

Lotte DF hosts LDF LIVE special edition to meet the travel demand of newlyweds



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Lotte Duty Free will host a live broadcast called "Honeymoon Festa" on February 9 at 8pm on LDF LIVE to meet the travel demand of newlyweds.

This special edition will present five different travel packages prepared with the help of MODETOUR travel agency. Overseas destinations include Hawaii, Maldives, Mexico, Bali and three countries in Western Europe (France, Italy and Switzerland). Depending on preference, each pair can select from the various options and have until the end of the year to schedule their trip.

Customers who purchase a package will receive Lotte Duty Free membership upgrades and instant discounts of up to 52% at Lotte Internet Duty Free. Plus, those who purchase a package during the broadcast have the chance to collect a reward of up to 950,000 won (US\$750), which includes a 300,000 (US\$240) won Lotte mobile gift certificate, MODETOUR discount and credit card company billing reduction.

A number of perks tailored to the characteristics of the destination(s) such as snapshots, complimentary room upgrades and tickets to tourist attractions will also be on offer.

During the show a grand giveaway will take place for prospective newlyweds. One lucky couple that purchases honeymoon products worth over 7 million won (US\$5,560) will win a necklace from FRED Jewelry.

Coming up, Lotte Duty Free will introduce travel packages to Tokyo, Japan, via LDF LIVE on February 16. The four-day, three-night getaway, will take place during the cherry blossom in spring and feature

duty free shopping privileges like LDF PAY and online duty free store points.

We have introduced a variety of package products that will satisfy the demand for domestic travel by utilizing live commerce. ” he said Lee Seung-guk, Head of Lotte Duty Free Channel Operations Headquarters.