

3Sixty announces store reopenings and retail innovations



3Sixty is opening new stores in Terminals A and C at Dallas Fort Worth Airport

3Sixty Duty Free & More is extending the opening of its operations across different channels focusing on safety protocols and innovative engagement strategies.

The operator is introducing new safety protocols including requiring face coverings for staff and social distancing guidelines for customers and all checkout personnel.

In response to the evolving traffic across airports, 3Sixty is implementing a range of different engagement strategies, appropriate to the different airports in which it operates, in order to attract customers back into its stores.

In Dallas Fort Worth Airport, it is opening new stores in Terminals A and C, as well as exploring new pop-up retail opportunities to attract the growing domestic traffic.

In airports such as Orlando, plans to introduce mobile carts are under way, and in Fort Lauderdale, it has added new kiosks in high footfall locations.

Reopening plans across all its stores, including in airports such as Newark, Philadelphia and Charlotte,

have also been supported with aggressive discount promotions, which have been well received by customers, leading to double-digit week on sales growths in recent weeks.

Inflight innovations

3Sixty has also been developing additional engagement strategies for the inflight channel focused on its omnichannel capabilities and leveraging airline loyalty programs.

In preparation for the shift in international traffic, additional tools are in the works, including single use catalogues, communicating through inflight entertainment systems, and launching new inflight apps that allow customers access to gifts and world-class luxury brands, from the safety and comfort of their own phones.

Alexander Anson-Esparza, COO, said: "As we navigate through these unique circumstances, we will continue to operate in an agile and adaptive manner, and whilst the health and safety of passengers and our employees is a key priority, so is our ability to respond to the changing trading conditions to take advantage of the growing traffic."