

Lotte Duty Free signs MOU with Songpa District's Tourism office to promote tourism



Songpa District Mayor Park Sung-soo (left) and Lotte Duty Free's CEO Kap Lee signed an MOU with to boost tourism in the Songpa District in Seoul

Lotte Duty Free has signed a Memorandum of Understanding (MOU) with the Songpa District's tourism office to boost tourism in Songpa, Seoul. The agreement was signed by Lotte Duty Free's CEO Kap Lee and the Songpa Mayor Park Sung-soo.

At the signing ceremony in Lotte Duty Free World Tower, Kap Lee said: "I hope that it will be a meaningful opportunity for local governments and businesses to think together to promote community development and tourism, and to share each other's strengths."

As part of the MOU, Lotte Duty Free will partner Songpa District Office to produce promotional videos highlighting the tourist resources in Songpa and support foreign tour programmes. Additionally, Lotte will push for cooperation projects to revitalize the Jamsil Special Tourism Zone in Songpa District. The Special Tourism Zone encompasses areas such as the Lotte World Amusement Park, Seokchon Lake and the Olympic Park where various festivals are held yearly. Lotte also said that it will invite influencers to do live broadcasts at the events.

Beyond that, Lotte has plans to create foreign language menu boards at restaurants and improve facilities for tourists.