

Centara signs agreement with TreePay for mobile payment solution



Capability will allow Centara properties to accept smartphone payments from Chinese tourists

Centara Hotels & Resorts, Thailand's leading hotel operator, yesterday signed an agreement with TreePay Co., Ltd., a specialised payment facilitator, to develop a system to allow Chinese customers to use their mobile phones to pay for accommodations and services at Centara properties. This will begin with Wechat Pay. Chinese tourists are an important market for Centara and mobile payments using apps like WeChat are extremely popular with Chinese consumers. Centara chose TreePay, a collaboration between CAT Telecom, SKT, and NHN KCP, to help it serve its Chinese guests more conveniently. Okura Co., Ltd. will be the project consultant.

"Our goal to double in size over the next five years will be achieved by serving growing markets better," said Centara's CEO Thirayuth Chirathivat. "Our strategies include opening new properties in China as well as attracting more Chinese to our hotels in Thailand and elsewhere. One way we do this is by improving our service infrastructure. Being able to accept mobile payments is an important component."

Centara aims to double its number of properties and become a familiar name for travellers throughout Asia, the Indian Ocean and Middle East. The company bases its confidence on a successful formula of Thai hospitality, excellent food, a variety of formats, and family-friendly hotels, in great destinations. It is also investing in technology to serve customers more efficiently through multilingual websites, on their devices, and with high-tech services at Centara hotels.

The TreePay solution will first be introduced at Centara's hotels and resorts in Thailand within 2018, then rolled out to the company's other properties.

"We look forward to making our destinations more welcoming and convenient for our Chinese guests, and supporting the expansion of Chinese tourism in this region and the world," added Chirathivat.

Suvicha Nalita, Chief Executive Officer of TreePay (Thailand) Ltd., said "TreePay will be providing China Payment services to Centara Hotels and Resorts, starting with Wechat Pay mobile payments. We aim to become an Omni channel payment facilitator providing a single connection for all payment channels and types. Besides our expertise in payment platforms, we also strive to differentiate ourselves in this competitive market."