

HOTELS CHINA ITALY

Duetorrihotels becomes first group in Italy to accept Alipay

By Simon — On Jul 27, 2018

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Bernini Palace – Firenze

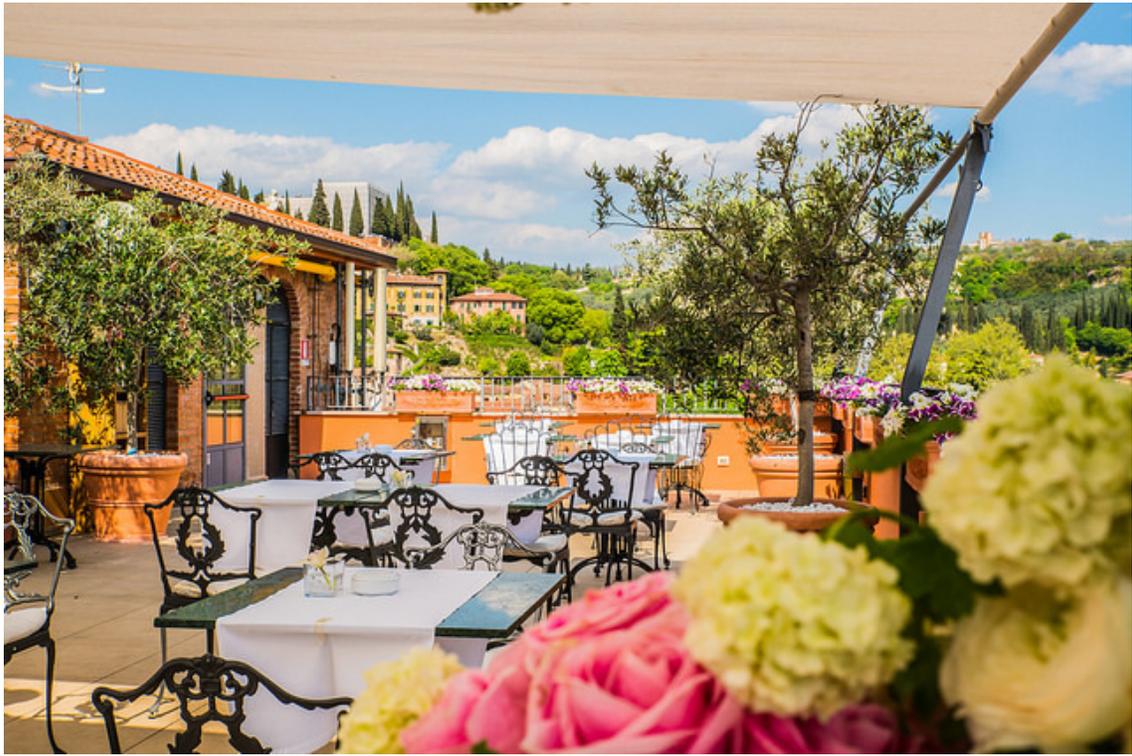
The Duetorrihotels Group has become the first in Italy to offer the Alipay service, a consumer preference among Chinese travellers abroad. The Group's six hotels already satisfy the criteria and qualifications recognised by the Chinese tourist market.

Italy and the People's Republic of China have never been so close: the Duetorrihotels Group has introduced a payment method that benefits Chinese tourists. The POSs of the Group's hotels can now accept Alipay, China's most widely used payment system, with 300 million users.

This year the European Union and People's Republic of China are investing in shared promotion of sustainable tourism, supporting investment opportunities and facilitating flight connections and the issue of tourist visas.

Enhancing services

Franco Vanetti, general manager of Duetorrihotels said: "We're the only hotel Group in Italy to offer our guests the option of making payments for their stay through Alipay. We're enhancing our advanced-technology services to create a better experience for tourists, eliminating language, cultural and currency barriers for Chinese tourists and for the Group."



Hotel Due Torri – Verona

This new development is part of the path already undertaken some time ago by the group. In 2016 it achieved “China Outbound Tourism Quality Service Certification” for its six hotels: the Grand Hotel Majestic in Bologna, the Due Torri Hotel in Verona, the Hotel Bernini Palace in Florence, the Hotel Bristol Palace in Genoa and the Hotel Santa Barbara and Hotel Alga in Milan.

This is a quality certification for the supply of tourism services to Chinese travellers which the China National Tourism Administration (CNTA) viewed as ‘highly desirable’ in 2013.



Hotel Bristol – Genova

The Chinese consumer

The adoption of Alipay is in line with the profile of the Chinese tourist communicated in January during the EU–China Summit on tourism: they have spending capacity, love beauty and shopping and are guided in their decisions by social networking sites that are alternatives to Western ones, but above all by the presence of their preferred payment method and Wi-Fi.

Also according to the analyses carried out by the Chinese International Travel Monitor in 2017, among the characteristics that these tourists appreciate the most in hospitality is the chosen payment system.

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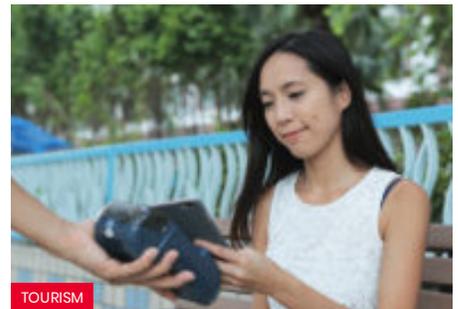
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