

Lotte Duty Free Shop targets Korean customers in spring campaign



Lotte Duty Free Shop's "Awakening Spring" campaign

[Lotte Duty Free Shop](#) has announced that it is holding a promotion for the spring season, "Awakening Spring," targeting Korean customers.

According to a press release, "Lotte Duty Free's sales to Koreans increased by 550% from the same period last year for the two months of January and February this year as domestic demand for overseas travel, which had been suppressed, started in earnest. Compared to 2019, before COVID-19, it has recovered to half the level, and Lotte Duty Free plans to further strengthen marketing for Koreans to capture the increasing demand for duty free shopping among Koreans."

Lotte Duty Free downtown stores are offering up to KRW 3.2 million (US\$2,467) in LDF PAY, which can be used like cash at Lotte Duty Free, depending on the purchase amount, and sell products from famous overseas brands such as Stuart Weitzman, Bali, and Vetrina at up to 80% discount. The Incheon International Airport store is offering instant discounts of up to KRW 140,000 (US\$108) depending on the purchase amount.

In addition, among domestic customers who purchase more than US\$250 at Lotte Internet Duty Free Shop or more than US\$1,000 at Lotte Duty Free Shops downtown, a SIGNIEL Busan Accommodation Voucher will be presented by lottery until March 19 to customers who have completed the website application. The voucher provides 25 people with a one-night stay in a Premier Ocean View Double room with breakfast for two.

Additional promotions include giving additional points for each time slot and providing offline-only discount coupons for online and offline cross-purchase. Lotte Duty Free Shop is also strengthening its product lineup by adding B. Plain, PH Hobby, Cinals, and Hamel in turn, starting with Nonfiction, a

lifestyle beauty brand that has recently become very popular with the MZ generation.

An official from Lotte Duty Free said, “We will continue to work harder to provide more shopping benefits and products of various brands to customers.”