

Changi Airport introduces new digital wallet Changi Pay



Travelers can seamlessly pay, enjoy discounts and earn loyalty points with Changi Pay

Changi Airport Group (CAG), in partnership with Liquid Group Pte Ltd, has launched its own digital wallet, Changi Pay, as part of CAG's digitalization roadmap.

Using Changi Pay, shoppers and diners can make contactless QR payments at Changi Airport and Jewel Changi Airport (Jewel) stores, redeem discount vouchers upon check-out, and earn Changi Rewards (CR) and CapitaStar points (for Jewel stores) all in one go with one scan.

Changi Pay can also be used while shopping on iShopChangi, Changi's online duty free retail platform.

Starting from October 28, up to S\$720 (\$535) worth of vouchers from brands such as Burger & Lobster, Paris Baguette, Eu Yan Sang and Shilla Duty Free will be rolled out to Changi Pay users. These vouchers will be released over 12 weeks, available for users' download on a first-come-first-served basis.

As part of the launch campaign, Changi Pay users can also download a S\$5 (\$3.70) welcome voucher when they sign up for Changi Pay, redeemable at participating retail or F&B outlets in Changi Airport and Jewel. In addition, users can also look forward to additional perks during special events and promotions organized by Changi Airport.

Developed jointly with Liquid Group, Changi Pay is accepted at around 260 stores across Changi's terminals and Jewel, and will be progressively rolled out to more stores. Housed conveniently in the iChangi app, users simply have to activate the Changi Pay function in their iChangi app to start using.

More new Changi Pay functions will be introduced soon, including the use of Changi Pay on Changi Eats, Changi's food delivery platform. CAG will continue to improve user experience through partnerships with other digital wallets, banks and merchants outside of Changi.

Changi Pay also serves as an avenue to drive brand visibility and sales for CAG's retail and F&B tenants and partners. It supplements CAG's previous support efforts by bringing them on board iShopChangi and the Changi Eats food delivery service to reach shoppers and diners outside of the airport. Through Changi Pay, brands can leverage the marketing of events and promotions at Changi and enhance engagement with users by rewarding them with digital discount vouchers and exclusive perks.

Ms Teo Chew Hoon, CAG's Managing Director of Airside Concessions, said: "CAG is constantly looking at ways to enhance the leisure experience for our visitors and travelers at Changi Airport. With travel curtailed, we took the opportunity to examine how we can integrate our various retail and F&B platforms which have grown over the years, so that our fans can enjoy the Changi experience more seamlessly. We are hence very excited to launch Changi Pay, which brings greater convenience and rewards to our shoppers and diners, regardless of whether they are engaging with us offline or online. When more travel resumes, CAG also plans to allow users to exchange and pay in foreign currencies through Changi Pay while overseas."