

# YOHO MALL presents innovative events in Yuen Long to attract young families

## 元朗YOHO MALL創意活動吸引年輕家庭顧客

The full opening of YOHO MALL I in late July 2017 has increased the gross floor area of YOHO MALL in Yuen Long to about one million square feet. YOHO MALL is now formed by the retail podiums of Sun Yuen Long Centre, YOHO Midtown and Grand YOHO, all inter-connected by footbridges. This flagship mall in the New Territories north and west is linked to West Rail Yuen Long Station while having a transport interchange at the podium, offering convenient transportation.

YOHO MALL has over 300 stores ranging from trendy fashion and beauty to food and beverage, children's wear, entertainment and lifestyle superstores. There is also a flagship cinema and the first YATA Supermarket in Yuen Long. The mall has achieved high occupancy. Its various innovative promotional campaigns over the past year were popular among customers, in particular young people and families. The events successfully drew large crowds of visitors and generated a substantial amount of sales revenue.

fossils were also on display.

The mall is presenting another white Christmas this year. The over 4,000-square-foot Snow Park continues to be built with real snow and ice. Apart from last year's popular Snow Land and Snowy Slide, there are new play facilities for customers to enjoy different games on the snow. Festive and fantastic White Wonders settings for photo-shots plus game booths are also available inside the mall to spread holiday cheer all around.

### Customer interaction via technology

YOHO MALL stays connected with Generation Z shoppers by making frequent updates about mall news and merchants' privileges on popular social networks such as Facebook, Instagram, Weibo and WeChat pages. Special events will be staged live on social networks, reaching a wider audience on the internet. One of the examples was the Let's YOHO Countdown Party, which was broadcast live on Facebook last year.

To facilitate ticket purchases for mall events, YOHO MALL has offered an online ticketing service for the #DINOLAB Hong Kong Station



In celebration of the full opening of YOHO MALL I last year, YOHO MALL collaborated with popular cartoon characters to bring adorable photo spots to life. 去年慶祝YOHO MALL I全面開業時，商場與人氣卡通人物合作，設置超萌打卡點。

and 2018 Snow Park events. For added convenience, customers can buy tickets for their preferred day and time slots on the event websites and then gain admission to the venue by presenting their e-tickets. In addition, the mall runs both the mYOHO CLUB and VIC CLUB membership programmes in which members can redeem privileges and gifts based on the reward points they have earned from spending.

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### Large themed activities well received

The #DINOLAB Hong Kong Station was introduced this summer in which dinosaurs' birth, evolution and extinction were presented. The event was a mixture of exhibition, interactive experience, games and knowledge acquisition. One of the halls exhibited an over 31-foot long roaring mechanical tyrannosaurus with moving head and tail. Large dinosaur models and



Presenting Snow Park again this Christmas, YOHO MALL provides a snowy Christmas for kids and kidults. 今年聖誕節 YOHO MALL 再度帶來「冰雪世界」，讓大小朋友渡過白色聖誕。



The #DINOLAB Hong Kong Station featured nine dinosaur models including a 5-metre high, full-scale tyrannosaurus model and interactive games this summer  
 今年暑假舉辦的「#DINOLAB恐龍實驗室香港站」展出九個恐龍模型，包括5米高以1:1打造的霸王龍模型，亦有互動遊戲

隨著元朗YOHO MALL I 於2017年7月底全面開業後，YOHO MALL的總樓面面積約達100萬平方呎。整個商場現時由新元朗中心、YOHO Midtown及Grand YOHO的基座商場組成，以行人天橋互相接連。項目可接駁至西鐵元朗站，基座則設有交通總匯，交通網絡完善，成為新界西及新界北旗艦商場。

YOHO MALL的商戶數目超過300間，覆蓋時尚服飾、美容、餐飲、親子、娛樂及生活百貨，另有旗艦影院及元朗首間一田超市；商場錄得高出租率。在過去一年，商場舉辦了多個創意新穎的推廣活動，尤其受年輕一羣及家庭顧客喜愛，為商場吸納大量人流及營業額。

#### 大型主題活動深受歡迎

今年暑假，商場引入「#DINOLAB恐龍實驗室香港站」，將恐龍從誕生、進化以至滅絕作出全面解構，活動集合展覽、互動體驗、遊戲及知識教育於一身。主題館內有逾31尺長的機動暴龍發出逼真的嘶吼及搖頭擺尾，另有多個大型恐龍模型及化石展品。

今年聖誕節，商場再次帶來白色聖誕，繼續以真冰雪打造逾4,000平方呎的「冰雪世界」。除了去年大受歡迎的「冰雪樂園」及「冰雪滑梯」外，今年更增設了多個競技設施，顧客可盡情體驗多重「玩雪」樂趣。商場室內則有多個精心佈置的「雪之森林」夢幻聖誕場景給人拍照，更有遊戲攤位，處處洋溢著歡樂的節日氣氛。

#### 善用科技與顧客互動

YOHO MALL著重與新世代顧客互動，不時在流行社交平台如Facebook、Instagram、微博及微信專頁發放最新活動及商戶優惠等資訊。商場更會將個別活動在社交平台上進行現場直播，與廣大網民互動，如去年的「Let's YOHO除夕音樂夜」就是一例。

為方便顧客預購商場活動門券，YOHO MALL在「#DINOLAB恐龍實驗室香港站」及「冰雪世界2018」舉行期間，提供線上預購門票服務。顧客在活動網站購買活動門券後，即可在選定日期及時段，憑電子門票進場，方便省時。此外，商場設有mYOHO CLUB及VIC CLUB會員計劃，憑消費積分可換取優惠及禮品，為會員帶來更多福利。



YOHO MALL invited hot singers to perform and countdown with customers during last New Year's Eve celebrations

去年除夕，YOHO MALL請來多位人氣歌星獻唱，與顧客倒數迎接新年



Over 50 food and beverage outlets serve different cuisines, as well as highly sought-after eateries

場內食肆逾50間，為區內居民網羅各地名菜及人氣食店



YOHO MALL's outdoor space offers green leisure space and experiential installations in one go

YOHO MALL的戶外空間集綠化休閒空間與多元體驗於一身