



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

元朗YOHO MALL创意活动吸引年轻家庭顾客

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 93,000 square metres (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.

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 9.4-metre (31-foot) long roaring mechanical tyrannosaurus with moving head and tail. Large dinosaur models and fossils were also on display.

The mall is presenting another white Christmas this year. The over 370-square-metre (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 去年庆祝YOHO MALL I全面开业时，商场与人气卡通人物合作，设置超萌打卡点

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.



Presenting Snow Park again this Christmas, YOHO MALL provides a snowy Christmas for kids and kidults 今年圣诞节 YOHO MALL 再度带来“冰雪世界”，让大小朋友渡过白色圣诞



The #DINOLAB Hong Kong Station featured nine dinosaur models including a 5-metre high, full-scale tyrannosaurus model and interactive games this summer
今年暑假举办的“#DINOLAB恐龙实验室香港站”展出九个恐龙模型，包括5米高以1:1打造的霸王龙模型，亦有互动游戏

随着元朗YOHO MALL I 于2017年7月底全面开业后，YOHO MALL的总楼面面积约达93,000平方米（100万平方呎）。整个商场目前由新元朗中心·YOHO Midtown及Grand YOHO的基座商场组成，与行人天桥互相连接。项目可接驳至西铁元朗站，基座则设有交通交汇处，交通网络完善，成为新界西及新界北旗舰商场。

YOHO MALL的商户数目超过300间，覆盖时尚服饰、美容、餐饮、亲子、娱乐及生活百货，另有旗舰影院及元朗首间一田超市；商场获得高出租率。在过去一年，商场举办了多个创意新颖的推广活动，尤其受年轻一群及家庭顾客喜爱，为商场吸纳大量人流及营业额。

大型主题活动深受欢迎

今年暑假，商场引入“#DINOLAB恐龙实验室香港站”，将恐龙从诞生、进化以至灭绝作出全面展示，活动集合展览、互动体验、游戏及知识教育于一身。主题馆内有逾9.4米（31尺）长的机动暴龙发出逼真的嘶吼及摇头摆尾，另有多个大型恐龙模型及化石展品。

今年圣诞节，商场再次带来白色圣诞，继续以真冰雪打造逾370平方米（4,000平方呎）的“冰雪世界”。除了去年大受欢迎的“冰雪乐园”及“冰雪滑梯”外，今年更增设了多个竞技设施，顾客可尽情体验多重“玩雪”乐趣。商场室内则有多个精心布置的“雪之森林”梦幻圣诞场景给人拍照，更有游戏摊位，处处洋溢着欢乐的节日气氛。

善用科技与顾客互动

YOHO MALL着重与新世代顾客互动，不时在流行社交平台如Facebook、Instagram、微博及微信专页发放最新活动及商户优惠等信息。商场更会将个别活动在社交平台上进行现场直播，与广大网民互动，如去年的“Let's YOHO除夕音乐会”。

为方便顾客预购商场活动门票，YOHO MALL在“#DINOLAB恐龙实验室香港站”及“冰雪世界2018”举行期间，提供在线预购门票服务。顾客在活动网站购买活动门票后，即可在选定日期及时段，凭电子门票进场，方便省时。此外，商场设有mYOHO CLUB及VIC CLUB会员计划，凭消费积分可换取优惠及礼品，为会员带来更多福利。



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

去年除夕，YOHO MALL请来多位人气歌星献唱，与顾客倒数迎接新年



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

场内餐饮超50家，为区域内居民网罗各地名菜及人气餐馆



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

YOHO MALL的户外空间集绿化休闲空间与多元体验于一身