

# Shilla Duty Free introduces WeChat Pay to attract Chinese tourists



The Shilla Duty Free is the first Korean duty-free operator to introduce WeChat Pay within its WeChat official account

The Shilla Duty Free has integrated WeChat Pay within its official WeChat account to attract Chinese tourists to shop. According to the duty-free retailer, they are the first Korean duty-free company to offer this service.

Previously, customers can only sign up for membership and participate in event programs on Shilla's WeChat account, while products can only be purchased through The Shilla Duty Free Mobile App. With this new integration, customers can make direct purchases within the WeChat app when they connect from Shilla's WeChat official account to its online store.

Shilla said that the integration allows Chinese customers to do one-stop shopping from membership sign-up to product purchases within on WeChat.

"With this new service, we expect Chinese tourists to have more access to The Shilla Online Duty Free. We will continue to develop customized services that cater to different demographics of people", a Shilla Duty Free spokesperson said.

To celebrate this new service, Shilla will be giving additional WeChat benefits and rewards for those customers who log into The Shilla Online Duty Free through its WeChat official account.

The Shilla Duty Free has been operating its WeChat account since 2011. The company uses it to send events updates and product information to its Chinese customers.