

Non-landing tourist flights bring shopping benefits



Non-landing tourist flights, which enter foreign airspace and land back at the departing airport, are offering important duty free benefits for customers and bringing shoppers to Lotte Duty Free

Non-landing tourist flights, in which passengers depart, pass through foreign airspace and return to the departing airport, are increasing in Korea. The country's Ministry of Land, Infrastructure and Transport issued the first permit to a domestic airline for such a flight in December, and approved flights continue to grow in number. In December 11 flights were approved, which increased to 17 in January. The number is expected to increase further still in February, with the Lunar New Year holidays.

As a part of this tourist initiative, Lotte Duty Free offers duty-free shopping benefits with domestic airlines such as Air Busan, T-Way, Jeju Air, and Air Seoul. Customers using non-landing tourism flights affiliated with Lotte Duty Free can receive up to 600,000 won of LDF PAY, and up to 60% discount on popular fashion accessory brands and beauty products.

Lotte Duty Free has partnered with Air Busan to provide differentiated benefits. This airline will operate six non-landing tour flights in February, including February 13, the Lunar New Year holiday.

These benefits include US\$112 for “5 Special Dreams” and US\$425 for “5 The Dreams.” When passengers on an Air Busan non-landing flight use the Lotte Internet Duty Free Shop, they can receive benefits of up to US\$887.

This program is so successful that duty-free goods purchased by non-landing tourist flight passengers was 2.5 times higher than that of Korean passengers before the pandemic.

For the Korean duty free industry, these non-landing tourism flights along with the sale of duty-free goods for domestic customs is an important channel. Lotte Duty Free said that sales in January for non-landing tourist flights increased by about 70% compared to the previous month.

Lee Jung-min, head of the platform business division of Lotte Duty Free, said, “One of the main objectives of non-landing tourist flights in a situation where the aftermath of Corona 19 continues, is to shop for duty-free goods. In the future, we will continue to provide various benefits to repay the support of our customers.”