

NMB Tourism, UnionPay collaboration to boost tourism accessibility for Chinese visitors

Nelson Mandela Bay Tourism and UnionPay International - a subsidiary of China UnionPay focused on the growth and support of UnionPay's global business - used Africa's Travel Indaba 2018 to announce and launch their collaboration.

The two entities will enter a Strategic Memorandum of Understanding (MoU) to jointly promote the acceptance of UnionPay cards, optimise the card-using environment and provide more convenient services to UnionPay cardholders visiting Nelson Mandela Bay.



Image Supplied

With its extensive acceptance network and in association with China's banking industry, UnionPay has become the preferred payment method of Chinese travellers. Collaborating with the global tourist industry, UnionPay is also offering its cardholders access to a wide variety of hospitality offerings.

Nelson Mandela Bay Tourism CEO, Mandlakazi Skefile said: "The achievement of this collaboration will enhance the accessibility of Nelson Mandela Bay to Chinese visitors. China has become one of South Africa's core tourism markets, with visitor numbers growing by a remarkable 38% in 2016 to approximately 117,144 visitors a 10,000 a month."

Luping Zhang, general manager of UnionPay International Africa said: "Formalising this important industry partnership will promote visitor numbers to Nelson Mandela Bay as this will enhance payment convenience alongside joint marketing

initiatives.”

Nelson Mandela Bay Tourism will engage with local products and tourism stakeholders to offer packages and discounted rates for UnionPay cardholders. These packages will allow the destination and products to be incorporated into UnionPay’s global promotional campaigns.

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