

The Shilla Duty Free streamlines customer reward scheme

S.Rewards

Upgraded S.Rewards Launch

Shilla Prepaid card & Lala Cash in ONE!

From new event features
to more convenient point viewer!

THE SHILLA
duty free

The Shilla Duty Free launches an enhanced reward system

The Shilla Duty Free has integrated its online and offline reward system to improve customer convenience.

Starting from August 13, the company will be unifying the prepaid card provided by each offline store and Lala Cash rewarded by The Shilla Online Duty Free as S Rewards, its new globally integrated reward system.

Existing prepaid cards can be used up until the respective expiration date, while all Lala Cash will be converted to S Rewards on August 13.

S Rewards points can be used throughout all global offline stores and internet shops alike. Customers can participate in real-time events and save their rewards any time and anywhere through The Shilla Duty Free mobile app, without having to visit the information desk at each offline store.

In addition, users can easily check their balance and details of their purchase history by simply clicking the S Rewards button.

S Rewards points will be given according to the purchase amount at The Shilla Duty Free on- and offline stores in Korea, Singapore Changi Airport and Hong Kong International Airport as well as through various other events offered. Saved points can be used as cash for duty free shopping.