

# Lotte Duty Free attracts 1,600 Japanese tourists to its Myeongdong flagship store



Japanese tourists touring the Lotte Duty Free flagship store in Myeongdong



Japanese group tourists posing for a group photo

For the first time in nearly two years, Lotte Duty Free has received a large group of 1,600 tourists at its Myeongdong flagship store this month.

The tourists were employees from a Japanese telecommunications company that were visiting South 1

Korea as part of a company incentive trip. They stayed in South Korea for a total of three nights and four days.

"It is exciting to have attracted such a large group of Japanese tourists again in two years," said Jung Sam-soo, head of Lotte Duty Free's marketing division.

Among them, some 800 executives and employees were first-time visitors to Korea. Lotte Duty Free hosted two groups of visitors at their Myeongdong flagship store on 13 and 15 April respectively.

Lotte Duty Free has been proactively expanding its overseas markets since experiencing a significant decline in Chinese visitors in 2017, as a result of the planned deployment of the US-based THAAD missile system.

Since then, Lotte Duty Free has been making deliberate efforts to attract visitors from Indonesia and Taiwan, to maintain its reputation as one of the world's top duty-free companies. In March, Lotte Duty Free managed to attract 2,000 group tourists from Indonesia to its Myeongdong store, as well as 1,000 Taiwanese tourists to its Jeju branch in April.

Recently, it has also expanded to open five more branches in Australia through active mergers and acquisitions, leading to a total of 12 branches in seven countries, including Vietnam and Thailand. Through these efforts, the company plans to play a role as a leading player in the Korean duty-free market.