



2016-2017 UnionPay International Global 100 Airport Duty Free Shops Campaign

2016 UnionPay International Global Marketing Calendar



100 Airport Duty Free Shops

2016 Q2-2017 Q1



50 Travel Destinations

2016 Q3



50 Shopping Districts

2016 Q4

Campaign Introduction

Campaign Period*: Apr 15, 2016 – Feb 15, 2017

Offer: up to 10% off at over 100 International
Airports Duty Free shops

Target: all UnionPay cardholders

Website: <http://unionpayintl.com/en/airport>



* The offer and start/ending date of this promotion may vary by stores.



16 of Top 20 busiest airports around the globe



Data Source: 2014 ACI Statistics

Top duty free groups around the globe



Dufry — 1st duty free group in the world , 6 participating airport duty free shops



DFS — 2nd duty free group in the world , 12 participating airport duty free shops



LOTTE — 3rd duty free group in the world, 6 participating airport duty free shops



WDFG — 5th duty free group in the world, 9 participating airport duty free shops



Shilla — 7th duty free group in the world, 3 participating airport duty free shops



Everrich — 9th duty free group in the world, 5 participating airport duty free shops



King Power — 10th duty free group in the world, 4 participating airport duty free shops



Blue Sky — top in Japan, 26 participating airport duty free shops



China Duty Free — top in China, 8 participating airport duty free shops

Data Source: 2014 Moody Report

Highlights in Hong Kong & Taiwan



DFS at Hong Kong International Airport

Promotion period:

Jul 15, 2016 to Oct 15, 2016;

Dec 15, 2016 to Feb 15, 2017

Offer:

HKD200 off with a minimum purchase over HKD2,000 per single transaction



Everrich Duty Free at Taipei Taoyuan Airport

Promotion period:

April 15, 2016 to May 31, 2016

Aug 1, 2016 to Oct 31, 2016

Jan 1, 2017 to Feb 28, 2017

Offer:

1. NTD 1,200 off on one purchase over NTD 30,000
2. NTD 4,000 off on one purchase over NTD 80,000

Highlights in Korea & Japan



Lotte Duty Free at Seoul Incheon Intl Airport

Promotion period:

Apr 1, 2016 to Mar 14, 2017

Offer:

1. 5% off with UnionPay cards
2. 5-15% off with UnionPay platinum cards



JAL Duty Free at Tokyo Narita Intl Airport

Promotion period:

Apr 1, 2016 to Feb 28, 2017

Offer:

5% off



DFS at Okinawa Naha Airport

Promotion period:

Jul 15, 2016 to Oct 15, 2016;

Dec 15, 2016 to Feb 15, 2017

Offer:

JP1,300 off with a minimum purchase over JP25,000 per single transaction

Highlights in Southeast Asia



Shilla Duty Free at Singapore Changi Airport

Promotion period:

Apr 25, 2016 to May 31, 2016

June 3, 2016 to July 31, 2016

Sep 19, 2016 to Oct 31, 2016*

Offer:

Receive a SGD 20 voucher or a random SGD 10-50 voucher* when you spend SGD 450



Dufry at Bali International Airport

Promotion period:

Apr, 2016 to Feb, 2017

Offer:

1. Spend over USD 128 and receive a USD 18 voucher
2. Spend over USD 188 and receive a USD 28 voucher



King Power at Bangkok Suvarnabhumi Airport

Promotion period:

Jun 1, 2016 to Aug 31, 2016

Oct 1, 2016 to Dec 31, 2016

Offer:

Enjoy THB 500 discount when paying with your UnionPay Card over THB 15,000

Highlights in EU, US and Oceania



World Duty Free at London Heathrow Airport

Promotion period:

Apr 1, 2016 to Mar 31, 2017

Offer:

For every single purchase over 300 pounds, receive 15 pounds off



International Shoppes at New York JFK Airport

Promotion period:

Mar 31, 2016 to Dec 31, 2016

Offer:

5% discount with a minimum purchase of \$200



Loop Duty Free at Auckland Intl Airport

Promotion period:

Apr 1, 2016 to Oct 31, 2016

Offer:

spend NZD\$300 or more and get NZD\$20 discount

Highlights in China



China Duty Free at Hangzhou Airport

Promotion period:

May 1, 2016 to Oct 31, 2016

Offer:

10% off with UnionPay card issued outside Chinese mainland



China Duty Free at Guangzhou Airport

Promotion period:

May 1, 2016 to Oct 31, 2016

Offer:

10% off with UnionPay card issued outside Chinese mainland



China Duty Free at Xiamen Airport

Promotion period:

May 1, 2016 to Oct 31, 2016

Offer:

10% off with UnionPay card issued outside Chinese mainland

Highlights in Other regions



ATU duty free at Istanbul Ataturk Airport

Promotion period:

Feb 1, 2016 to Dec 31, 2016

Offer:

Spend 100€ or more to get 10% off



Qatar Duty Free at Doha International Airport

Promotion period:

Apr 15, 2016 to Oct 15, 2016

Offer:

10% off



Duty Free Shop at Cape Town Intl Airport

Promotion period:

From April 15, 2016 to July 31, 2016

Offer:

Spend R12500 and claim your GOEXTREME®

RALLYE HD Action CAM Value at R1800.

Spend R20000 and claim your GOEXTREME® WIFI

VIEW Full HD Action CAM Value at R4000.

Consistent On-site promotion advertising

BE REWARDED WHEN YOU SPEND
1 April 2016 - 30 June 2016

人人有礼
刷银联卡满1500马币
即可获皇家雪兰莪精美礼品。
(详情请见海报)

THE SHILLA
duty free
Cosmetics & Perfumes

UnionPay

皇家雪兰莪
Sultan's Choice
Sultan's Choice

UnionPay 银联
Your Way

1 1800-8134-10 | www.unionpayintl.com
The World's Fast Growing Global Payment Network

Get a S\$20 voucher & a gift*

UnionPay

THE SHILLA
duty free
Cosmetics & Perfumes

UnionPay

凡以银联卡(62开头)消费满\$450新元,即可获得一
张20新元现金券和一份礼品。

UnionPay

THE SHILLA
duty free
Cosmetics & Perfumes

UnionPay 银联
Your Way

BE REWARDED WHEN YOU SPEND
1 April 2016 - 30 June 2016

UnionPay

UnionPay

1 1800-8134-10 | www.unionpayintl.com
The World's Fast Growing Global Payment Network

UnionPay 银联
Your Way

Up to **10% off**
at Selected Airport
Duty Free Shops

10%

UnionPay

Your Choice, Your Way

UnionPay cards are accepted by more than 26 million merchants in over 150 countries and regions, including major airport duty free shops, departmental stores, tourist attractions and hotels around the world.

With a solid business foundation and diversified market resources, UnionPay provides quality, cost-effective and secure cross-border payment services to merchants and partners like you.

For more information on how you can collaborate with UnionPay for your upcoming promotions and reach out to more than 5 billion Cardholders worldwide, visit www.unionpayintl.com.

UnionPay International
A Global Payment Network

UnionPay 银联
Your Way

刷银联卡 (卡号以62开头)
南非约翰内斯堡国际机场免税店 **CROSS TRAINER** 运动品牌连锁店
全年 **5% 优惠**, 更有惊喜礼品等你拿!
Up to 5% OFF at O.R Tambo International Airport Duty Free Shops

UnionPay 银联

WELCOME TO SOUTH AFRICA, WELCOME UNIONPAY

5%

UnionPay

UnionPay 银联
Your Way

UnionPay International
A Global Payment Network

Material Downloading Address

<http://www.weiyun.com/disk/index.html?login>

Account : airports@qq.com

Password : Password

Contents :

- 1、edible horizontal and vertical KV
- 2、Merchant images and logos
- 3、Merchant list

Official Website : www.unionpayintl.com/airport

Global Network International Brand