

TAGTHAi Joins Forces with KBank, Siam Piwat, The Mall Group, and MBK to Boost Foreign Tourist Spending Through Easy Pay

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/EINPresswire.com/ -- Thai Digital Platform Social Enterprise Co., Ltd. (TAGTHAi), in collaboration with Kasikornbank (KBank), Siam Piwat Group, The Mall Group, and MBK Public Company Limited, is joining forces to further strengthen Thailand's tourism ecosystem while encouraging greater spending among international tourists. The collaboration provides exclusive benefits from leading shopping mall partners when tourists make payments through [TAGTHAi Easy Pay](#), a Tourist E-Wallet service. The initiative aims to create a more convenient and secure travel experience while driving Thailand's economy forward.

Mrs. Kanokwan Boonchai, Chief Executive Officer of TAGTHAi, said as the developer of Thailand's national tourism platform, promoting modern tourism requires keeping pace with technology and building an ecosystem that enables tourists to plan their trips and make payments safely. TAGTHAi has therefore launched TAGTHAi Easy Pay, an e-Wallet service for international tourists that allows them to exchange money into Thai baht, top up their e-wallet, and pay by scanning Thai QR Payment codes nationwide. Most recently, TAGTHAi has partnered with KASIKORNBANK, Siam Piwat Group, The Mall Group, and MBK Public Company Limited to offer exclusive benefits to international tourists when they spend through TAGTHAi Easy Pay. These benefits include accumulating spending within the same day at participating



shops within the shopping malls to receive rewards based on spending levels, such as a THB 300 discount when purchasing TAGTHAi Bangkok Pass or receiving a BTS One-Day Pass valued at THB 150 free. This initiative allows every baht spent by foreign tourists to flow further into Thai shops, merchants, and businesses.

Mrs. Waraporn Wiriyaichai, Senior Vice President, Payment and Foreign Exchange Products Management Department, Kasikornbank, said that KBank, as a digital payment partner, has developed secure and reliable payment infrastructure to facilitate foreign tourists. The bank also aims to support the growth of the cashless payment ecosystem in line with the spending behavior of tourists around the world. So, this collaboration is expected to support the circulation of income from the tourism sector and strengthen the overall of Thai economy.

Mrs. Tanavan Arkaleephan, Assistant Managing Director, Tourism Marketing Department, Siam Piwat Co., Ltd., said that the competition in the global tourism market today is not only about the number of tourists, but also about the ability to create meaningful experiences that make tourists want to return to Thailand. Through this collaboration, Siam Piwat brings its strength as a leader in Global Experiential Destinations to give foreign tourists easier access to shopping and exclusive benefits, creating value that supports Thailand's tourism and business sectors.



Mrs. Jeerika Downing, General Manager, International Marketing Department, The Mall Group, said that shopping malls today play a role beyond being retail spaces. They serve as economic attractions that connect the economy, tourism, culture, and lifestyle together. Working with TAGTHAi is another way to create a positive impression and encourage tourists to visit and use the services. It also gives businesses within shopping malls more opportunities to reach international tourists and support Thailand's tourism economy.

Ms. Saranya Charoensiri, Senior Vice President, Marketing Department, MBK Public Company Limited, said that MBK Center is one of Thailand's must-visit tourist destinations, known for a character found nowhere else, including more than 1,000 Thai SME shops and cultural dances such as Khon performance and Muay Thai. These features have made MBK Center a favorite landmark among global travelers, and it was recently ranked fifth among Bangkok's Top Attractions for 2026 by TripAdvisor. "MBK Center continues to develop services and benefits to meet the needs of modern tourists. The center also aims to connect international tourists with shops, restaurants, and businesses within MBK Center, helping generate income for small businesses and supporting the economy." Ms. Saranya said.

This collaboration among the five partners not only makes spending more convenient and secure for foreign tourists but also links special privileges from Thailand's leading shopping malls, reinforcing international service standards and delivering a great experience for tourists while elevating Thailand's tourism ecosystem. Interested tourists can [download TAGTHAi application](#) today from the App Store or Google Play to receive benefits via TAGTHAi Easy Pay. For more details, visit www.tagthai.com.

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