

Ever Rich maintains existing operations amid new launches



At the time of writing, no Ever Rich Duty Free Shop staff had been relieved of their duties due to the pandemic

As Taiwan strives to control the impact of Covid-19, travel retailer Ever Rich Duty Free Shop remains defiant despite a surge in new cases.

At the time of writing (*April 17, 2022*), The Central Epidemic Command Center had recently announced 1,303 new confirmed cases of Covid-19, of which 1,210 were local (*a record high*) and 93 imported.

One thing is certain, Ever Rich Duty Free, which runs stores at several airports across the country including Taoyuan, Songshan, Taichung and Kaohsiung, along with a downtown complex in Neihsu, Taipei, will continue fighting the pandemic and doing everything possible to emerge stronger.

Local tourism boom

Offering a snapshot of the impact of Covid-19 on business, an Ever Rich Duty Free Shop Spokesperson tells *Global Travel Retail Magazine*. "With the nation's borders remaining virtually closed due to Covid-19, more than one million [local] tourists traveled to Penghu, one of Taiwan's offshore islands, [where Ever Rich Duty Free Shop has been present since 2018] in 2020."

Three years ago, Ever Rich soft-opened its resort duty free shopping complex in Penghu, an archipelago of clustered islands located in the Taiwan strait between Taiwan and China. The duty free and travel retail facilities in the Profound Pier 3 Duty Free Complex and Discovery Hotel span around

27,000 sq m and the opening marked the end of a three-year project.

The onset of the pandemic cut visitor numbers to Penghu in the first half of the year, but a period of 'revenge travelling' followed, prompting an influx of local tourists. Penghu Airport, therefore, had to take certain measures to ensure it could operate smoothly amid the anticipated surge in flights.

New measures included the implementation of three security lines for departing traffic and extra check-in counters. Ever Rich Duty Free no doubt had to implement its own new initiatives downtown to accommodate the higher footfall and increased demand across its duty free and travel retail business.

Last year, however, the numbers of visitors to Penghu fell almost by half during the heart of the pandemic to around 618,000 (*Source: Central News Agency - Taiwan*). In May 2021, the number of new local Covid infections for the whole of Taiwan soared to more than 400 a day (*Source: Taiwan News*). This prompted the cancellation of flights to Penghu and banning of mass events to prevent the spread of the virus.