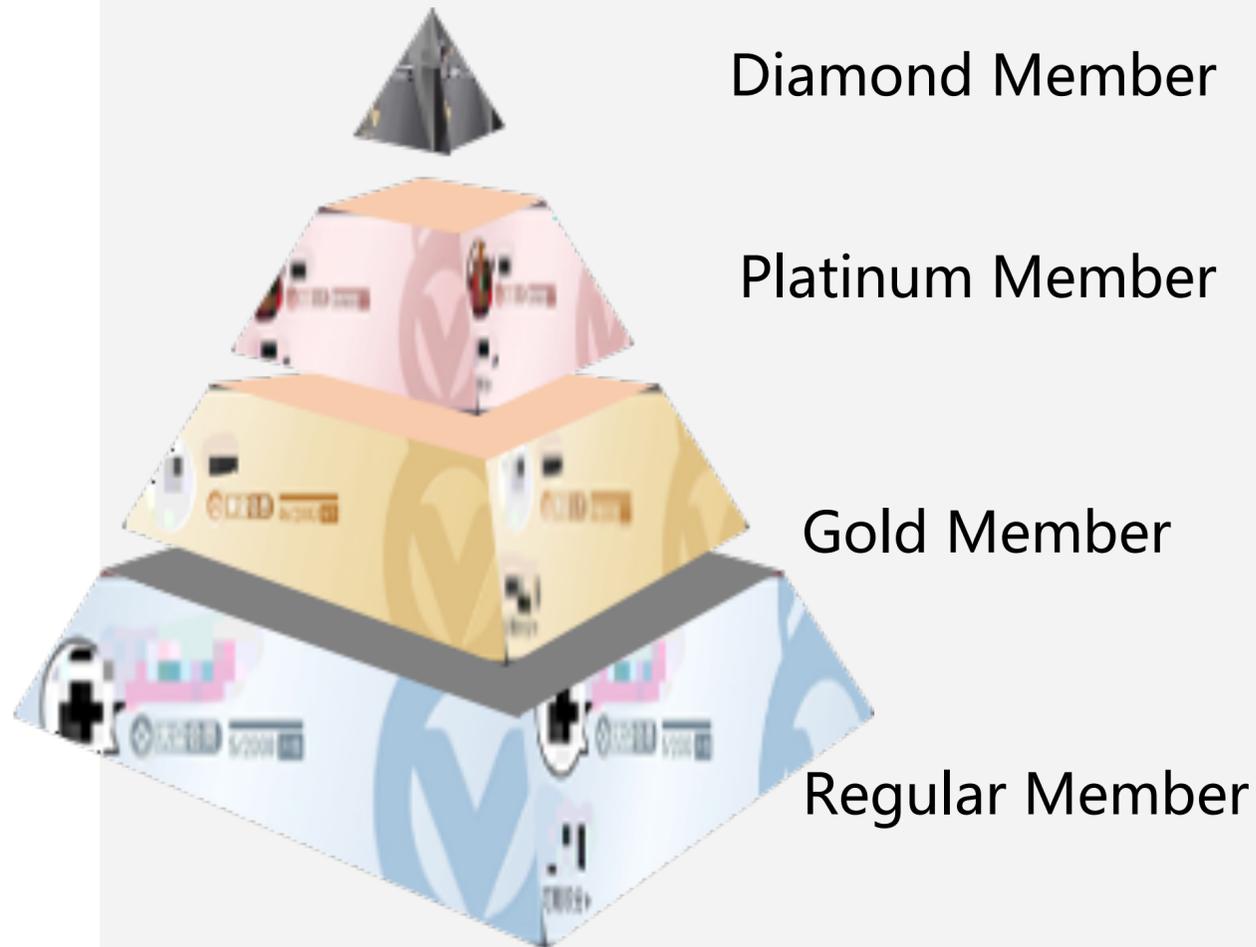
Redefine consumer lifestyle experience through marketing innovation

# Marketing Innovation: Paid Premium Membership

## STB x Alipay: Passion Made Possible Program

Singapore version of "88VIP"

### Alipay Members



### Merchants

Who want to pre-lock premium users before arrival

**Passion Made Possible Program:**  
Matching Premium users to Premium merchants



# Cross-platform membership and privileges

02 |

Redefine consumer lifestyle experience through marketing innovation

Stay

Shopping

Dining

Transporting

Attraction

Alipay x STB  
PMP Red packet



Premium FX Rate

**¥20**  
Singapore Voucher

**¥18**  
Singapore Voucher

**¥10**  
Taxi Voucher

**¥20**  
Dining Voucher

最高级会员  
+  
专享优惠券

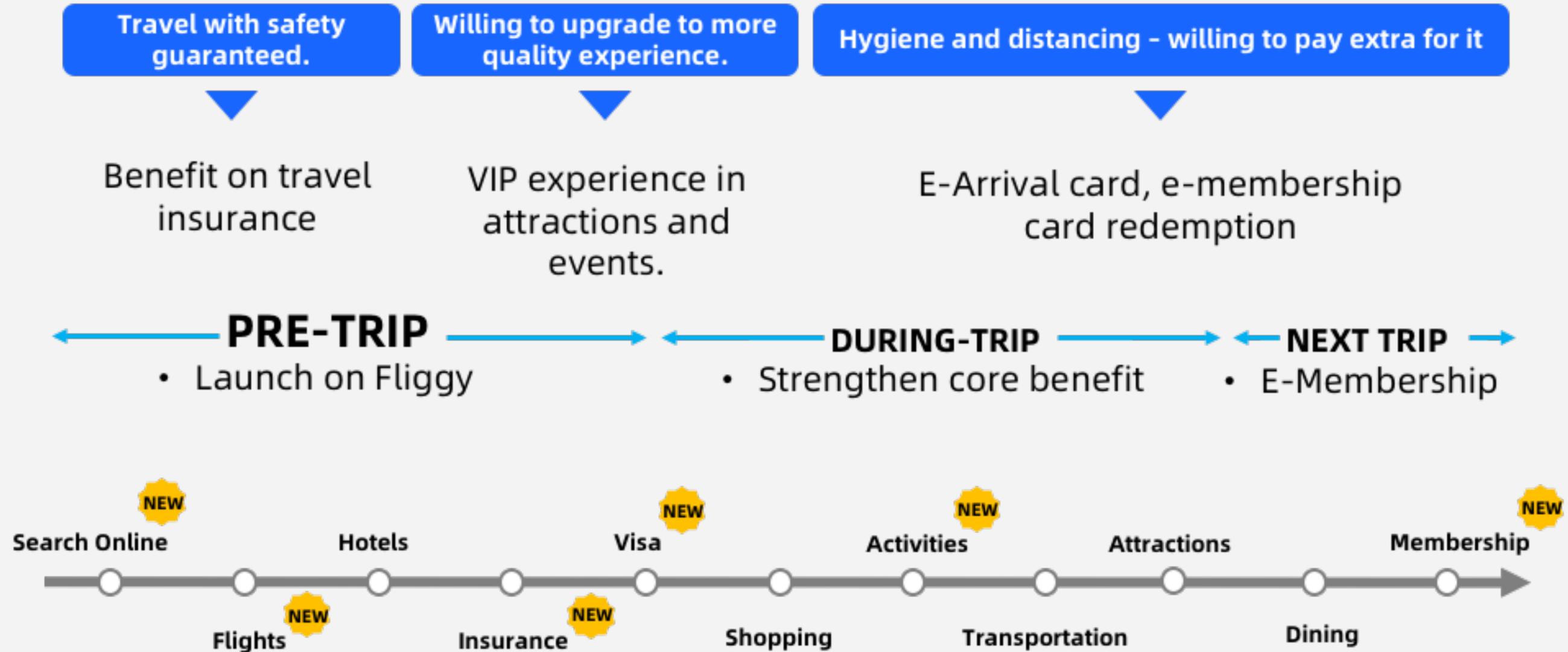
¥20元  
+  
9折

Taxi代金券  
+  
免费停车

# Expansion plans post-Covid

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Redefine consumer lifestyle experience through marketing innovation

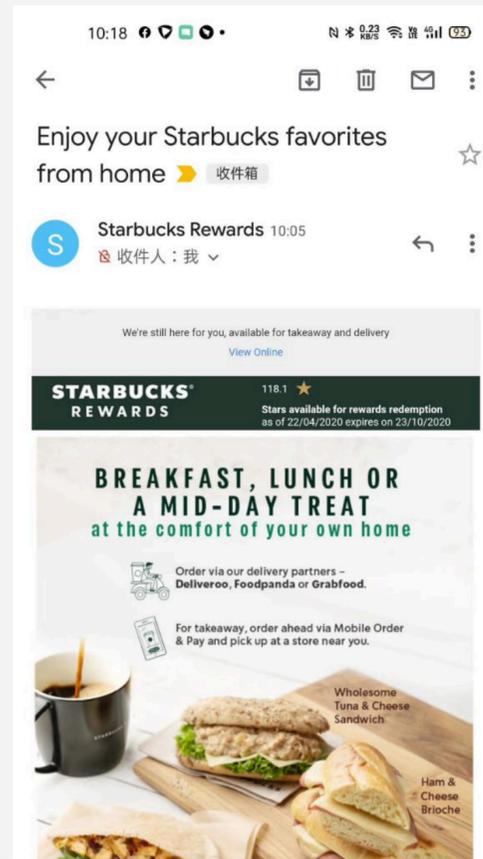


# Ready for digital transformation in F&B

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Redefine consumer lifestyle experience through marketing innovation

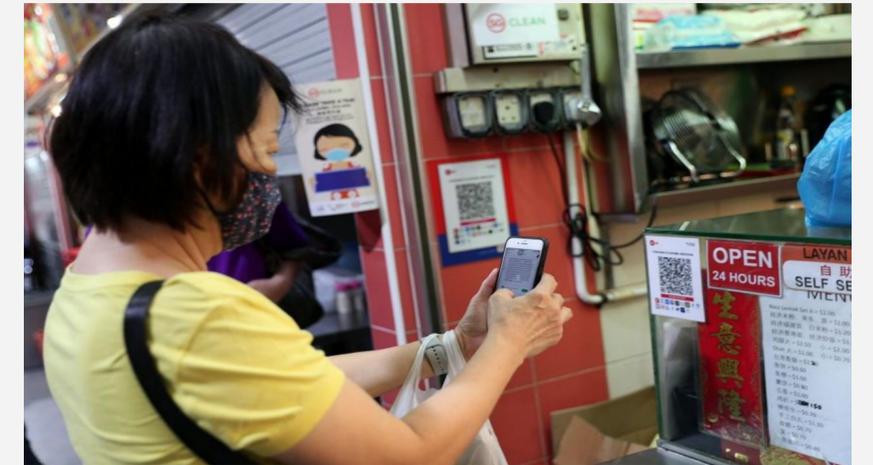
Food delivery and online marketing



e-queuing  
e-ordering  
e-kitchen



Opportunity  
"Hawker go digital" national initiative by IMDA



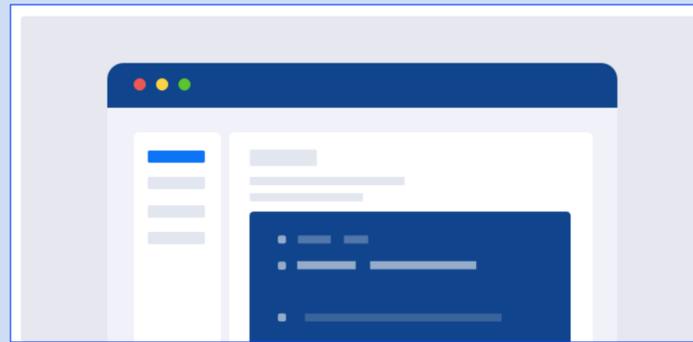
# Digital transformation for F&B brands

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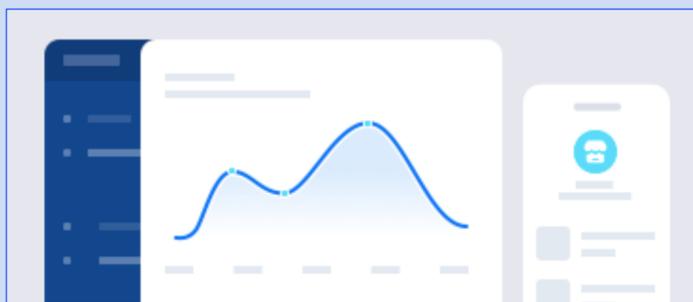
Redefine consumer lifestyle experience through marketing innovation

## Integrated Backend

Integrated Development Environment



Operation Portal and Performance Dashboard



## ONE Brand Mini-Program



## Smart Adaption and Localization



# Areas of Collaboration

03 |

Opportunities ahead

✓ Mini Program



✓ Passion Made Possible Program



✓ Digitalization

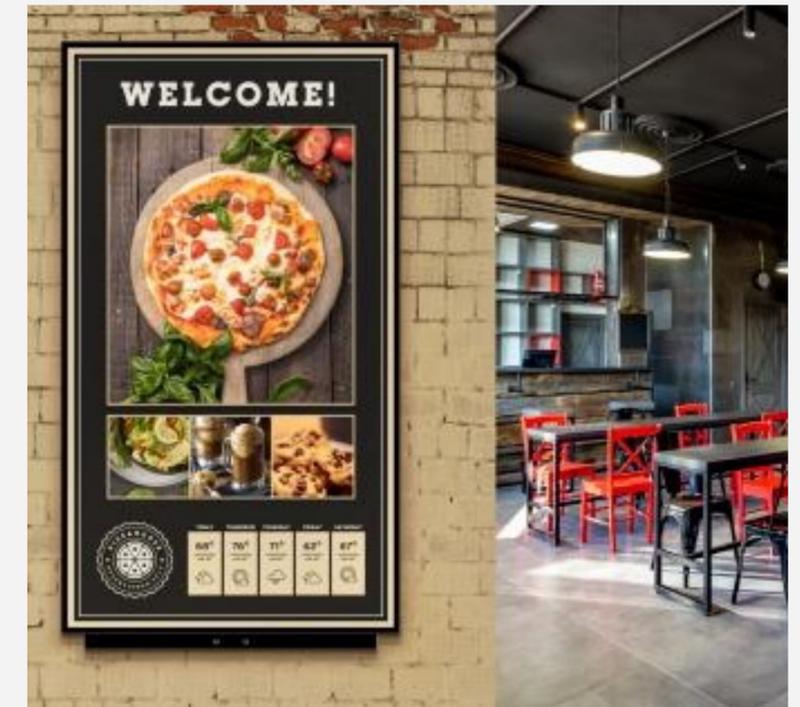
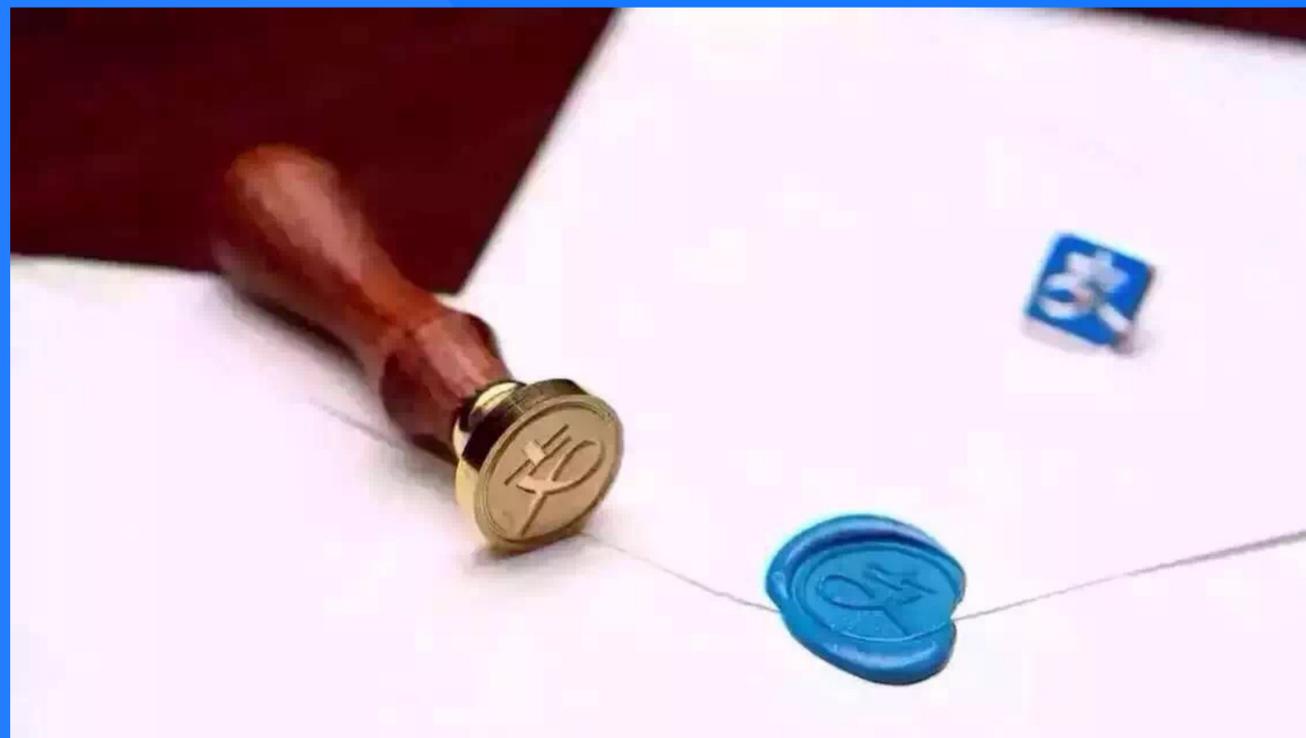


Image source: HospitalityTech.com



# Thank You



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