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China UnionPay promotes its cards at workshop

Neil Pang | Post News Staff Updated 4 hrs ago



WORKSHOP: Local business people gather for a workshop intended to inform and educate them about UnionPay credit and debit card payment options yesterday, Sept. 19, at Lotte Hotel Guam. UnionPay cards are the chief credit and debit cards used in China. Neil Pang/Post

China UnionPay presented at a workshop with local Guam business people yesterday to promote the use and acceptance of UnionPay debit and credit cards as payment options.

Data from the 2016 Nilson Report showed that UnionPay dominated other card options in terms of cards in global circulation at 5.4 billion.

Talent Basket, an organization aimed at providing improved services to international tourism, organized the workshop session in an effort to educate local business owners about UnionPay and to provide them with

information that could potentially open them up to maximized revenue via tourist expenditures.

China exit surveys conducted by the Guam Visitors Bureau in 2015 reported overall mean average per person on-island expenditures at \$1,179.36.

Commonly used cards

Jason Lin, president of Talent Basket, told the Post that more than 90 percent of Chinese nationals own a UnionPay debit or credit card and that they typically used these cards for making purchases abroad.

“UnionPay rides on the Discover network in the U.S.,” he said. “So it’s very easy to use as long as they (the vendor) already accept Discover cards.”

UnionPay is the most commonly used card in China and it is commonly used by Korean and Japanese consumers as well.

The workshop stated that UnionPay cards are favored by Chinese consumers for foreign travel because use of the card does not impose foreign transaction fees or USD spending limitations.

Catherine Bungabong, Talent Basket account manager, said in an email to the Post that more and more Chinese tourists were visiting America.

“Due to the travel visa being extended to 10 years back in 2014 for outbound tourists in China, the world is seeing more and more Chinese travelers,” she said. “Guam, being the closest thing to America, along with tax-free shopping, has already been seeing this increase in the past couple of years.”

Statistics provided by the Guam Visitors Bureau corroborate these claims.

More visitors from China

According to visitor arrivals numbers provided on the GVB website, the total number of visitors to Guam from China has steadily risen from 2012 to the present.

Further statistics from the U.S. Department of Commerce and the International Trade Administration reported the number of tourists from China visiting the U.S. at 2.2 million in 2014 and forecast 3.6 million in 2017 and 5.8 million in 2020.

Guam visitor arrivals from China

2012

- Total visitors from China – 8,982
- Percent of total visitors to Guam – 0.69%

2013

- Total visitors from China – 11,274
- Percent of total visitors to Guam – 0.84%

2014

- Total visitors from China – 16,350
- Percent of total visitors to Guam – 1.22%

2015

- Total visitors from China – 23,774
- Percent of total visitors to Guam – 1.68%

Source cited by GVB: Civilian air arrivals, Customs Declaration Forms, Customs & Quarantine Agency

Neil Pang

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