

Lotte Duty Free launches special promotions for Golden Week & Labor Day

Lotte Duty Free is offering a US\$3 rebate to all customers who use Lotte Duty Free's Japanese online store, in celebration of Japan's Golden Week from 29 April to 5 May

In conjunction with China's Labor Day and Japan's 'Golden Week', Lotte Duty Free (LDF) is offering a series of promotions, prizes and gifts to foreign tourists visiting South Korea.

This year, China's Labor Day holidays last for four days, from 1 to 4 May, a day longer than last year's holidays. For Japan, 'Golden Week' begins from Showa Day on 29 April and ends on Children's Day on 5 May. Other holidays within the Golden Week include the Day of Prince Naruhito's Accession to the Chrysanthemum Throne, the Constitution Memorial Day and the Greenery Day.

In a press release, LDF said that from 18 April to 12 May all foreign customers at downtown stores in Seoul (Myeong-dong main store, World Tower and COEX Stores) will receive a KRW60,000 (US\$52) gift card when they purchase over US\$600 worth of products, KRW120,000 (US\$105) for purchases over US\$1,200, KRW180,000 (US\$157) for purchases over US\$1,400 or KRW250,000 (US\$219) for purchases over US\$3,000.

LDF will also give away a limited-edition picnic eco-bag made from a collaboration with famous Argentine illustrator Ana Dujé. Customers who spend more than US\$400 at downtown Seoul stores will be able to receive the bag on a first-come, first-served basis.

From 27 April to 6 May, Japanese customers who spend more than US\$1 at downtown Seoul and Busan branches will receive a gift card worth KRW10,000 (US\$8). The gift cards will be available until 31 May.

Promotional activities at Lotte Duty Free's online store

In celebration of the Golden Week in Japan, LDF will be offering a US\$3 rebate to all customers who use Lotte Duty Free's Japanese online store, as well as other additional prizes in a lucky draw for those who purchase a minimum of \$1 and write comments. 20 selected winners will also receive products from Long Neptune, Jeong Kwan-jang, Cha & Park and Kakao Friends. This promotion runs from 23 April to 6 May

For Chinese tourists, LDF's Chinese online store is holding a promotion from 22 April to 5 May, in partnership with Union Pay. LDF is also organizing a special sale event, offering discounts of up to 50% for 60 brands that are popular with Chinese customers, including Lancôme, Kiehl's and Cosme Decorte. From April 23 to May 5, 15 customers who spend more than US\$50 at the Chinese online store will be given a 500 Yuan (US\$ 74.40) Tuniu Travel Gift Card.