

RETAIL

DFS Group launches exclusive Golden Week campaign in Hong Kong, Macau

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Shoppers can enter for a chance to win prizes including business-class flights to Paris and five-star hotel stays as part of October Golden Week 2024. Image courtesy of DFS Group

By LUXURY DAILY NEWS SERVICE

Luxury travel retailer DFS Group is kicking off an in-store promotion with a bang.

It is offering shoppers the chance to win luxurious prizes, including business-class flights to Paris, five-star hotel stays and private experiences like helicopter tours, launching as part of October Golden Week 2024. Entries are automatically extended to those who make qualifying purchases between Sept. 26 and Oct. 7, 2024.

October Golden Week 2024

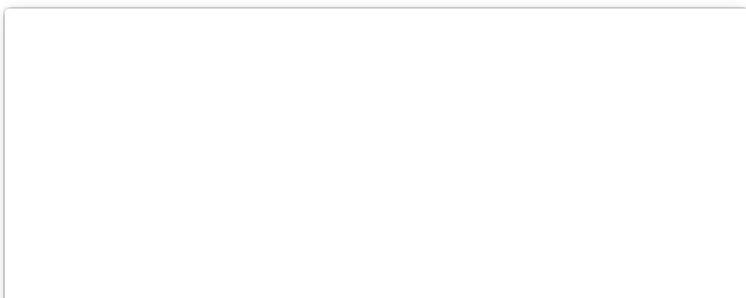
The campaign features a series of lucky draws with luxury prizes, granting travelers access to exclusive, high-end experiences.

Shoppers who spend HKD/MOP 888 or more, or roughly \$115 at current exchange, at select DFS locations will be entered into Golden Week's lucky draws.

Additionally up for grabs are a helicopter tour over Hong Kong's skyline, including a fine dining experience for two at The Peninsula, a two-hour private photoshoot aboard a scenic Victoria Harbor cruise in Hong Kong and one million DFS CIRCLE points, equivalent to just over \$12,000 in shopping credit.

Receipts are scanned via QR codes at redemption counters, revealing potential winnings. Used as a customer engagement and retention tool, the campaign also encourages new shoppers to register for DFS CIRCLE on the spot.

Participants include DFS Hong Kong, Causeway Bay; DFS Hong Kong, Canton Road; DFS Macau, Four Seasons; DFS Macau ([see story](#)), City of Dreams or DFS Macau, Galaxy.



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A post shared by DFS & T Galleria (@dfsofficial)

Besides the grand prize draws, DFS is going live with exclusive discounts of up to 30 percent on fashion, beauty, and accessories, as well as additional perks for UnionPay, Bank of Communications and Mastercard holders, who will receive a to 5 percent instant discount, 5 percent credit rebate and 8 percent credit rebate, respectively, until Dec. 31, 2024.

Luxury travelers can also take advantage of global offers through the DFS CIRCLE loyalty program, making this Golden Week campaign an unparalleled shopping experience.

For more information, shoppers can visit DFS.com or participating DFS stores in Hong Kong and Macau.

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