

# 3Sixty celebrates grand opening at Dallas Fort Worth Airport



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3Sixty Duty Free & More has opened a new store at Dallas Fort Worth Airport Terminal C.

Responding to the sharp increase in domestic traffic in Dallas Fort Worth – currently the world’s busiest airport – 3Sixty has deployed a range of creative strategies aimed at attracting customers back into its retail locations, after months of upheaval due to the COVID-19 crisis.

The store, which officially opened on August 29, is designed to allow customers to easily interact with different products while creating an elevated retail experience in what is mostly a domestic terminal, 3Sixty said.

It showcases an assortment of duty paid categories including perfume and cosmetics, confectionery and accessories, as well as core duty free liquor and tobacco, supported by aggressive promotions.

Sales in the first few days have been encouraging, the operator said.

“The response to COVID-19 is still ongoing,” said 3Sixty Chief Operations Officer Alex Anson.

“3Sixty’s ability to quickly adapt and respond to the surge in demand highlights our efforts on remaining nimble, while delivering strategic solutions in the midst of this global crisis.”