

# Ever Rich Duty Free works to stay ahead of the competition with new store openings



The new Ever Rich liquor store at Taoyuan Airport includes a whisky tasting destination

Since Ever Rich Duty Free fully reopened in early 2023, the Taiwanese travel retailer has been actively investing in new store openings, not only across gifting and souvenir categories such as Hello Kitty, Lego, and the Tayoli bookshop, but also fashion boutiques, tobacco and liquor shops, as well as enhancing its F&B offerings with a focus on authentic local Taiwanese cuisine. A spokesperson for the retailer says these milestones signify a commitment to growth and innovation within the retail sector.

These new shop openings indicate that Ever Rich Duty Free is dedicated to staying competitive in the market by diversifying the offerings and enhancing the overall customer experience. By introducing popular brands across all different categories, Ever Rich is aiming to attract a broader range of customers and capitalize on existing brand loyalty. It also says its F&B offerings will focus more on providing quality dining experiences.

In December 2023, Moët Hennessy Travel Retail partnered with Ever Rich Duty Free to open the first Les Caves de Champagne airport concept.

The store was designed for travelers to discover, interact with, and gain a deeper understanding of the unique Champagne terroir. Visitors can enjoy tasting sessions across the group's finest champagne offerings within a single, multi-brand luxury space. The inaugural Les Caves de Champagne store showcases a selection of Moët Hennessy Travel Retail's renowned champagne brands, including Armand de Brignac, Dom Pérignon, Veuve Clicquot and Moët & Chandon.

Ever Rich says its latest investments in retail expansion are expected to increase foot traffic. With all its promotions, the retailer says it wants to make a lasting impression on travelers at Taoyuan Airport and also to create wonderful memories of Taiwan, solidifying Ever Rich's position as a leading travel retailer in the Asia Pacific region.

In February 2024, Ever Rich launched its Ascending Dragon Lunar New Year promotion. The 7-meter high dragon structure took center stage at Taoyuan International Airport Terminal 2 to help the travel retailer re-engage with travelers and to celebrate Lunar New Year. Alongside the holiday promotion, Ever Rich also reinstated its popular Chinese calligraphy event. The retailer invited Master Calligrapher Zhu Zhen-nan to write auspicious phrases such as 'Dragon Year brings great fortune' for passers-by to mark the Year of the Dragon.



Ever Rich partnered with Kinmen Kaoliang Liquor to launch the Time Collection for Chinese New Year

Also marking the Lunar New Year holiday, Ever Rich partnered with Kinmen Kaoliang Liquor to launch the Time Collection, which featured two limited editions of the popular Taiwanese liquor. The promotion was also timed to coincide with the newly expanded wine and spirits category store at Taoyuan International Airport Terminal 2.

In 2023, the Taiwan Taoyuan International Airport passenger volume reached 35.35 million, restoring to 73% of pre-pandemic levels. Optimistically, Ever Rich is eyeing the airport's passenger numbers, set to exceed 40 million in 2024. Transit passengers have shown particularly strong growth, says the Ever Rich spokesperson, with a 17.5% increase compared to pre-pandemic levels,

highlighting Taoyuan Airport's position as a key aviation hub in the region.

Ever Rich is watching how the trend of retaliatory outbound travel among Taiwanese continues to increase, with continued growth for visitors from Japan, South Korea, and Southeast Asia.



miu miu is new to Taiwan Taoyuan Airport T2

Fashion boutiques, Bottega Veneta, Emporio Armani and other brands will be refurbished this year, and the second Miu Miu duty free store in Asia is set to open soon in the Taoyuan International Airport Terminal 2, featuring the luxury brand's full range of products.

For the fragrances category Ever Rich is proud to reveal popular fragrance brands, Diptyque, Le Labo, Byredo, *Penhaligon's* are all newly introduced to the Taiwan duty free market.

Beauty is the top-selling category for travelers in Taiwan, closely followed by tobacco & liquor, and fashion products. Other unique offerings include Taiwanese cultural and souvenir products.

Ever Rich likes to engage with consumers through diverse marketing channels, including tailored marketing and social media engagement; the retailer's aim is to keep enhancing the customer experience via airport activations.

In 2024, the spokesperson says Ever Rich will continue collaborating with brands. For example, this year will see a new dual category (fashion & F&B) collaboration with Coach for a coffee truck and local cuisine marketing campaign. Additionally, it will launch a series of Bee Garden exhibitions, consumer activities and member exclusive VIP experiences with LVMH-owned beauty brand, Guerlain, and its famous ESG initiative, Bee School.



Taoli bookstore, Taoyuan Airport T2