

Everrich opens Penghu's largest duty free shopping mall with over 100 local and international brands

By **Hibah Noor** on February, 27 2018 | Retailers



The Discovery Hotel & Profond Pier 3 Duty Free Complex in the Taiwanese resort of Penghu soft-opened in the middle of February, Everrich has reported.

Described by the Taiwanese duty free operator as “a really exciting project”, the complex is the latest tourism landmark in Penghu.

The complex, which aims to offer a “different and extraordinary” experience, soft-opened on February 14, the day before Chinese New Year's Eve. In addition to a 236-room hotel and the largest shopping mall in Penghu, the project boasts a number of firsts for Penghu and even a first for Taiwan.



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Although Penghu has been hailed as one of the most beautiful bays in the world, the strong northeast occasional monsoons prevailing in winter often deter tourists from traveling to Penghu.

With this in mind, the shops carry different product categories, and the entertainment and leisure facilities have been planned to extend the tourist period and enhance Penghu's tourism development.

Over 100 domestic and international brands

In addition to being the largest shopping mall in Penghu, the Profond Pier 3 Duty Free Complex introduces more than 100 domestic and international brands, spanning fashion, perfumes and cosmetics, tobacco and liquor, accessories, and jewelry.



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The well-appointed Discovery Hotel features popular sports brands Nike, Adidas, Puma, Sony, and GoPro. All major cosmetics and perfume brands are available, as well as sunglasses, accessories. Victoria's Secret is set to open soon.

Prestige and luxury brands now trading include Coach, Tumi, All Saints, Furla, Montblanc, Kate Spade, and Samsonite. Brands coming soon include Polo Ralph Lauren.

Entertainment includes personal karaoke boxes and a lucky bag vending machine.

The hotel and shopping complex is expected to be opened to the public in March. In the future, there will be outdoor music festivals, a sky cinema, a fun fair and many regular events.

The complex also takes into account environmental protection, contribution to the community as well as enhancing tourism development.

"The Discovery Hotel and Profound Pier 3 Duty Free Complex will play an innovative and industry-leading role in upgrading local tourism development and creating a diversified recreational space for every traveler and customer," says Everrich.

Whiskey 101, located on the second floor of the complex, is Taiwan's first and biggest whisky museum, showcasing many types of whisky, from domestic to international, on a large scale.



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The exhibition showcases distillery equipment, as well as allowing visitors to experience the aroma of different casks. Leading Taiwanese brand Kavalan Whisky will launch various experiential activities, and rare whiskies will be displayed.

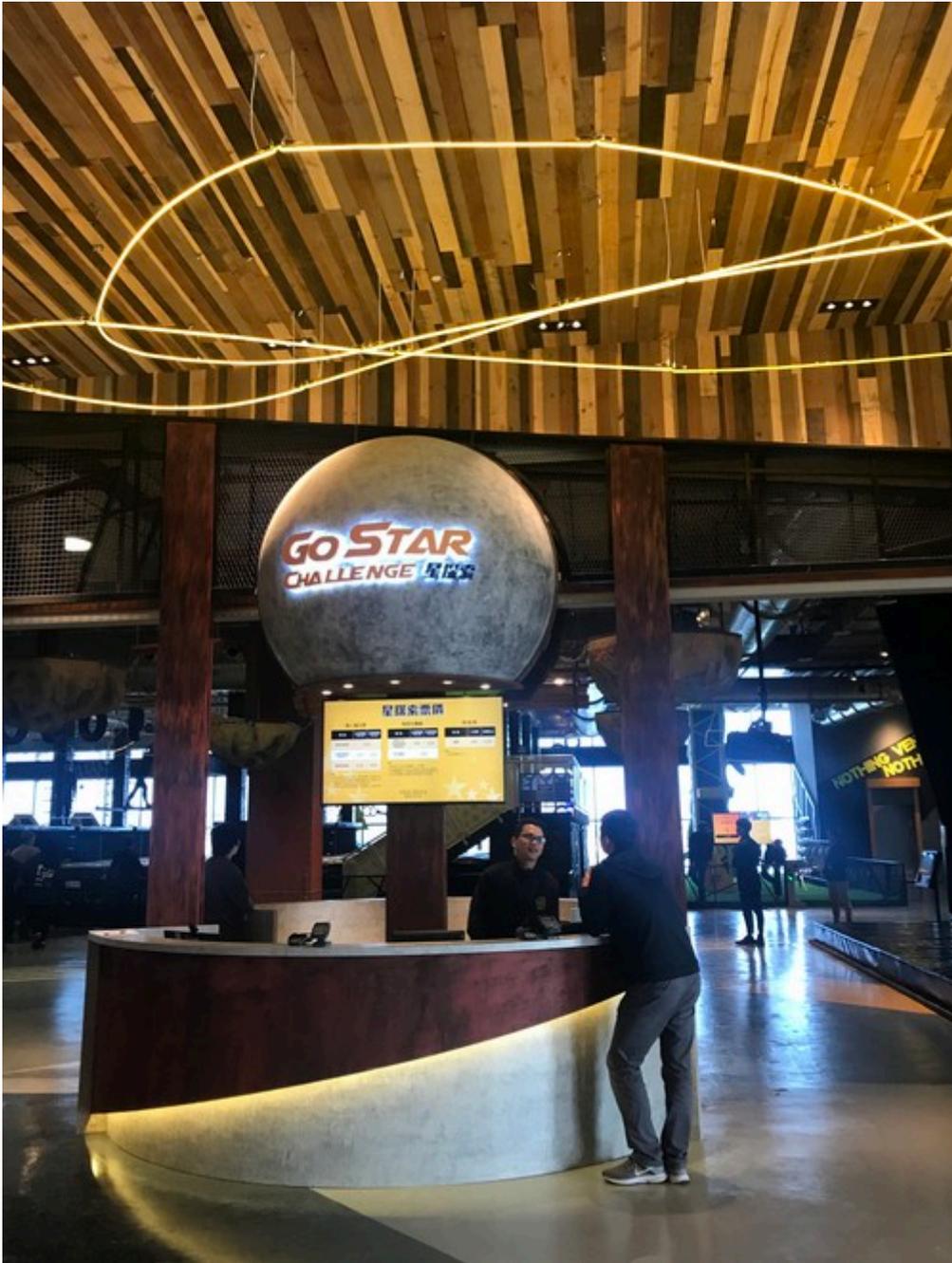
Taiwan's biggest indoor X-Sport space

One of the most exciting facilities in the new complex is expected to be the Go Star Challenge, billed as Taiwan's biggest indoor X-Sport space.

The facility, which covers 1,679 square meters, is the work of the Everrich team alongside the Bulgarian manufacturers.

The challenge has four sections, including augmented reality (AR) climbing. This AR technique is a first for Taiwan. As well as being the biggest indoor X-Sport court in Taiwan, it is also suitable for group competitions and corporate team-building activities.

The complex also introduces the cinema brand "in89 Deluxe Cinema" to Penghu. The well-equipped cinema introduces the first BoomBoom children's rooms, which enable a younger audience to drive a mini sports car to the cinema hall, and throw themselves around the artificial turf to watch the movie.



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