

Lotte to drive sales with big prizes and 80% discounts

In a bid to drive winter sales, Lotte Duty Free has introduced several prizes and promotions, with up to 80% discounts on designer brands for passengers travelling over the Christmas holiday and New Year period.



The retailer says it will be carrying out a number of cultural events and performances, as well as offering big promotions and prizes for customers travelling between 24 November 2017 and 4 January 2018.

LARGE SALES INCENTIVES

Shoppers will be offered up to 80% discounts on more than 40 international design labels, such as Bally, Coach, Vivienne Westwood, Marc Jacobs and Tory Burch across a range of fashion items, including bags, shoes, clothing and scarves.

The retailer is also handing out big prizes in the form of tickets to musicals, premiere movie tickets and pre-paid discount cards, depending on how much travelling customers spend.

For example, customers who purchase more than \$2,000 at the Myeongdong Headquarters will receive tickets to the musical Gwanghwamun Sonata, while those spending over that amount at either of the World Tower and COEX stores will receive tickets to see the musical 'Hamlet: Alive', says the retailer.

MULTIPLE PRIZES ON OFFER

Lotte Duty Free is also offering the chance to watch the premiere of Along With The Gods: The Two Worlds movie – the first part of a much-awaited South Korean fantasy drama – to customers spending more than \$700 at its store at Myeongdong Headquarters, World Tower and Coex stores, by 10 December.

The 70 lucky winners will be able to watch the premiere of the movie at the Lotte Cinema World Tower Hotel on December 18, accompanied by a guest.



To encourage repeat visits to its duty free stores over the holiday period, Lotte is also handing out stamp coupons from 24th November, allowing shoppers the opportunity to collect stamps every time they visit the duty free stores in Seoul, and receive pre-paid cards.

MORE INCENTIVES

Customers spending more than \$300 at the Lotte Duty-Free Shop,

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Lotte will be hoping its business can get back to the levels seen here at the Lotte World Tower last March before the THAAD tour group ban really began to bite.

Myeongdong Headquarters, World Tower and COEX stores, will be given pre-paid cards of up to KRW280,000 (\$258) – depending on the amount and method of purchase, says Lotte Duty Free.

Travelling shoppers at Incheon International Airport, will also receive a prepaid card of up to KRW140,000 (\$129) for purchases over \$150 – depending on the amount and method of purchase. Those spending more than \$150 at Gimpo Airport will receive up to a maximum of KRW240,000 (\$221) – depending on the amount and method of purchase.

Finally, to commemorate the launch of the new Nha Trang route, Lotte Duty Free is organising a lottery offering five winners flights to Vietnam Da Nang (*two tickets per person*). This lottery is open to all passengers spending more than \$1 at Incheon International Airport, says Lotte Duty Free.

TRBUSINESS