

# 3Sixty and Grab announce first partnership at Dallas Fort Worth



Grab's e-commerce platform enables 3Sixty to offer safe, touch-free alternatives to traditional shopping methods

Grab, the airport e-commerce platform, has launched its first retail partnership with 3Sixty Duty Free at Dallas Fort Worth International Airport (DFW).

The new partnership allows travelers to pre-order from a large range of travel retail products, either for collection in-store or delivery to gate via the Grab platform.

Jeff Livney, Chief Experience Officer at Grab, said: “We’re really excited to be venturing into airport retail for the first time with 3Sixty. As travelers return to the sky, it’s vital we provide shoppers with options they feel comfortable with. Some passengers will still prefer to browse a physical store, but there are many who will want the ease of mobile ordering, and the safety and hygiene of a touch-free experience. It’s important we tap into this demand for the benefit of the customer, as well as making it easier for retailers to reach a primarily domestic traveler for the foreseeable future.”

Commenting on the venture, 3Sixty Chief Operating Officer Alex Anson said: “3Sixty continues to innovate and drive omnichannel retail, and our partnership with Grab helps us to achieve our aspirations in this field. The Grab platform will enable us to combine the best available technology with world-class customer service and safety standards, offering safe alternatives to traditional shopping methods.”

Ken Buchanan, Executive Vice President of Customer Experience & Revenue Management at DFW Airport, said the touch-free experience enabled its customers to explore the airport’s retail offerings while also maintaining social distancing.

“The convenience of ordering retail from your own mobile phone speaks to DFW Airport’s commitment to elevating the customer experience,” he added.

The partnership seeks to benefit both domestic and international travelers, with collection or free delivery and the potential for home delivery in the future.

Grab is one of the largest e-commerce platforms in airports worldwide, with omnichannel capabilities including a mobile marketplace, self-service kiosks and order-at-table technology provided to airports across the globe.

Grab was founded in 2014 and launched the mobile marketplace at Hartsfield-Jackson Atlanta International Airport in 2015.