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Taxi Travel Made Easier for Chinese Visitors

Destination NSW has signed a new agreement with Cabcharge, National Australia Bank (NAB) and China's largest payment network, China Union Pay that will enable visitors from China to make bank card payments in Sydney's taxis.

CEO of Destination NSW, Sandra Chipchase said the new Memorandum of Understanding (MoU) will benefit Chinese visitors travelling in and around Sydney as they will now have the option of using their existing credit China Union Pay bank cards rather than paying in cash.

"The number of Chinese visitors to NSW is increasing and we want to ensure that our State is a safe, attractive and appealing destination. This initiative will contribute to making their stay easier and more enjoyable.

"A new Chinese-language sticker saying 'Welcome to Sydney' will be placed on taxis throughout the city to raise awareness to Chinese visitors of this new secure and convenient method of payment," Ms Chipchase said.

The MoU follows the recent launch of Destination NSW's new 'Welcome to Sydney' smartphone app which will allow Chinese visitors to access information about visiting NSW in Mandarin.

Ms Chipchase said the China Union Pay promotion and smartphone app are both key initiatives that form part of a comprehensive strategy to capitalise on the flourishing China inbound tourism market.

"Destination NSW is committed to working closely with the domestic tourism industry and business to improve cultural awareness and language skills and to better understand travellers' needs."

"We are planning to invest significantly in the coming year to take full advantage of the extraordinary growth in visitor numbers from China to Australia, to ensure that NSW remains the number one Australian destination for Chinese travellers," Ms Chipchase said.

"During 2011, the China grew to be NSW's third largest source market and our highest spending international market which presents many strong opportunities for NSW's tourism industry," Ms Chipchase said.

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