

# Ever Rich Kinmen a model for island tourism development

By **Claire Malcolm** on September, 2 2014 | Retailers



Asia's largest duty free store, the Ever Rich Kinmen Golden Lake Plaza on Greater Kinmen Island is moving into the next phase of its development program, with the 2015 opening of a 281-room, five-star hotel featuring extensive banqueting and business facilities as well as a spa, pool and gym.

According to a company spokesperson, since its May 2014 launch, the six-storey retail destination has already positioned itself as a must-visit location. "It is popular with both locals and foreign tourists due to the wide variety of products on offer, the duty free prices and selection of items," the company said.

Ever Rich Duty Free Shops reports that specialty Taiwanese goods lead category followed by cosmetics and luxury watches. Household electronic products are also performing well with the Chinese for whom the giant department store features three floors dedicated to must-have luxury

brands including Gucci, Burberry, Rolex, Ferragamo, Tod's, and Bulgari.

"We have also found that visiting Chinese are also becoming more interested in buying medium-priced brands such as Michael Kors and Tory Burch; as well as being fond of Taiwanese local brands like A-So and cultural creative products," said Ever Rich.

The Golden Lake Plaza also has its own jewelry boutique with proprietary designs in jade, coral, and other precious stones, and a tobacco and liquor selection that includes a number of duty free exclusive brands such as the Explorers Club Scotch whiskeys from Johnny Walker. The entire fifth floor showcases goods from around the country such as teas, snacks, and souvenirs, along with Kinmen's first supermarket stocked with imported goods.

Ever Rich is also relying on Kinmen's annual cultural festival calendar and government-organized events to support the plaza's leisure and entertainment offering and attract an increasing number of visitors. It says: "More than 3,000 Chinese people came cross-strait recently, and with themed promotional events it is not only Chinese tourists who are targeted, but we have also seen a lot of media exposure around China, which is great advertising."



With successful island tourism economies such as Bali and Phuket a benchmark and sector development prompting a surge in tourism to new destinations like China's Hainan Island and Jeju Island in Korea, Ever Rich is anticipating sustained commercial success for Golden Lake Plaza.

"Kinmen is no exception. With a location so near to one of China's great population centers, a unique, natural landscape and traditional culture, along with a great shopping plaza, we believe Kinmen has great potential because it is in an excellent position to develop its tourism industry."