

Lotte Duty Free launches WeChat Pay promotion to attract Chinese tourists



Lotte Duty Free has launched a three-week promotion with WeChat Pay to attract Chinese tourists

To celebrate the launch of WeChat Pay's mini-program platform in South Korea, Lotte Duty Free has announced a three-week promotion with WeChat to attract Chinese tourists.

From 1 - 21 June, Lotte's physical stores will offer additional benefits for each purchase when customers use WeChat Pay. For instance, a 50-yuan (US\$7.24) discount coupon will be given for purchases at 800 yuan (US\$115.90) or more. Lotte said it is planning to expand its WeChat mini programs by introducing mini games and online stores. Since 2016, Lotte Duty Free has introduced WeChat Pay and held various promotions with the program.

WeChat's overseas mini-program platform provides information on exchange rate coupons, shopping rewards and merchants. Developed by the Tencent Group, WeChat has an average of 1.1 billion users per month, as of the end of last year. It has evolved into a comprehensive platform for payment, travel services and product ordering.