

## 全域消費策略成形 串聯旅遊與零售體驗

Whole-Area Consumption Strategy Takes Shape, Lining up Tourism and Retail Experiences

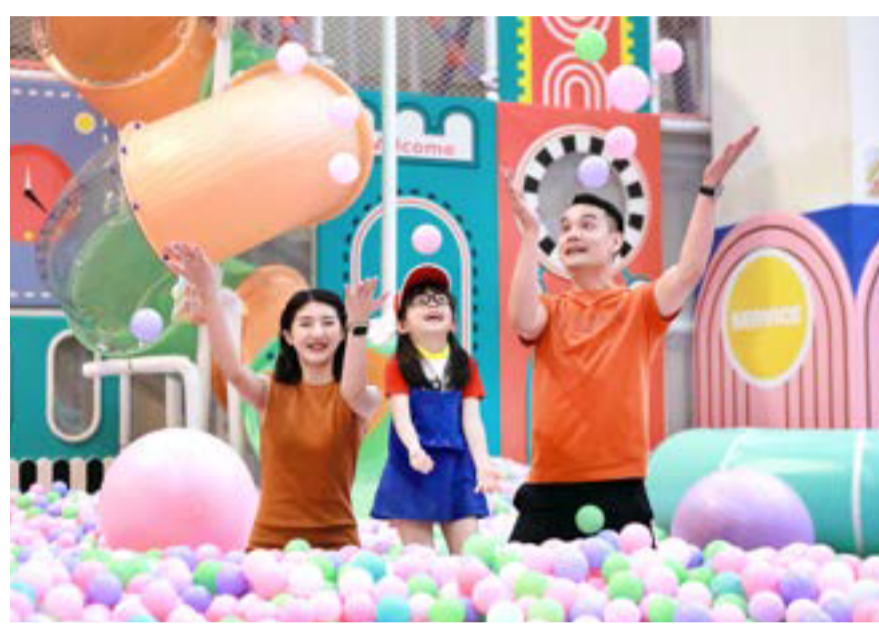


面對南台灣大型商業設施與國際品牌加速布局，義大開發以「島內全域消費生態圈」為核心策略，整合Outlet Mall、樂園與飯店資源，打造跨場域串聯的消費動線，透過從遊憩、購物到住宿的延伸體驗，引導消費跳脫單一場域，轉向多元複合的旅遊型消費模式，進一步拉長停留時間並提升整體消費深度。

In face of the accelerated deployment of large-scale commercial facilities and international brands in southern Taiwan, E-DA Development has consolidated the outlet mall, theme park, and hotel resources to make an interconnected multi-field consumer route based on the core strategy of "Islandwide Whole-Area Consumer Ecosystem." By extending the recreational, shopping, and accommodation experiences, E-DA guides consumers out of the single-area shopping experience and shift towards a diversified and composite tourism-oriented consumption model, further extending their stay and elevating the depth of consumption.

## 清明檔期消費回饋上線 分段機制延續來客表現

Consumer Payback for Tomb Sweeping Day Starts; Multi-stage Mechanism Adopted to Stretch Customers' Spending



義大世界購物廣場清明檔期規劃會員回饋活動，以單筆滿額兌換電子抵用券作為來店誘因，首波聚焦餐飲消費情境；後續延續相同消費門檻，轉為抽獎機制，提供玩具類電子抵用券，搭配分段加碼設計延伸檔期節奏；檔期同步安排親子互動內容，結合館內消費動線，聚焦家庭客層來訪與停留。

E-DA Outlet Mall launched member payback activities during the Tomb Sweeping Day extended weekend, giving out electronic coupons redeemable upon specified spending in each single order as incentives for visiting the Mall. The first stage focused on dining consumption, followed by lucky draw upon the same spending threshold thereafter, giving out electronic coupons for toys and game products. The holiday perks were extended through the design of multi-stage additional offers. Parents-kid interaction events were also planned, plus the specific consumer traffic flow in the Mall during the Tomb Sweeping Day holiday to target family customers, attracting them to visit and stay.

## 春夏上班族需求升溫 服飾優惠檔期登場

Office Workers' Demands for Spring and Summer Items Increase; Apparel Sales Campaign Kicks Off

隨著春夏換季與職場穿搭需求增加，義大Outlet推出服飾優惠檔期，涵蓋上班族所需正裝與日常穿搭選擇，持續強化都會服飾與生活風格商品布局。透過多元品牌優惠組合，滿足不同族群於通勤、職場與日常情境的穿搭需求，以更實惠的價格，找到貼近生活風格的選擇。

As the season of wardrobe change approached and demands for office attire increased, E-DA Outlet rolled out the apparel sales campaign, covering formal dress and daily wear options that office workers need. It represents the Mall's consistent effort on the commodity strategy surrounding the urban clothing and living styles. By offering multi-brand discount packages, different customers' clothing demands for commuting, work, and daily scenarios are fulfilled, so that customers may find options that fit their lifestyles at more affordable prices.

## 新櫃注目登場 NEW OPEN



Café Grazie古拉爵 / A區1F

主打義大利麵、燉飯與披薩等多元料理，結合分享型套餐設計，強化家庭與多人聚餐需求。



想想咖哩 / C區4F

以日式咖哩結合滑嫩歐姆蛋為核心商品，主打溫和順口的風味。



Bebo義式餐廳 / C區3F

義式餐廳以披薩與義大利麵為主軸，提供輕鬆餐點選擇。



PPFM HOMME / B區B1

結合剪裁設計與多材質混搭，提供兼具時尚與實穿的穿搭選擇。

## 新概念亮相 REOPEN

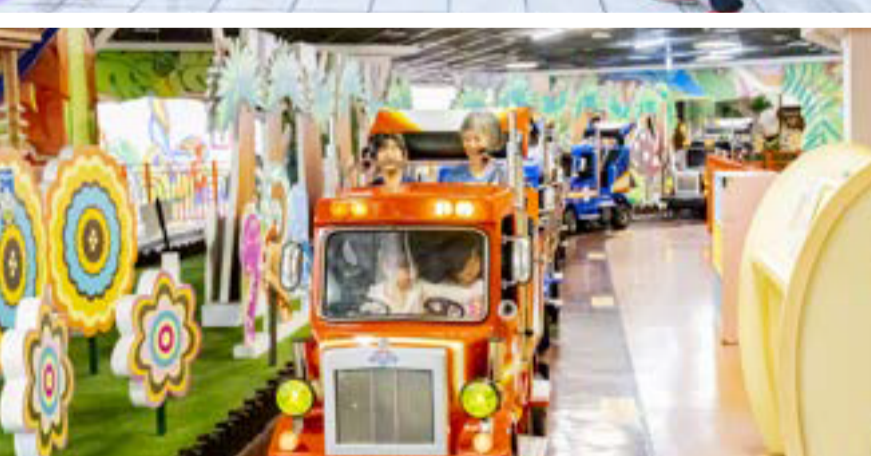
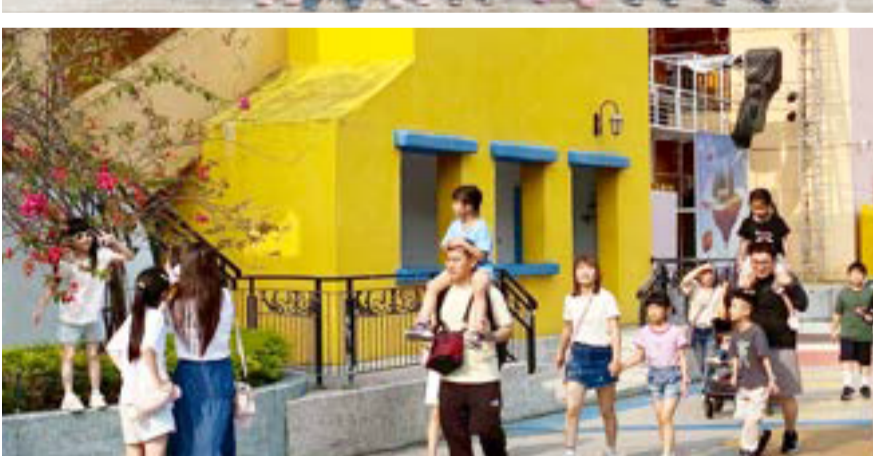


MORLEY / B區B1

來自東京的男裝品牌PPFM HOMME進駐，結合剪裁設計與多材質混搭，展現都會男性個性風格，商品涵蓋正裝與休閒系列，提供兼具時尚與實穿的穿搭選擇，帶動年輕男性客群關注。

## 兒童節主題帶動家庭客群 三代童堂共享歡樂時光

Children's Day Theme Brings in Family Customers, Creating Shared Happy Moments for Grandparents, Parents and Kids



義大遊樂世界兒童節檔期推出「希臘神獸村」主題活動，結合互動體驗與表演內容，提升親子客群來園意願；以「三代童堂1元玩樂園」吸引家庭連假入園，祖孫三代共享互動時光；週末加碼學童500元優惠，降低出遊門檻。活動串聯場景、商品與餐飲，讓遊園體驗更加完整豐富。

E-DA Theme Park unveiled the "Greek Mythical Creature Village" series of activities during the Children's Day, with interactive experiences and performances to enhance family customers' desire to visit the theme park. "Three Generations at \$1 Special Offer" was offered to attract family customers to the Park, allowing grandparents, parents, and kids to share the joyous interaction time. Additionally, \$500 weekend admission for school children was also offered to lower the family outing costs. For this event, scene designs, commodities, and restaurants are connected, so that customers may enjoy more diversified and comprehensive theme park experience.

## 智慧城市議題升溫 城市展會帶動跨域交流需求

Smart City Issues Heating Up, with City Expos Driving Demands for Interdisciplinary Exchange

高雄持續推動智慧城市、AI應用與淨零轉型，帶動科技、醫療與綠能等產業跨域整合與交流需求升溫，城市角色逐步由製造基地延伸至產業展示與應用場域。隨著企業交流、展會活動與商務往來增加，帶動人流移動與停留型需求，為周邊休閒與商業場域及義大世界帶來相關客群與消費商機。

Kaohsiung has continued its efforts in promoting the smart city, AI applications, and net-zero transition, hence giving impetus to increased demands for interdisciplinary integration and exchange of high-tech, medical care, and green energy industries, etc. The City's role has gradually extended from a manufacturing base to an industrial exposition and application field. With increased corporate exchange, exposition events, and business interactions, the resulting flow and stay of people have created opportunities for surrounding recreational and commercial areas, while also bringing related customer segments and consumption opportunities to E-DA World.

E-DA OUTLET MALL

700個國內外品牌 全年2折起