

# Lotte Duty Free participates in international travel fair in Taiwan to promote tourism in Korea



Lotte Duty Free has participated in the 2019 Taipei International Travel Exhibition to publicize Lotte Duty Free and promote tourism in Korea

Lotte Duty Free (LDF) has participated in the 2019 Taipei International Travel Exhibition (ITF) from November 8 – 11 to publicize Lotte Duty Free and promote tourism in Korea.

In a press release, LDF said it is the only Korean duty-free brand to participate in the exhibition for two consecutive years. During the event, Lotte ran several activities to engage the visitors, including quizzes and lucky draw events, as well as a BTS photo zone and other online activities.

LDF also held an on-site event to increase interest in Korean tourism. Visitors who purchased air tickets or travel packages to Korea at the exhibition were entitled to win prizes such as KRW30,000 (US\$25.80) in LDF Pay and VIP coupons at Lotte Duty Free through an on-site lucky draw.

Entering its 32nd year, the Taipei International Travel Exhibition is the largest international travel fair in the Asia-Pacific region hosted by the Taiwan Tourism Association, with more than 300 companies from 60 countries participating and 1,700 booths set up.

While more than 1.12 million Taiwanese tourists have visited Korea in 2018, making it an important tourism market, Lotte Duty Free is actively wooing Taiwanese tourists to Korea in an effort to create a stable and balanced base for the domestic tourism market, which has been biased toward Chinese tourists.

In 2018, Lotte Duty Free established a “Big Market Team” to offer differentiated strategies and various tourism content to attract tourists from outside China, including Taiwan, Thailand, Vietnam and Japan, to South Korea.

In July last year, it established a local promotion office in Taipei, and in April this year it successfully attracted 1,000 tourists from Taiwanese tour groups to Jeju stores alone. Lotte Duty Free is also

continuously promoting its products by publicising major tourist attractions in Songpa-gu, such as Seokchon Lake and Jamsil Hangang Park, as well as Lotte Duty Free's World Tower branch by participating in the filming of Taiwanese TV programmes.

"Lotte Duty Free is Korea's leading duty-free brand and is able to promote Korean tourism by participating in the 2019 Taipei International Travel Exhibition," said Jung Sam-soo, head of Lotte Duty Free's promotion division.

"We will strengthen marketing activities in Korea to reduce reliance on Chinese tourists in the domestic tourism market and secure tourism products and contents to diversify visitors to Korea."