

# Lotte Duty Free signs deal with council to boost tourism in Myeongdong



[From L-R]: The signing ceremony was attended by Kim Byung-hee, Head of the Myeongdong Special Tourism Zone Association and Kim Joo-nam, CEO, Lotte Duty Free

On August 28, Lotte Duty Free signed an agreement with the Myeongdong Special Tourism Zone Council to promote tourism in the Myeongdong area. The signing ceremony was attended by Kim Joo-nam, CEO, Lotte Duty Free, and Kim Byung-hee, Head of the Myeongdong Special Tourism Zone Council.

The Myeongdong Special Tourism Zone Council was established in 1983 to promote Myeongdong as Korea's leading tourism and shopping center and is made up of 300 member companies.

This agreement is expected to help restore tourism in the area to pre-pandemic level. The retailer plans to develop joint marketing activities with Myeongdong Special Tourism Zone Council to attract visitors. These include creating a sculpture installation, building an experience hall to exhibit K-culture and supporting the revitalization of the Myeongdong commercial district by introducing food, various cultures and commercial facilities in the area to foreign tourists by using branch offices such as the Myeongdong headquarters and SNS channels.

Joo-nam Kim, CEO at Lotte Duty Free, said, "Lotte Duty Free Shop will work hard to develop tourism infrastructure and coexist with the local commercial district so that Myeongdong can be lively like before the Coronavirus and attract many tourists. We will promote Myeongdong at home and abroad."