

Lotte Duty Free seeks to increase sales in Vietnam through international aviation summit

By **Elena Owyong** on March, 11 2019 | Retailers



Lotte Duty Free shares a booth with Vietnam's Cam Ranh International Airport at the Routes Asia Summit 2019

Lotte Duty Free has joined hands with Vietnam's Cam Ranh International Airport in a bid to bring new international routes to the airport and increase its duty-free sales.

Both parties jointly operated a booth at the Routes Asia Summit 2010 from 10 - 12 March. Held in Cebu, the Summit is the world's largest aviation conference and attracts over 800 air service professionals representing more than 300 airports, airlines and tourism authorities.

Lotte said that its booth had the twin aims of increasing awareness about its global operating capabilities and attracting international air routes to the airport where its store is located. Lotte

believes that the increase in passenger and air traffic will boost its duty-free sales.

Currently, Lotte operates stores at Vietnam's Da Nang International and Cam Ranh International Airports. It has plans to [open new stores in Hanoi and Da Nang International Airports this year.](#)

Lee Kap, Lotte's CEO said: "We will continue to establish networks and airport construction companies worldwide and actively seek overseas business routes."

Apart from the Route Asia Summit, Lotte has been actively engaging in promotional activities to attract overseas customers. This includes attending exhibitions in Taiwan, Indonesia and Thailand earlier this year.