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## **DISCOVER THE WORLD TO HANDLE SALES FOR LOTTE HOTELS AND RESORTS IN U.S.**

SCOTTSDALE, AZ, Nov.19, 2018—Discover the World will provide LOTTE Hotels and Resorts with sales and marketing in the U.S. beginning this month.

According to LOTTE Hotels and Resorts President and CEO Jay Kim, they selected Discover the World because of its world renowned reputation in the travel industry as well as its clients. Kim said, “We expect to be able to share many networks through a variety of customers with Discover the World.”

“The U.S. is an important market for LOTTE Hotels and Resorts because so many global companies are headquartered here,” said James Prano, USA Director for Discover the World. “Through our experience and expertise we will provide new and increased sales for LOTTE’s 30 properties and boost this extraordinary brand’s visibility in the U.S. market.”

For more information about Discover the World, visit [discovertheworld.com](http://discovertheworld.com) or call (480) 707-5566 or +44 203 598 8030.

### About Discover the World

Discover the World has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 85 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of nearly 100 clients utilizing its sales, marketing and business process outsourcing services, Discover the World remains a dominant innovator for the travel industry.

### About LOTTE Hotels and Resorts

LOTTE offers five brand categories for its 30 properties (19 in Korea and 11 overseas): premium luxury hotels called SIGNIEL; luxury hotels called LOTTE Hotels; upper upscale hotels called LOTTE City Hotels; lifestyle hotels called L7 Hotels and luxury resorts called LOTTE Resorts. The company continues to develop and seek innovation under the goal of becoming one of Asia’s top three hotel brands. For more information, visit [www.lottehotel.com](http://www.lottehotel.com).

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