



China's Tuniu Corp online leisure travel company and DFS Group announced yesterday that both companies will cooperate to promote travel and shopping.

For its part, Tuniu is a leading online leisure travel company in China offering packaged tours, including both group organized and self-guided tours, plus other travel-related services for leisure travellers through its website tuniu.com and mobile platform.

Under this new agreement, consumers purchasing self-guided tour, selected organized-tour and certain other travel-related products from Tuniu will receive coupons after shopping at DFS stores at 10 popular destinations in seven countries, including the United States, Japan, Australia and Hong Kong. These will be redeemable for future purchases of travel products on Tuniu.com.

We're pleased to partner with DFS to enhance the global shopping experience for Chinese leisure travellers, said Donald Yu, CEO of Tuniu. There is a clear growth trend in the rate of Chinese consumer spending during overseas travel and we have no doubt that many of our customers will enjoy the benefits of this initiative.

"We are also confident that it will lead to greater user retention on our platform. As we expand our portfolio of travel products, we will continue to look for innovative ways to improve the travel experience for Tuniu customers.

In total, Tuniu has more than 450,000 stock keeping units (SKUs) of packaged tours, covering over 120 countries worldwide, plus literally all of the popular tourist attractions in China.