

Lotte hosts another record-breaking event

The Guam Visitors Bureau (GVB) reports that the third Lotte Duty Free Guam Live International Music Festival, which took place on 29 May, made history with more than 7,000 people in attendance.



Lotte Duty Free is no stranger to putting on popular events – concerts or otherwise – for record-breaking crowds, promoting the business within and outside of South Korea, where it is the largest DF&TR player.

As previously reported, Lotte Duty Free's 23rd 'Lotte Family Festival' took place earlier this year in Korea. This year's family festival from 15-17 April at the Jamsil Sports Complex was hosted by Lotte Duty Free's CEO Jang Sun-wook. The event is described by Lotte DF as "Hallyu's representative cultural event".

South Korea's biggest DF&TR player readily admits that Hallyu [*the 'Korean Wave' that has swept Korean culture to huge popularity since the late 1990s*] has transformed this event and its business.

"The economic effect of the 20,000 foreign tourists, who had visited South Korea to participate in the family festival amounted to CNY450m (\$69.4m), the company said at the time of the concert.

Overall, Lotte Duty Free recorded total sales worth \$4.2bn in 2015 after South Korea's duty free industry recovered faster than expected following last May's MERS outbreak.



"Lotte Duty Free felt some difficulty because of the MERS outbreak for three months and we lost one and a half months' sales, but we recovered fast and from September our sales were normal again," Lee Seung Kook, Managing Director of Lotte Duty Free's Merchandising 1 Division, told TRBusiness.

The event which took place at the end of May in Guam saw the Governor Flores Memorial (Ypao Beach) Park in Tumon filled with visitors and local attendees, along with about 3,000 delegates from the Festival of Pacific Arts (FestPac).

The Sunday festival kicked off with Guam's up and rising progressive rock reggae band The John Dank Show, followed by The Mana'o Company, Micah G, Kolohe Kai, Fiji, Common Kings, Jay Park, Pia Mia and Collie Buddz. Local rappers Tyler "Trips" Tanaka, Kev the Kid and DJ Pogi also made a special appearance

Lotte hosts another record-breaking event on stage.



Lotte Duty Free's 23rd 'Lotte Family Festival' also took place earlier this month.

Headliner Pia Mia returned to Guam Live with her new set and hit the stage with billboard hits such as "Do It Again" featuring Chris Brown and Tyga, and will.i.am's "Boys and Girls."

Accompanied by Chamorro cultural dancers, she also serenaded the crowd to the popular Chamorro song, "Hagu," by Flora Baza Quan and dedicated the performance to her grandmother who recently passed away.

"The tremendous turnout in our third year of Guam Live is a testament to the support of our sponsors, visitors and island residents for this GVB signature event," said GVB President and CEO Nathan Denight.

"This is just one of the many ways tourism works for the community in bringing not only visitors to our shores, but phenomenal artists who can inspire our people to continue to dream big.

"We thank everyone, including our FestPac delegates, for coming out on Sunday to enjoy the music and performances from our amazing talent. Stay tuned for the announcement of the date for the 2017 Guam Live International Music Festival in the coming months."