

# Duty Free World Council Academy hails impact of travel retail courses



The Duty Free World Council Academy has announced that its 2023 responsible training courses across key Duty-Free Categories were delivered to, and completed by, over 3,000 people in the travel retail industry.

The Academy was originally formed in 2019 as a key arm of the Duty Free World Council with a mission to raise industry standards through the provision of responsible retail online training courses designed to equip participants with core selling skills and information. There are several courses, ranging from a comprehensive scholarship course to certified courses in key categories; delivery is through a partnership with ACI World Training's world class Online Learning Centre.

Since the creation of the Academy in 2019 over 6,000 students across many levels have completed the courses, including some key industry figures from the Academy's advisory board who provide constant feedback on course content by completing the courses themselves. Leading retailers sending members of their teams on the courses include Avolta, 3Sixty Duty Free, Dubai Duty Free, and Harding+ in the cruise sector.

3Sixty Duty Free turned to the ACI Online Learning Centre and the Duty Free World Council Academy, enrolling employees in the Certificate in Duty Free and Travel Retail and the Responsible Retailing courses. A select group of key employees, including general managers, assistant managers, and head office staff in functions like marketing, undertook the Certificate in Duty Free and Travel Retail. This program aimed to provide them with in-depth industry knowledge, enabling them to excel in their careers within 3Sixty. Around 300 field employees have been enrolled in the Responsible Retailing courses, which equip them with essential customer service skills tailored to international travelers.

Sarah Branquinho, President of DFWC, said, "I am delighted with the progress that the Academy has made in the last year and the course registration numbers for 2024 thus far are looking good. It is encouraging to see that retailers, brands and agencies alike are putting some traction behind training their teams in an industry leading way."