

昆明·南亚东南亚入境消费第一城

春城消费指南

(精华版)

Kunming · The Top Gateway City for Inbound Consumption for South
and Southeast Asia. Spring City Consumption Guide
(Essence Edition)



主办方：昆明市商务局 南亚东南亚跨境消费联盟

Organizers: Kunming municipal Bureau of Commerce
Cross-Border Consumption Alliance of South and Southeast Asia

2025年

“昆明·南亚东南亚入境消费第一城”打造体系

“Kunming · The Top Gateway City for Inbound Consumption for South and Southeast Asia ” structure



春城礼遇卡 kunming pass便利支付一卡通

Spring City Courtesy Card
Kunming Pass Convenient Payment
All-in-One Card

Kunming Pass 一卡通覆盖交通、景区、商圈的多维消费场景，支持外卡充值、扫码支付及离境退税等多项不同的业务。

Kunming Pass supports multi-dimensional consumption scenarios including transportation, scenic spots, and commercial districts, featuring services such as international card top-up, QR code payments, and tax refund.



市场主体合辑 南亚东南亚跨境消费联盟

Business Entities · Cross-Border
Consumption Alliance of South and
Southeast Asia

昆明最大的品牌联盟，给你最地道的入境消费攻略；

Kunming's #1 Brand Alliance delivers the ultimate insider's shopping playbook. Welcome!



购物优惠 专项消费券

Shopping Discounts · Special
Consumption Vouchers

昆明市商务局后期预计针对入境客群分批发放总额不低于500万的专项消费券，全面涵盖入境吃、住、游、购、娱多维消费

Kunming municipal Bureau of Commerce plans to issue special consumption vouchers worth no less than Five million yuan for inbound tourists, comprehensively covering multi-dimensional spending in dining, accommodation, tourism, shopping, and entertainment.



消费引导 春城入境 消费指南

Consumption Guidance · SpringCity Inbound
Consumption Guide

官方发布，为入境游客提供一站式吃、住、游、购、娱指引与大礼包

OFFICIALLY RELEASED: One-Stop Guide & Welcome Package for Inbound Tourists Covering Dining, Accommodation, Tourism, Shopping & Entertainment



服务优化 昆明离境退税、即买即退试点

Service Enhancement · Instant
Tax Refund

昆明离境退税品牌清单现有80+，同比增加500+%，为入境游客提供触手可及的便利购物

Kunming's Tax Refund Brand List Now Exceeds 80 Stores, Marking a yearly Increase of Over 500%, Delivering Unmatched Convenience for Inbound consumers.



一站式旅游基础信息

One-Stop Travel Essentials



机场交通 Airport services

机场大巴: 长水机场→市区7条线路24h运行, 微信/支付宝搜“昆明乘车码”扫码25元直达。

Airport Shuttle Bus: 7 Direct Routes from Changshui International Airport to Downtown, Operating 24/7. Search "Kunming Ride Code" on WeChat/Alipay for ¥25.

地铁6号线: 机场中心站⇌塘子巷站30min, 首末班06:20-22:20, 可站内换乘1-5号线。

Metro Line 6: KUNMING Airport Station ⇌ TANGZIXIANG Station (30-minute ride). Operating hours: 06:20-22:20. Convenient transfers available to Lines 1-5 at transfer stations along the line.

夜间兜底: 23:00以后到港, 凭登机牌免费领“机场夜班巴士券”至市中心。

Nighttime Guarantee: Free Airport Night Bus Voucher for Arrivals After 23:00 (Present Boarding Pass). Direct ride to Downtown.



银行卡服务 Banking services

Kunming Pass 实体卡: 机场到达区24h柜台立等可取, 可充值人民币、绑定Visa/Master外币直充, 公交、地铁、景区、7-11全场景闪付。(推动落地中)

Kunming Pass Physical Card: Available for Immediate Pickup 24/7 at Airport Arrival Hall, Supports Direct Top-Up with Visa/Mastercard. Accepted at Buses, Metro, Scenic Spots & 7-11 Stores via Contactless Payment. (Currently Being Rolled Out)

三大移动支付: 微信/支付宝/银联云闪付均支持护照实名认证; 机场柜台3min教到会

Top 3 Mobile Payments: WeChat Pay, Alipay & UnionPay QuickPass all support passport-based real-name authentication. Get hands-on guidance at airport counters in just 3 minutes.

小额外币兑换: 到达厅中国银行ATM可直接取人民币, 单笔免手续费

Foreign Currency Exchange: Withdraw RMB directly from Bank of China ATMs in the Arrival Hall with NO transaction fees per withdrawal.



通信服务 Communication services

外籍畅游短期卡 Short-term Tourist Card

畅游套餐详情 Communication Unlimited Package

套餐类型 Package Type	价格 Price	包含内容 Included Contents	开户活动 Account Opening Activity
7天卡(45元) 7-day Card (45Yuan)	45元 45Yuan	20GB国内流量、100分钟国内主叫通话、50条短信 20GB domestic data, 100 minutes of domestic outgoing calls, 50 text messages	预存45元话费一次性到账并扣费, 开户后赠送1元话费 Pre - deposit 45 Yuan of call credit, which will be credited and deducted at one time, 1 Yuan of call credit will be given after account opening.
7天卡(70元) 7-day Card (70Yuan)	70元 70Yuan	30GB国内流量、200分钟国内主叫通话、50条短信 30GB domestic data, 200 minutes of domestic outgoing calls, 50 text messages	预存70元话费一次性到账并扣费, 开户后赠送1元话费 Pre - deposit 70 Yuan of call credit, which will be credited and deducted at one time, 1 Yuan of call credit will be given after account opening.
15天卡(100元) 15-day Card (100Yuan)	100元 100Yuan	50GB国内流量、200分钟国内主叫通话、50条短信 50GB domestic data, 200 minutes of domestic outgoing calls, 50 text messages	预存100元话费一次性到账并扣费, 开户后赠送1元话费 Pre - deposit 100 Yuan of call credit, which will be credited and deducted at one time, 1 Yuan of call credit will be given after account opening.
30天卡(170元) 30-day Card (170Yuan)	170元 170Yuan	80GB国内流量、300分钟国内主叫通话、50条短信 80GB domestic data, 300 minutes of domestic outgoing calls, 50 text messages	预存170元话费一次性到账并扣费, 开户后赠送1元话费 Pre - deposit 170 Yuan of call credit, which will be credited and deducted at one time, 1 Yuan of call credit will be given after account opening.



扫码了解详情
Scan the QR code
for details

注: 国内流量不含港澳台; 资费有效期为对应自然天, 到期后自动销户, 号码回收, 赠送的1元话费及客户剩余话费如未使用则同步清零。
Note: Domestic data does not include Hong Kong, Macao and Taiwan regions. The validity period of the tariff is the corresponding natural day, and the number will be automatically canceled and recycled after expiration. The 1 yuan of phone credit given as a gift and any remaining phone credit of the customer that are not used will be cleared simultaneously.



旅行社 Tour services

景区通票: 机场“旅行产品柜台”可打包石林+西山+滇池游船+云南映象演出, 比官网便宜15%。

Kunming Spots Pass: Bundle Stone Forest + Western Hills + Dianchi Lake Cruise + "Dynamic Yunnan" Show at the Airport's Travel Products Counter - saving up to 15%.

一日游小组: 英文/泰语导游随团, 8人内小巴, 当日往返。

Group Day Tours: English/Thai-Speaking Guides, 8-Person Minivan, Round-Trip on the Same Day



- 地点: 南亚东南亚入境消费第一城国际游客综合服务体验中心 (长水机场国际游客通道口, 1号门处)
- Location: Kunming - The Top Gateway City for Inbound Consumption for South and Southeast Asia Global Travelers' Integrated Service Experience Center.



初期展示时间: 2025年8月13日-8月27日
Initial display period: August 13 - August 27, 2025



重磅购物权益包代表

Representative of Shopping Benefits Package

商圈类代表 representative of business districts



恒隆权益包

Spring City 66 Benefits Package



消费满**3,000元赠200元**通用代金券（零售/美妆/餐饮可用）（限量发放，赠完即止）
Spend 3,000 yuan or more and get a 200-yuan universal voucher (valid for retail, cosmetics, and catering). (Limited quantity, while supplies last.)

场内任意消费并成功积分赠4小时免费当日停车优惠。
Any on-site consumption with successful points accumulation entitles you to 4 hours of free parking on the same day.



顺城权益包

Shuncheng Benefits Package



领取规则 Who can claim?

到店凭非中国大陆护照即享：

Present a non-Mainland China passport for exclusive in-store benefit

赠送内容 What are the benefits?

顺城精选品牌**100元**现金券：（可离境退税品牌专享）

100RMB Cash Voucher for Select Shuncheng Brands (Exclusive for Tax-Refund Eligible Stores)

中国特色饮品一杯兑换券：

Free Chinese Specialty Drink Voucher

领取限制 Claim limits

每本护照可享受领取一次，有效期为领取之日起3天有效。

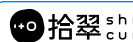
One voucher per passport (valid for 3 days from the date of collection).

特色品牌代表 representative of characteristic brands



拾翠权益包

Shuncheng Benefits Package



斑锡龙/问象/吾木工坊/净无尘垢/云庐/沐心手造/茶叶进化论，享**8.8折**优惠

Banxi Long, Wenxiang, Wumu Workshop, Jingwuchenggou, Yunlu, Muxin Handmade, and Tea Evolution are offering a 12% discount.

老字号代表 representative of time-honored brands



冠生园权益包

Guangshengyuan Benefits Package



外国游客凭护照入境章截到店消费，可享**8.8折**优惠

Guangshengyuan Benefits Package: Foreign tourists with passport entry stamps can enjoy a **12%** discount on in-store purchases.

Representative of Cross-Border Consumption Alliance Brand Portfolio (South & Southeast Asia)

Representative of Cross-Border Consumption Alliance Brand Portfolio (South & Southeast Asia)





离境退税 Departure Tax Refund

适用条件 Eligibility Criteria

适用对象: 在中国境内连续停留不超过183天的境外旅客（含港澳台同胞），持有效护照或通行证。
Applicants: Overseas visitors (incl. Hong Kong, Macao & Taiwan compatriots) staying in China ≤183 consecutive days with valid passport/travel permit.

购物要求: 在指定退税店单日消费满200元（含）以上，所购退税物品由本人随身或托运出境。
Purchase Requirements: Single-day spending at designated tax - refund stores ≥200 RMB. Tax - refundable goods must be carried or checked out by the visitor.

退税流程 Tax Refund Process

步骤1: 购物开单

境外旅客在指定退税店购物，向商家出示护照/通行证原件，索要增值税普通发票，填写《境外旅客离境退税申请单》。
Step 1: Purchase Goods. The inbound tourist shops at a designated store, shows original passport/travel permit, gets a VAT ordinary invoice and fills out the Departure Tax Refund Application Form.

步骤2: 海关核验

地点：昆明长水国际机场T1航站楼国际出发厅海关离境退税核验窗口。离境前至少预留3小时办理手续，携带未拆封商品、护照/通行证、退税申请单及购物发票原件，海关核对后盖章。
Step 2: Customs Verification. Location: Customs Tax Refund Verification Counter in the International Departure Hall of Terminal 1, Kunming Changshui International Airport. Arrive at least 3 hours before departure with unopened items, passport/travel permit, application form and invoice. Customs will verify and stamp the form.

步骤3: 代理机构退税

境外旅客凭本人有效身份证件、海关核验盖章的退税申请单、销售发票向退税代理机构申请增值税退税。退税币种为人民币，有现金和银行转账两种方式。退税额≤20000元可任选，>20000元则银行转账。
Step 3: Refunding by Agencies. The overseas visitor applies for a VAT refund with valid ID, the customs - stamped application form and sales invoices. Refund currency: RMB. Two methods: cash and bank transfer. ≤20,000 RMB: either method; >20,000 RMB: bank transfer.

步骤4: 完成退税

核对退税金额及信息无误后签字确认，保留单据备查。
Step 4: Completion. Verify and sign for the refund, keep documents for reference.

重要提示 Key Notes

退税申请单需在购物后90日内办理，逾期无效。离境退税点营业时间09:00 - 18:00（周末节假日不营业），非营业时间可致电18206885569、13668769604咨询。
The refund application must be submitted within 90 days of purchase. Tax refund counter hours: 09:00 - 18:00 (Closed on weekends & holidays). Call 18206885569 or 13668769604 during non - business hours.

昆明市税务局咨询电话：+86 - 871 - 12366；昆明长水机场海关服务热线：+86 - 871 - 67093716

Kunming Tax Service Hotline: +86 - 871 - 12366; Kunming Changshui Airport Customs Service Hotline: +86 - 871 - 67093716

即买即退 Instant Purchase, Instant Refund

退税对象 Tax Refund Targets

在中国境内连续停留不超过183天的境外旅客（含港澳台同胞），须持有有效护照或通行证
Overseas travelers including Hong Kong, Macao, and Taiwan compatriots who reside in China for no more than 183 consecutive days and hold valid passports or travel permits

退税条件 Tax Refund Process

- 同一境外旅客同一日在同一退税商店购买的退税商品金额大于等于200元人民币
1.The total amount of the same overseas traveler in the purchased by the same overseas traveler on the same day in the same tax - refundable shop must be greater than or equal to 200 RMB.
- 购买日距离境外旅客最后离境日不超过90天
2.The purchase date must not be more than 90 days before the traveler's final departure date.
- 退税商品的销售发票开具日期晚于境外旅客的最后入境日
3.The invoice for the tax - refundable goods must be issued after the traveler's most recent entry date.
- 退税商品属于退税物品范畴，且未启用或消费，由境外旅客本人携带或托运出境
4.The tax - refundable items must be within the scope of tax - refund goods, and they must not have been used or consumed. They must be carried or shipped out of the country by the overseas traveler themselves.

退税流程 Tax Refund Process

- 顺城购物中心退税商店购物后，到K馆1楼顾客服务台出示护照，工作人员开具增值税普通发票和《离境退税申请表》
1. After shopping at ShunCheng Shopping Mall's tax refund store, go to the customer service center on the 1st floor of Block K to show your passport. The staff will issue a VAT (Value - Added Tax) general invoice and a Tax Refund Application Form for Departure.
- 离境时至少提前3小时，携带未拆封商品、身份证件、退税申请表及发票到相关窗口，海关核对无误后，在退税单上盖章
2. Arrive at least 3 hours before departure. Bring unopened items, original passport/travel permit, completed refund application form, and purchase invoice. Customs will verify and a customs verification stamp on the application form.



KUNMING



公众号
SA-SEA消费首播站
The First broadcast
station for SA-SEA
consumption



小红书
南亚东南亚跨境消费联盟
Alliance of SA-SEA
Cross-border
Consumption



抖音
南亚东南亚跨境消费联盟
Alliance of SA-SEA
Cross-border
Consumption



Tik Tok
sa_sea_cc_alliance



微信
南亚东南亚跨境消费联盟
Alliance of SA-SEA
Cross-border
Consumption