

SANDS

AUTUMN 2015 ISSUE 9 • 九月號 第九期

RETAIL

金沙
商戶

THE STYLE FILE

BIGBANG

AT THE COTAI ARENA



Korea's hottest group are set to play their first-ever concerts at The Venetian Macao. Part of a world tour that has sold out across Asia, the fivesome bring their flamboyant fashion, chart-topping hits and spectacular stage show to the Cotai Arena for BIGBANG 2015 World Tour [Made] in Macao on 24 and 25 October.

韓國人氣流行音樂團體BIGBANG於10月24及25日首次在澳門威尼斯人金光綜藝館獻唱，作為哄動亞洲的2015世界巡迴演唱會《MADE》的澳門站演出。觀眾可親身領略五位成員時髦前衛的打扮、屢創銷售佳績的熱門歌曲，以及讓人目眩神迷的舞台魅力。

SHOPPES
AT FOUR SEASONS

SHOPPES
AT PARISIAN

SHOPPES
AT VENETIAN

SHOPPES
AT COTAI CENTRAL

THE SHOPPES
AT MARINA BAY SANDS

WELCOME LETTER 致歡迎詞



Dear Retailers

Welcome to Style File, where we update you on all the latest news and happenings from Sands Retail and our properties.

New stores and first-to-market brands continue to appear in Sands Shoppes and the recent launch of H&M saw none other than David Beckham in attendance. The offerings of Sands Shoppes are set to expand further with the launch of Shoppes at Parisian, which is anticipated to open in the second half of 2016. With more than 300,000 square feet of retail space and over 150 boutiques in French-themed surroundings, its shops have been leasing fast. For more information and details on rental opportunities, please contact leasing@sandsretail.com.

From new shops to new campaigns, the recent Shop & Stay promotion was the biggest retail and leisure promotion developed by Sands Shoppes to date and has met with a great response. Don't miss the chance to get involved with even more at Sands Shoppes, including the upcoming Click to Collect programme, Winter Package and MICE offer booklets.

As Sands Shoppes continues to welcome new brands, our Sands Retail Academy, designed to improve service and customer experience across our malls, is also growing, with another graduation ceremony approaching and new additions to the syllabus. To date over 1,000 employees have participated in courses at Sands Retail Academy and we look forward to welcoming many more of our retailers in the future.

Lastly, I would like to take this opportunity to thank you for your continued support in making our malls a success and to wish you all a very Happy Mid-Autumn Festival.

尊敬的商戶：

歡迎閱覽《金沙商戶》，我們特別為您報道金沙商戶與我們旗下物業的最新消息及活動，讓您時刻掌握市場的脈搏。

多個首次進駐澳門的品牌及新店陸續落戶澳門金沙購物城邦，最近隆重啟業的H&M更請來萬人迷碧咸主持揭幕儀式。而隨著蓄勢待發的巴黎人購物中心預計明年下半年落成，澳門金沙購物城邦的店鋪數量將進一步增加。廣達300,000平方呎的巴黎人購物中心，網羅逾150間具法國經典建築風格的商鋪。商鋪租賃反應踴躍，如有興趣承租，歡迎電郵leasing@sandsretail.com洽談。

我們的新活動亦源源不絕，剛剛順利完成的「購物賞住宿禮遇」活動，是澳門金沙購物城邦迄今規模最大的零售及休閒宣傳計劃，反應異常熱烈。各商戶別錯過繼續參與接踵而來的精采活動，包括即將展開的Click to Collect、冬日禮遇及會展旅遊優惠小冊子。

隨著澳門金沙購物城邦不斷招納新的品牌，金沙零售學院亦致力提升商戶的服務質素及顧客體驗。學院迄今共有逾1,000名員工曾報讀各項課程，並將舉行新一期的畢業典禮及陸續推出其他新單元。我們期待在未來有更多商戶踴躍報名。

最後，在此再次多謝商戶一直以來的支持，令我們旗下的商場更精益求精。我謹祝大家中秋節人月兩團圓。

David Sylvester Executive Vice President of Global Retail
施偉達 環球零售業務行政副總裁

SANDS SHOPPES

澳門金沙購物城邦

Shoppes has been rebranded to Sands Shoppes. Within Sands Shoppes please address the malls as Shoppes at Four Seasons, Shoppes at Venetian and Shoppes at Cotai Central.

金光名店區已重新命名為澳門金沙購物城邦，歡迎各位賓客繼續蒞臨四季名店、威尼斯人購物中心及金沙廣場選購各式精品。

AUTUMN STYLE

秋日時尚

Sands Shoppes' S Style magazine is packed with this season's go-to designers, must-have accessories and hottest beauty buys. The magazine previews accessible and aspirational products while highlighting the best in dining and entertainment. Guests can find complimentary copies of the magazine – covering all aspects of style – in hotel rooms, on Cotai Water Jet and at Sands Shoppes customer service counters. Ready, steady, shop!

澳門金沙購物城邦的《S Style》網羅了最新的潮流服裝、大熱配飾和美容護膚品，並掌握當季脈搏，預覽漂亮的繽紛精品，以及提供精采的娛樂消遣和美食情報。包羅最新時尚資訊的雜誌於酒店客房、金光飛航及金沙購物城邦的諮詢部供免費取閱。快快起動，盡情買個痛快！



S STYLE ADVERTISING 廣告聯絡

With distribution of more than 200,000 copies in China, S Style magazine offers fantastic opportunities for advertising collaborations.

最新一期的《S Style》已經出版！我們每期在中國的發行量達到200,000本，提供商戶卓越的廣告效益。

To advertise please contact:
刊登廣告，敬請聯繫：

Pauline Chow

(852) 2859 4388
pauline.chow@edipressemedia.com

Daniela Oliveira

daniela.couto@sands.com.mo

NEW SHOPPES 最新商店



DIANE VON FURSTENBERG

Diane von Furstenberg founded her namesake label in New York in 1972, revolutionising fashion by translating her high-flying lifestyle into iconic wrap dresses and easy-to-wear prints that are essential for stylish women all over the world.

Shop 927, Grand Canal Street, Level 3, Shoppes at Venetian

DIANE VON FURSTENBERG在1972年於紐約推出同名品牌，從此在時尚圈掀起翻天覆地的革命。她以經典的裹身連衣裙和易於配襯的圖案，演繹女性精采豐富的生活模式，是全世界時尚女性不可或缺的服飾打扮。

威尼斯人購物中心3樓大運河街927舖



FURLA

Italian fashion label Furla has taken over the world with its iconic Candy Bag. Now the bags and a full range of Furla's other playful pieces, including shoes and accessories featuring exclusive patterns, bold colours and innovative details, are available in the newly refurbished store at Shoppes at Venetian.

Shop 933, Grand Canal Street, Level 3, Shoppes at Venetian

意大利頂級時尚品牌Furla的經典Candy Bag風靡全球，令女士們趨之若鶩。粉飾後煥然一新的澳門威尼斯人店網羅了全線手袋及其他獨特精品，包括鞋履及配飾，不但圖案設計獨出心裁，而且色彩繽紛，細節亦別具匠心。

威尼斯人購物中心3樓大運河街933舖



LOVE MOSCHINO

It's a brand that has always celebrated individuality. Indeed, the Love Moschino woman is strong, confident and wears her femininity with quirky flair. That signature attitude evokes individuality to irresistible effect this season.

Shop 400A, Opera Street, Level 3, Shoppes at Venetian

這個品牌一直帶有強烈個性，自成一派，事實上愛好Love Moschino的女士都堅強、自信而具女性美，同時不拘一格。這種態度突出了獨特的個人風格，成為今季無可抗拒的元素。

威尼斯人購物中心3樓歌劇街400A舖



EA7

Looking for sportswear as chic as everything else in your wardrobe? EA7 is Emporio Armani's sportswear collection for men and women. Technical performance teams up with winning style in dedicated clothing, bags and accessories for an active lifestyle, as well as for relaxing after a workout.

Shop 939, Grand Canal Street, Level 3, Shoppes at Venetian

要尋找時尚而型格十足的運動裝？Emporio Armani男女運動裝系列EA7包羅精心設計的服裝、運動袋和配飾，既實用耐穿，亦不失時髦，最適合活躍好動人士，在運動過後仍然保持輕鬆休閒的格調。

威尼斯人購物中心3樓大運河街939舖



OCHIRLY

China's very own womenswear brand Ochirly is one of the mainland's top fashion labels. Taking its cue from high-street staples such as Zara and Topshop, the brand's name translates from the Chinese *ou shili* as "European fashion charm", and its apparel and accessories are imbued with an elegant, modern style.

Shop 907, Grand Canal Street, Level 3, Shoppes at Venetian

這個來自中國的時尚女士高級時裝品牌，從歐洲潮流服飾品牌如Zara和Topshop擷取靈感，中文名稱「歐時力」正是寓意來自歐洲的時尚魅力。品牌精緻的服裝和配飾，帶出摩登自信而充滿優雅氣質的女性魅力。

威尼斯人購物中心3樓大運河街907舖



SHOP & STAY 購物賞住宿

This summer's Shop and Stay campaign met with great enthusiasm from visitors and retailers alike. Spends from MOP20,000 allowed visitors to redeem one night at Sheraton Macao Hotel, Cotai Central, The Venetian® Macao or Four Seasons Hotel Macao, Cotai Strip®.

The biggest retail and leisure promotion ever developed by Sands Shoppes, the Shop & Stay promotion ran from 20 May to 31 August. The campaign saw over 15,300 hotel vouchers issued, with a split of 16 per cent from Four Seasons Hotel Macao, 42 per cent from The Venetian Macao and 42 per cent from Sheraton Macao Hotel. The average spend per voucher issued was over MOP45,000.

Online, the campaign met with similar success. Over four weeks between 13 July and 9 August, the mini site with game saw 4,600 winners and 46,685 game plays, while Weibo and Facebook promotions generated a total growth of 8,207 fans.

澳門金沙購物城邦在夏季舉行的「購物賞住宿」禮遇活動，深受賓客熱烈歡迎。只要於購物城邦消費滿澳門幣20,000元起，便可分別換領澳門喜來登金沙城中心酒店、澳門威尼斯人®或路氹金光大道®澳門四季酒店豪華客房住宿一晚。

活動從5月20日開始至8月31日，是澳門金沙購物城邦迄今最大規模的零售及休閒推廣活動。賓客於整個活動中共換領了逾15,300張尊尚住宿禮券，其中澳門四季酒店佔16%，澳門威尼斯人和澳門喜來登金沙城中心則分別佔42%，而每張禮券的平均消費超逾澳門幣45,000元。網上反應亦不遑多讓，從7月13日至8月9日的四星期內，有關是次活動的小型遊戲網站共有46,685次點玩遊戲次數，誕生了4,600名勝出者；微博及Facebook宣傳亦吸引了8,207名新的「粉絲」加入，成效昭彰。



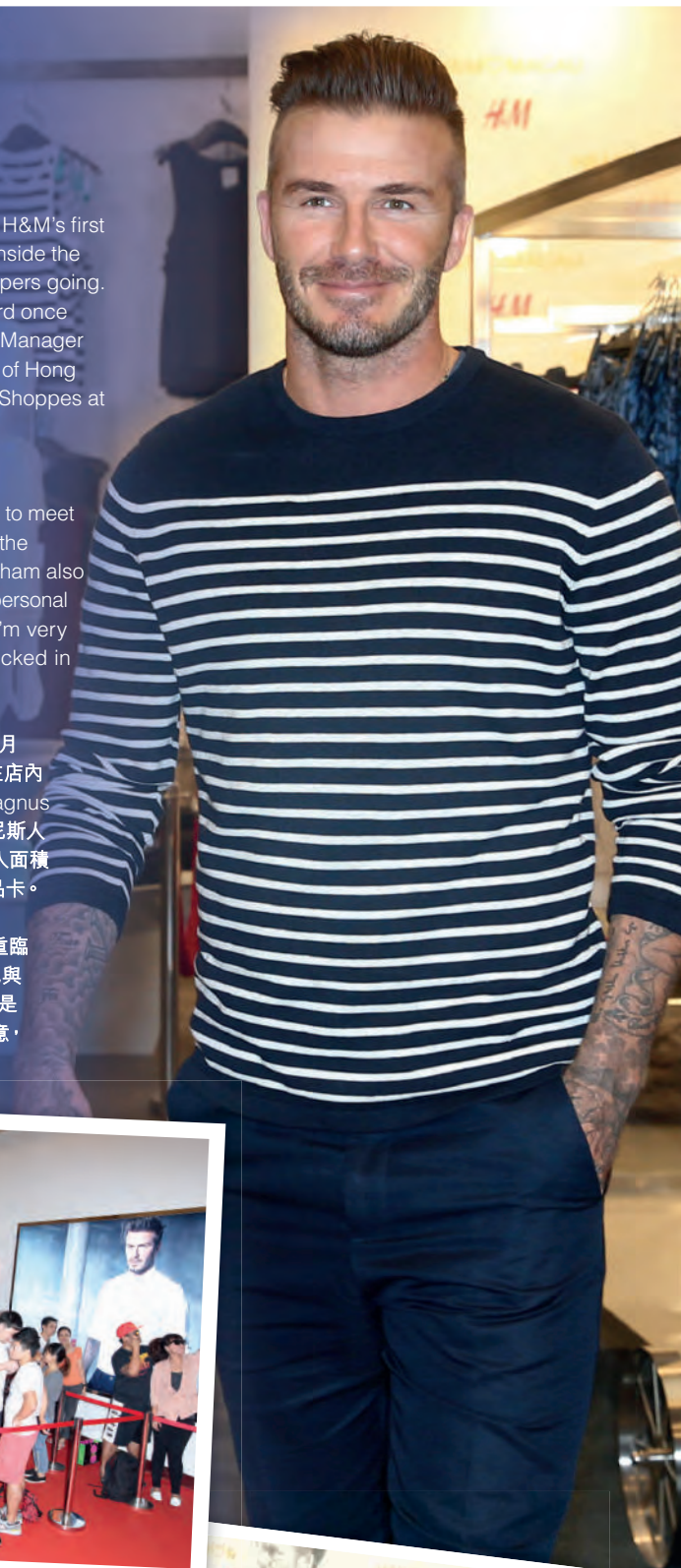
BACK IN STYLE 星級魅力

Huge crowds gathered early in the morning to await the opening of H&M's first store at Shoppes at Venetian in June. DJ Miles played music from inside the open storefront as staff danced and got the crowds of waiting shoppers going. The first three customers in the queue were rewarded with a gift card once the doors were officially opened by Magnus Olsson, H&M Country Manager of Greater China; Anna Rathsmann, H&M Regional Sales Manager of Hong Kong, Taiwan and Macau; and Poki Wong, H&M Store Manager at Shoppes at Venetian, letting hundreds of excited fans into the 19,000-square-foot, two-storey retail space.

Facebook and in-store activities gave 50 lucky fans the opportunity to meet David Beckham, who had returned to Macao to mark the launch of the high-street fashion retailer. Dressed from head to toe in H&M, Beckham also introduced the Modern Essential by David Beckham collection – his personal pick of classic fashion pieces for men, women and teenagers. "I'm very relaxed with the things I wear, and those are things that I have picked in this collection," he said. "It's simple jeans and simple T-shirts."

流行高級街頭時裝品牌H&M設於威尼斯人購物中心的澳門首間分店於6月啟幕，數百名興奮的購物者當天早上便聚集店門外熱切期待。DJ Miles在店內播放音樂，員工們則帶領等候的賓客聞歌起舞。H&M大中華區總經理Magnus Olsson、H&M台灣、香港及澳門銷售經理Anna Rathsmann及H&M威尼斯人店長Poki Wong一起為新店剪綵後，數百名興奮的賓客立即急不及待湧入面積19,000平方英尺、樓高兩層的店鋪選購，首三名輪候的賓客更獲頒發禮品卡。

50名勝出品牌Facebook舉辦的比賽及店內活動的幸運兒，還有機會與重臨澳門出席店鋪開幕的萬人迷碧咸近距離接觸。他以一身H&M打扮介紹他與品牌合作的Modern Essentials Selected by David Beckham系列，全都是他親自挑選的時尚女裝、男裝及青少年時裝。他說：「我的穿著一向很隨意，這個系列的服飾大部分亦很簡單，如以牛仔褲配上簡單的T恤。」



SANDS REWARDS CLUB 金沙會

Sands Rewards Club has the largest membership in Macao and continues to expand across all sectors of business operation in Sands Shoppes. Boasting more than three million members and over 350 retail partners, the latest brands to join the partnership include Franck Muller, Agnès b, Yeng Kee Bakery, Shining House, mi – tu mode, Citizen, Enicar and Hanmac. We look forward to enhancing shopper loyalty together.

For existing members, it's now even easier to let your customers know you are part of Sands Rewards Club with our new sticker. Display it at the POS and in your shop windows to identify your store as a participating partner.

Sands Rewards Club members earn points at a rate of 1 per cent of spend across all integrated resorts pillars, including retail, dining, hospitality, entertainment, travel and gaming, and to date members have accumulated more than 300 million dollars worth of points. Sands Rewards Club offers a unique opportunity for all participating retail partners to convert these points into sales. If you are not already our partner we would like to invite your store to become a part of this exciting programme. To find out more contact Vincci Tai at vincci.tai@sands.com.mo.

金沙會是擁有澳門最多會員人數的獎賞計劃，並一直持續發展，積極招納澳門金沙購物城邦的所有商戶加入。我們目前擁有逾300萬名會員，並有350多家合作夥伴，最新加入金沙會計劃的品牌包括Franck Muller、Agnès b、英記餅家、鑽石世家、mi-tu mode、星辰錶、英納格及Hanmac。我們亦努力鼓勵顧客在旗下商場消費，成為長期客戶。

對於現有參與商戶來說，我們會推出新的金沙會標貼，供商戶貼於收款處及店鋪櫥窗，令顧客更容易得悉您是計劃的合作夥伴，藉此令會員更積極惠顧，促進商戶的業務。

金沙會會員在澳門金沙購物城邦的商鋪購物、享膳、住宿、娛樂、旅遊及到娛樂場，均可賺取消費金額1%的購物積分，現時已累積了超過三億可供兌換的積分。金沙會正好為所有參與計劃的零售商戶提供獨有良機，把這些積分轉化為銷售。如果您還沒有加入計劃，我們誠邀您參加。查詢詳情，歡迎聯絡Vincci Tai，電郵：vincci.tai@sands.com.mo。



MEET FOR FREE IN MACAO

「超越您想」澳門會議優惠

Sands Resorts Cotai Strip Macao is the perfect place to host your next meeting thanks to its range of event venues, international hotel brands, entertainment, duty-free shopping and award-winning dining. Sands Shoppes retailers can enjoy exclusive meeting offers. Choose from:

- Complimentary Stay: book one night and get one night free
- Complimentary Meeting: book one meeting package and get one free
- Complimentary Dining: receive HKD500 dining credits per person
- Complimentary Transportation: receive round-trip Cotai Water Jet tickets and pick-up

Book your meeting by 31 December 2015 for arrivals until 31 August 2016 to enjoy this offer. For details call (853) 2882 8800 or email sales@sands.com.mo.

澳門金沙度假區擁有多間國際級的豪華酒店品牌，還提供多元的活動場地及各種娛樂設施、免稅購物和得獎美饌，絕對是下次舉行會議的完美地點選擇。澳門金沙購物城邦商戶更可專享會議住宿優惠的不同獎賞，包括：

- 客房獎賞：住宿一晚即享額外一晚免費
- 會議獎賞：會議套票可享有買一送一優惠
- 餐飲獎賞：每人高達港幣500元之宴會餐飲消費額
- 交通獎賞：免費金光飛航來回船票及酒店接送服務

預訂2015年12月31日至2016年8月31日的會議服務，便可享有上述獎賞優惠。查詢詳情，請致電(853) 2882 8800或電郵sales@sands.com.mo。

SANDS RETAIL ACADEMY

金沙零售學院

Sands Retail Academy strives to improve service standards and customer experience across Sands Retail. A pilot course, The World of Retail was recently added to enhance sales associates' fashion knowledge and upselling skills, and is available to graduates of the Leadership Programme.

The next graduation takes place in November and will be combined with an awards ceremony to recognise our top retailers in the following categories:

- Best Store Performance – **Luxury Fashion**
- Best Store Performance – **Luxury Watch & Jewellery**
- Best Store Performance – **High Street Fashion**
- Best Store Performance – **High Street Watch & Jewellery**
- Best Store Performance – **Beauty**
- Best SRC Store – **Highest Redemption (points)**
- Best SRC Store – **Highest Total Transaction (dollars)**

To find out more about Sands Retail Academy, contact Renata Borges at renata.borges@sands.com.mo. To enrol team members, contact Sammy Tong at sammy.tong@sands.com.mo.

金沙零售學院旨在提升澳門金沙購物城邦商戶的服務質素和顧客購物體驗，如首次新增的「零售世界」課程供完成領導才能課程的銷售學員報讀，改善其時裝知識及追加銷售技巧。

學院下一次畢業禮於11月舉行，同場將為表現出眾的商戶根據不同類別頒發下列獎項：

- 最佳店鋪表現 — **奢華時裝**
- 最佳店鋪表現 — **奢華腕錶及珠寶**
- 最佳店鋪表現 — **高級時裝**
- 最佳店鋪表現 — **高級腕錶及珠寶**
- 最佳店鋪表現 — **美容**
- 最佳金沙會參與商戶 — **最高兌換(積分)**
- 最佳金沙會參與商戶 — **最高總交易(銷售額)**

如欲了解更多詳情，歡迎聯絡 Renata Borges，電郵：renata.borges@sands.com.mo；若替員工報名則聯絡 Sammy Tong，電郵：sammy.tong@sands.com.mo。

DIGITAL & SOCIAL MEDIA 網絡宣傳

Our digital platforms continue to grow rapidly and we aim to provide more channels and exposure for our retailers through these social media sites.

我們積極拓展社交媒體渠道，藉著下列多個途徑為旗下商戶提供更多元的宣傳和曝光機會。

WeChat

Our WeChat channel has a large fan base that continues to grow rapidly. Recent efforts have seen numbers increase from 106,000 on 24 May to 127,000 on 20 July – that's growth of 19.8 per cent in less than two months thanks to offers from F&B, Cotai Water Jet, *Disney's Beauty and the Beast* and Retail.

Members of our WeChat channel enjoy exclusive offers from Sands Resorts Cotai Strip Macao. And now retailers can get involved too. Simply provide details of your offer – exclusive to WeChat members only – in Simplified Chinese with at least three images and a validity of one month or more. For more information, contact Anka Lei at anka.lei@sands.com.mo.

Facebook, Weibo and Instagram

Whether it's about brand awareness, your latest sales promotion, a joint campaign, a brand new product or service, upcoming events and/or exhibitions, soft-sell trends or anything else, we can help get your message out there through our Facebook, Weibo and Instagram platforms.

Sands Shoppes has over 28,000 fans on Weibo (weibo.com/shoppescotai) with average impressions of more than 21,000 per week. Simply provide a post in Simplified Chinese of a maximum 140 words with three or more images (500x500pixels) and at least one week's notice.

For Facebook (facebook.com/ShoppesInMacao), which currently has 53,000 fans and counting, and average impressions of more than 100,000 per week, just provide us with your post in Traditional Chinese and English. Messages should be a maximum of 140 characters or words with three images (500x500pixels) and at least one week's notice.

Our Instagram page (instagram.com/sandsshoppes) is Sands Retail's newest social media platform. To get involved, provide your message in less than 30 characters or words in Simplified Chinese and English with one key image (500x500) and at least one week's notice. Don't forget to include any special hashtags that we should use.

微信

我們的微信賬戶追隨者眾，而且持續增長。有賴最近的餐飲、金光飛航、《美女與野獸》舞台劇和零售各方面優惠，令會員數量急增，從5月24日的106,000增加至7月20日的127,000，少於短短兩個月增幅高達19.8%，成績彪炳。

我們一直致力為微信會員提供澳門金沙度假區的獨有優惠，現在零售商戶亦能夠積極參與。只需以簡體中文提供您為微信會員呈奉最少一個月優惠期的獨家優惠詳情，連同最少三張圖片電郵給我們，便可刊載於微信賬戶內。查詢詳情，請聯絡Anka Lei，電郵：anka.lei@sands.com.mo。

Facebook、微博及Instagram

無論商戶打算宣傳品牌、最新的銷售推廣、聯合活動、全新產品或服務，還是即將舉行的活動及/或展覽、軟性銷售策略等等，我們都可以透過Facebook、微博及Instagram為您廣為發放宣傳。

澳門金沙購物城邦的微博賬戶 (weibo.com/shoppescotai) 共有超過28,000名追隨者，平均每星期的瀏覽率逾21,000次。您只需以簡體中文提供不多於140字的訊息，另附三張或以上500x500像數的圖片，並於發放一星期前交給我們即可。

我們的Facebook賬戶 (facebook.com/ShoppesInMacao) 目前則有53,000名粉絲，每星期平均瀏覽次數逾100,000次。您只需以繁體中文及英文提供不多於140字的訊息，另附三張500x500像數的圖片，並於發放一星期前交給我們，即可大收宣傳之效。

最後，我們的最新社交渠道Instagram賬戶 (instagram.com/sandsshoppes) 亦可令您有更多的曝光機會，請以簡體中文及英文提供少於30字的訊息及一張500x500像數的重點圖片，並於發放一星期前交給我們。也別忘把特別的hashtag標記功能傳給我們，讓大家一起分享最新的消息。



PINK CONRAD 粉紅革命

Conrad Macao, Cotai Central turns pink in October in support of Breast Cancer Research and we know that many retailers will also be participating in this worthwhile Plush for Pink campaign. This is the third year that Conrad Macao has supported the event and the hotel has committed to raising HK\$200,000 in 2015.

Retailers are reminded to get involved by designing their shop windows in shades of pink for the month of October, while for those who have booked display cabinets, we look forward to seeing your pink pieces on show.

Conrad Macao is hosting a Plush for Pink Charity Luncheon on 15 October. If you would like to attend the lunch, tickets are still available. To book, call Conrad Concierge on (853) 8113 6600 or email pinkinspired@conrad.com.mo. We would like to thank all participating sponsoring retailers who will be giving away prizes at the lunch, including Antepima, Arte Madrid, Butani, Diane von Furstenberg, Furla, Georg Jensen, iiJin, Ralph Lauren, Rockport, Sabon, Shanghai Tang, T Galleria by DFS and Wolford.

今年10月，澳門金沙城中心康萊德酒店再度抹上優雅的粉紅色，為香港癌症基金會籌款，不少商戶亦積極參與這項意義重大的「粉紅革命」活動。酒店已經是第三年參加這項活動，今年已籌得港幣200,000元。

商戶別忘配合於10月以粉紅色裝飾佈置櫥窗，租用了擺設專櫃的商戶，亦記得向我們提供漂亮的粉紅色商品，共襄善舉！

康萊德酒店亦會於10月15日舉行慈善午餐，如有興趣參加，可致電康萊德禮賓部，電話：(853) 8113 6600，或電郵：pinkinspired@conrad.com.mo預訂門券。

我們在此感謝向赴宴者送出精美禮品包的商戶，包括Antepima、Arte Madrid、Butani、Diane von Furstenberg、Furla、Georg Jensen、iiJin、Ralph Lauren、Rockport、Sabon、上海灘、DFS旗下T廣場及Wolford。



THE STYLE FILE

時尚姿采

Our on-property weekly newsletter is placed in 7,000 hotel rooms and features the latest happenings on property, including food and beverage promotions, concerts and events. The publication has recently expanded to eight pages and the new shopping section can now include three retailers every week. To get involved, contact Natalia Madeira on natalia.madeira@sands.com.mo.

每星期的《時尚一周》網羅了旗下物業的最新資料，包括餐飲情報、演唱會及活動快訊，於7,000間客房供免費閱覽。現在每期更增至八頁，還會每星期介紹三間新加盟的商戶，內容更豐富精采。如欲加入報道，請聯絡Natalia Madeira，電郵：natalia.madeira@sands.com.mo。



WINTER PACKAGE

冬日禮遇

A new shopping-themed hotel package will launch for the winter period, to include a hotel room, breakfast, one-way Cotai Water Jet ticket, exclusive offer booklet and the opportunity for some lucky winners to receive a grand prize. The campaign offers brands fantastic opportunities to reach out to mass customers.

我們將於冬季時節推出以購物為主題的酒店住宿優惠，包括酒店客房、早餐、單程金光飛航船票、優惠小冊子及贏取豐富巨獎的機會。是次活動有助各品牌接觸澳門金沙度假區的廣大顧客群，機會難逢。



MICE OFFER BOOKLET

會展優惠小冊子

To increase visitation and drive sales at Sands Shoppes, we are creating booklets with exclusive offers from participating retailers that will be presented to MICE groups at The Venetian Macao and Sands Cotai Central. These groups consist of large numbers of affluent individuals that descend on Macao throughout the year. To participate with offers and promotions from your brand, contact Winkey Lee at winkey.lee@sands.com.mo.

我們將為參加澳門威尼斯人及金沙城中心會展旅遊的團體派發印有獨家優惠的小冊子，這群旅客包括大量經常造訪澳門的富庶賓客，有助提高澳門金沙購物城邦的人流及增加商戶的銷售量。歡迎商戶提供品牌的特惠資料及詳情，請聯絡Winkey Lee，電郵：winkey.lee@sands.com.mo。

