

- Electronic commerce (e-commerce)

PAYMAYA MAKES 'CASHLESS COMMUNITY' POSSIBLE FOR SAN JUAN, LA UNION

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PayMaya, the pioneer in digital financial services in the country, has taken another huge step in making its “Cashless Philippines” vision a reality as it officially turns the surfing town of San Juan, La Union – one of the top beach destinations this summer – into a cashless community with PayMaya QR.

PayMaya has partnered with the town’s top merchants and destinations – including Flotsam & Jetsam, El Union, The Great Northwest Philippine Travel Stop & Viewing Deck and Beach Bum Food Park, among others – to provide cashless payments convenience to locals as well as tourists who flock the beach town, particularly during summer and in time for the Labor Day long weekend.

At these spots, beach-goers can experience the ease and convenience of paying using only their mobile phones – an experience that appeals particularly to the young, mobile-savvy crowd that flocks the area. All they have to do is simply scan the QR code of the partner establishment, enter the amount you need to pay, and tap “Pay” to complete your transactions.

“People who visit San Juan, La Union now experience financial mobility through the convenience and simplicity of payments via PayMaya QR, while offering them different choices for meals, drinks, and experiences through our partner establishments. Our vision is to bring this ecosystem to more cities and provinces to create more cashless communities nationwide,” said Paolo Azzola, COO and Managing Director at PayMaya Philippines.

Convenience and perks for tourists, locals

It’s the kind of cashless ecosystem that fits local communities like San Juan, La Union.

With its weekly influx of local travellers especially during the peak summer season, having this kind of payment option allows people to go around not having to bring their wallets and still be able to pay for meals, drinks, and activities with just their smartphone.

Convenience aside, account holders also get special discounts, freebies, and other perks when they pay via PayMaya QR, too. For the Labor Day weekend, for example, customers get P50 off their purchases at these establishments when they pay via PayMaya QR from April 27 to May 1. Indeed, more value for money comes with using the app.

Soon, more establishments, hotels, surf schools, and even tricycle drivers in La Union will also begin accepting payments via PayMaya QR—making it a full-fledged cashless com-

munity.

“The goal is really to empower both merchants and consumers with digital ways of transacting with each other, because going ‘cashless’ is definitely more convenient, and we are making sure that they get more value out of their transactions whenever they pay with PayMaya as opposed to just paying cash,” added Raymund Villanueva, Consumer Business Head at PayMaya.

PayMaya’s convenience doesn’t end in La Union. Download the app now and you can instantly have a virtual card that allows you to shop online. You can also use the physical PayMaya card in all establishments that accept VISA and MasterCard payments here and abroad. And PayMaya QR’s growing list of merchant partners will make it easier for you to shop or dine even if you don’t have cash on hand.

Loading your PayMaya account is easy and convenient through its more than 15,000 add money touch points, including partners and on-ground booths in La Union, 7-Eleven branches, SM Business Centers, Robinsons Business Centers inside Department Stores, Touchpay Kiosks, UnionBank ATMs, Shopwise, Wellcome, 2Go, ExpressPay, Cebuana Lhuillier, Palawan Pawnshop branches, Smart Padala centers, BDO, UnionBank Online, and RCBC Online Banking, among many others.

Aside from these channels, depositors of Asia United Bank, BDO, China Bank, Chinabank Savings, Equicom Savings Bank, Security Bank, and UnionBank are also able to instantly add money to their PayMaya accounts through InstaPay.

To find out more about PayMaya, log on to: www.paymaya.com or follow @PayMayaOfficial on Facebook, Twitter, and Instagram.