



Press Release

Sands Resorts Macao to Partner with MACAU Pass to Upgrade Smart Tourism Experience

The innovative service gives Alipay users seamless access to Sands Lifestyle membership and exclusive offers

(Macao, Oct. 27, 2025) – Sands® Resorts Macao, in partnership with MACAU Pass, have announced a consumer service experience upgrade with the introduction of the “Pay-to-Join Membership” that leverages the Alipay Tap! technology. The announcement was made recently at an innovation showcase held at Shoppes at Londoner.

The enhanced service enables Alipay users to become Sands Lifestyle members within seconds of payment, unlocking immediate access to a wide array of exclusive benefits, such as dining, hotel and shopping discounts — turning “Pay to Join, Enjoy Membership Benefits Instantly” into reality. For merchants, the service integrates payments, membership management, and operational tools into a single digital platform, designed to elevate the customer experience and improve business efficiency.

The upgraded Alipay Tap! service not only streamlines payment and membership enrollment for consumers, but also significantly enhances merchant efficiency by integrating what were traditionally three separate functions — checkout, membership registration, and customer engagement — into a single digital platform. With the upgrade, cashiers no longer need to scan payment codes manually; new members can enroll instantly with a single tap during payment, while existing members are automatically recognised, enjoying exclusive prices and earning loyalty points. By leveraging digital tools, merchants can gain deeper insights into customer preferences, deliver timely and personalised offers, and drive in-store traffic and repeat purchases. With these enhanced marketing capabilities, the service empowers merchants to build lasting customer loyalty and sustain business growth.

The event also showcased the innovative “Alipay Tap! handheld checkout” service. It’s designed for high-end retail, dining, and personalised service scenarios, allowing staff to process tap-and-pay or QR code payments anywhere in-store for a more flexible and seamless customer experience. The upgraded Alipay Tap! digital solutions for merchants is expected to launch soon.



Photo caption: President and Chief Operating Officer of Las Vegas Sands Corp. Patrick Dumont, Chief Executive Officer and Executive Director of Sands China Ltd. Grant Chum, together with MACAU Pass Chairman and CEO Sun Hao, visited merchants to personally experience the innovative digital service.

“We are excited to deepen our collaboration with Alipay and MACAU Pass, integrating Alipay Tap! technology across the diverse business portfolio at Sands Resorts Macao,” said Dr. DeVonne Iao, Senior Vice President & Chief Marketing Officer of Sands China Ltd. “From simplifying payments and membership registration to enabling mobile checkout for high-end retail and dining, these innovations will not only elevate the customer experience and boost merchant efficiency, but also inspire new possibilities in the digital transformation of local businesses.”



Photo caption: Handheld Alipay Tap! checkout demonstration.

Gavin Zhao, Chief Product and Technology Officer at MACAU Pass added, “As a leader in local digital solutions, we remain committed to enhancing the visitor experience in Macao through ongoing innovation in technology and services. Looking ahead, MACAU Pass will deepen ecosystem partnerships and broaden the reach of Alipay Tap! across more commercial settings to help local merchants accelerate digital transformation, while also energising the local economy and supporting Macao’s development as a smart tourism city.”

Sands Resorts Macao was the first in the city to introduce the Alipay Tap! service earlier this year. Since then, the service has expanded to nearly 10,000 merchants across Macao and received enthusiastic market response. The latest upgrade further extends its application across diverse business scenarios, addressing the growing demand for digitalised operations among merchants.