

# Lotte Duty Free expects increased sales as travel to Japan opens



A view of Lotte Duty Free Tokyo Ginza

Lotte Duty Free says it will hold a variety of events for local customers as Japan announced foreigners are allowed to enter without a visa from October 11.

Lotte Duty Free will give away two tickets to Tokyo, Japan for two nights and three days, including round-trip air tickets and hotel accommodations, for 25 Korean customers who have purchased more than US\$4,000 at Lotte Duty Free World Tower by the end of this month, on a first-come, first-served basis. In addition, two travel tickets will be given away through a lottery to five customers who have completed the application among customers who have purchased more than US\$500.

Lotte Duty Free's live commerce broadcast, in partnership with NHN Travel Doctor, will introduce Japan travel products with special benefits at reasonable prices.

Lotte Duty Free also sells travel tickets to Osaka, Japan, including round-trip air tickets to Air Busan, hotel accommodations, and travel insurance. It is a three-days, two-nights itinerary departing from Seoul or Busan, and travelers can specify a departure date between now and December 19, 2022. Lotte Duty Free will present LDF PAY of 20,000 won (US\$13.94), which can be used like cash at Lotte Duty Free, to people who reserve travel products while watching live commerce broadcasts.



Lotte Duty Free is holding a variety of events for Korean customers preparing for their trip to Japan

Various promotions will be held until the end of November for domestic customers who are planning to depart for Japan. Lotte Duty Free In downtown duty-free shops, 5,000 won (US\$3.48) in LDF PAY will be given for purchases of US\$1 or more. Lotte Internet Duty Free will present US\$10 in 'The Dream' points for cosmetics and perfumes, and provide all Lotte Duty Free members with a 10% discount coupon for Lotte Duty Free Tokyo Ginza, located in Ginza, Tokyo, Japan. During the event period, LDF PAY of 30,000 won (US\$20.91) will be presented through a lottery to customers who have written a review about their trip to Japan on the promotional page of Lotte Internet Duty Free.

In addition, on the 21st of this month, LDF PAY 50,000 won (US\$34.85) coupons are sold on a first-come, first-served basis at a 30% discount through Kakao Talk gifting. LDF offers a variety of shopping benefits for customers.

A Lotte Duty Free official said, "Despite the high exchange rate, domestic sales in the past three months have increased by 230% compared to the same period last year. We expect the upward trend to continue."