

Shilla Duty Free launches exclusive promotions for Japan's Golden Week and China's Labor Day



The Shilla Duty Free will be organizing a variety of events and promotions during the Golden Week celebrations

The Shilla Duty Free is gearing up for a promotional drive from 27 April to 6 May, in conjunction with Japan's Golden Week and China's Labor Day.

In a press release, the company explained that over 30% revenue generated from Japan in April and May occurs during the Golden Week, hence it is making a greater marketing effort to target this group of consumers.

The Golden Week is a Japan's traditional holiday from end of April to the beginning of May. This year's Golden Week is longer than usual with Showa Day on 29 April, the Day of Prince Naruhito's Accession to the Chrysanthemum Throne on 1 May, Constitution Memorial Day on 3 May, Greenery Day on 4 May and Children's Day on 5 May. During this period, The Shilla Duty Free will be issuing Japanese customers a gold membership card that allows for up to 15% discount off purchases.

Commenting on the promotional drive, Shilla's spokesperson said: ""We are anticipating a larger number of Japanese customers during this extended Golden Week as well as Chinese customers during Labor Day", adding "We are putting together unique marketing plans as per customers' nationality and stocking up inventories accordingly."

The Shilla's Seoul store will be offering a KRW100,000 (US\$ 87.50) gift card to customers as long as they spend a minimum of US\$10. The stores in Incheon Airport and Jeju stores will offer KRW20,000 (US\$ 174.50) gift cards with a minimum spending of US\$10.

There will also be a variety of special events for Japanese and Chinese customers. For instance, from 27 April to 7 May, an instant photo booth will be set up outside the Seoul store for customers that spend a minimum of US\$200 on the same day. Cosmetics gifts sets will also be given out to customers if they share their photos on social media sites. The Jeju Airport Store will give away coin purses, facial mask packs and pre-paid gift cards to customers who spend a minimum of US\$100.

Until 12 May, a special "100% Winning Lucky Ball" draw will also be giving away gifts such as luggage bags, health food and gift cards. Customers who spend more than US\$500 purchases can get one chance to participate in the event. Two chances will be awarded to win with over US\$1,000 purchases.

Until May 20th, customers who spend a minimum of US\$100 will receive TVXQ pouches and customers who spend a minimum of US\$200 will receive TVXQ Eco-Bags. For purchases over US\$300, a 'Hello Kitty Travel Set' will be given.

From 27 April till 6 May, The Shilla's Japanese online store is also giving out free gold membership for new online sign-ups, US\$50 credits for those who agreed to its marketing conditions, as well as brand-name wallets to two lucky customers spending more than US\$200. From May 1st to May 6th, daily credits of up to US\$500 will be given away to Japanese customers visiting its online store.