

Shilla Duty Free offers tourists the ‘Hanbok experience’

By **Elena Owyong** on June, 4 2019 | Retailers



The Shilla Duty Free is playing an active role in attracting foreign tourists to traditional Korean markets. The retailer is operating a hanbok booth at Gwangjang Market to let tourists try on the Korean traditional dress



Visitors at Shilla Duty Free’s hanbok booth will also receive a 5000 won gift voucher which can be used at a traditional market in South Korea

The Shilla Duty Free will run a hanbok booth at Gwangjang Market every Saturday to offer foreign tourists a unique experience of trying the Korean traditional dress.

Shilla said it will open the hanbok booths every Saturday from 11am to 5pm until November at two different places within Gwangjang Market. The Market is one of the oldest and largest traditional markets in Seoul, South Korea. Visitors at the hanbok booth will also receive a 5000 won (US\$4.23) gift voucher which can be used at a traditional market in South Korea, as well as a gift card that can be redeemed at The Shilla Duty Free store, if they sign up for The Shilla Duty Free membership after posting photos of themselves in hanbok on social media.

This event is part of Shilla’s second project to revitalize traditional markets. The retailer has a volunteer team of 100 students studying in Korea to promote traditional Korean markets to foreign tourists and assist the market merchants by translating food menus into Chinese and English language.

Commenting on this project, an official from The Shilla Duty Free said: “The merchants’ response is very positive with the start of our Traditional Market Supporters’ second period of activity at Gwangjang Market.”

“In addition to the opening of hanbok booths, we will support market merchants through outreach activities upon their request and keep on seeking out other special activities that can be enjoyed by foreign visitors to the market.”