

Lotte Duty Free's Midsummer Night Festival in Seoul attracts 2,000 customers



Lotte Duty Free's Midsummer Night Festival at the Banyan Tree Hotel in Seoul attracted 2,000 customers

Lotte Duty Free has successfully concluded its Midsummer Night Festival on August 25, at Banyan Tree Hotel in Seoul. The two-day festival attracted 2,000 customers in their 20s to 30s.

Some of the festival's performers include Rhythm Power, rapper Din Din and girl group Mamamoo. To increase customer satisfaction, Lotte included various event zones and photo booths for customers to capture their memorable moments. A gift package containing beach towels, eco-bags and a Marvel character with the Lotte Duty Free logo was also given to all customers as a souvenir.



Attendees enjoyed electrifying performances from South Korean artists such as Din Din and Rhythm Power

Commenting on the event, Kim Jung-hyun, head of Lotte Duty Free's marketing division said: "Lotte Duty Free is planning various events to meet the needs of its 2030 customers." The retailer plans to organize a series of events in October, such as the Halloween Party.

Earlier this month, Lotte Duty Free had organized a [star-studded concert three-day concert](#) for its customers. The concert featured popular K-pop singers Ji ChangWook, Kim Geon Mo, Kim Yeon Woo, Lim Chan Jung and Bolbbalgan4. While the second day concert included popular artists such as MFBTY, Dynamic Duo and Heize.