

# Ever Rich Duty Free Shop celebrates new Songshan Airport pre-order counter with promotional campaign



Ever Rich Duty Free Shop has added a new pick-up counter at Songshan Airport for its pre-order website

Ever Rich Duty Free Shop has launched its new Songshan Airport pre-order website pick-up counter, this month. In celebration of the launch, the Taiwanese duty-free retailer has introduced its anniversary sales promotional campaign.

When Ever Rich launched its pre-order website in 2016, only passengers who travelled from Taoyuan International Airport could pick-up their pre-ordered items at the airport. Now, travelers can order their goods seven days before departure and collect them at either Taoyuan or Songshan Airports.

In a press release, Ever Rich said: “Ever Rich Duty Free Shop is a part of Taiwan's tourism industry and has always placed passengers first. Therefore, the primary mission of Ever Rich is to surpass passengers' expectations and provide services that are in line with international standards.”

Kevin Chiang, the president of Ever Rich, said that Ever Rich should provide more convenient and thoughtful services to enhance the competitive advantage of Taiwan travel retail operators and strengthen the Taiwan's tourism industry.

Ever Rich also revealed that its Ever Rich Duty Free Online website is also showing sustainable growth. The retailer aims to reach 1 million members by the end of this year. Beyond that, Ever Rich shared that its sales performance is 45% higher in the first half of this year. Ever Rich expects its sales to double throughout this year.



Ever Rich Duty Free Shop's President Kevin Chiang (left) and a Taiwanese actor promoting the pre-order website

Anniversary promotional sales campaign

From August 26 to November 14 2019, customers who spend NT\$7500 (US\$250) will receive a cashback of NT\$400 (US\$13). The promotional campaign also has exclusive online discounts and exclusive gifts such as a 2020 calendar diary and a mini travel bag.

Ever Rich said that more than 80 brands are offering discounts on special sets and items. During the campaign period, there will also be special discount items on the 7<sup>th</sup>, 17<sup>th</sup> and 27<sup>th</sup> monthly.