

Lotte Duty Free recognized by Australian embassy for tourism promotion efforts in Australia

By **Elena Owyong** on May, 7 2019 | Retailers



Lotte Duty Free CEO, Lee Kap receiving the certificate of appreciation from James Choi, Australia's ambassador to South Korea. The certificate recognizes Lotte's efforts in promoting tourism in Australia through a series of activities, including a tourism exhibition, as well as investment in shopping and infrastructure



The award ceremony was held at Lotte's Myeong-dong flagship store in Seoul

In recognition for Lotte Duty Free's efforts in promoting tourism in Australia, the Australian Embassy has presented the company with a certificate of appreciation.

The certificate presentation ceremony took place at Lotte Duty Free's Star Lounge in its Myeong-dong flagship store in Seoul April 30. Lotte Duty Free CEO Lee Kap, Australia's Ambassador to South Korea James Choi, Director of Northeast Asia at the Australian government's tourism agency Andrew Hog and Head of Australia's trade and investment mission, Rodney Cumford attended the ceremony.

During the ceremony, Lotte has also announced that it will be signing a memorandum of understanding (MOU) with the Australian Tourism Authority to boost tourism in Australia, as well as to improve the facilities for greater convenience for South Korean visitors to the country.

Lee Kap said: "We are honoured to receive an acknowledgement from the Australian Embassy in South Korea in recognition of our efforts to revitalise tourism in Australia. We will continue to contribute to enhancing the quality of Australian tourism by utilizing Lotte Duty Free's know-how in the tourism industry and global marketing and promotion channels accumulated over the next 40 years."

Since Lotte's entry into the Australian and New Zealand market at the start of this year, it has been making significant efforts to promote the local retail industry in both countries. The company currently operates four stores in Australia - Brisbane, Melbourne, Darwin, Canberra and one store in New Zealand Wellington. It is also seeking to introduce IT technologies for famous brands and online duty-free shops to stabilize its business there and attract tourists.