

# Shilla Duty Free to open new Gimpo Airport store



Shilla Duty Free's new Gimpo Airport store will sell tobacco, liquor, food and fashion brands

Asia Duty Free Magazine can reveal that the Shilla Duty Free will open a store at Seoul's Gimpo Airport tomorrow (9 January). This new opening means that Shilla will be present at all three major airports in Korea, including Incheon and Jeju.

Shilla said that the new store spans 733 square meters and will carry a selection of around 100 liquor and tobacco brands such as KT & G, IQOS and Johnnie Walker. The store will also have a fashion and merchandise area selling brands such as Longchamp, Coach and Korean Red Ginseng, also known as Cheong Kwan Jang.

According to Shilla, many passengers who fly through Gimpo are business travelers. As of last year, 51% of these travelers are Koreans, 29% are Japanese and 11% Chinese. To target this specific demographic, Shilla plans to sell gift sets of confectionery and wine.

A spokesperson from Shilla Duty Free said: "We will help Gimpo Airport develop into a global airport by providing the best services and products for its customers who visit Gimpo Airport by using our competitiveness in operating airport duty free shops and know-how."

Last year, Shilla, operated by Hotel Shilla, beat Lotte Duty Free to secure the right to operate a duty-free store at Gimpo Airport for five years.

Apart from Korea, Shilla also operates duty-free stores in Singapore, Hong Kong, Japan and Thailand.