

# AirAsia expands duty free retail offering through partnership with Dufry

## TAKE YOUR AIRPORT SHOPPING TO THE NEXT LEVEL



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Travel shopping platform  
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**DUFRY**  
Global duty-free store  
Pick up from selected airports

**RED X RED**

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Superapp  
For Every Traveller, For Everyone

forces with Dufry

AirAsia has joined

[AirAsia](#) has announced a partnership with [Dufry](#) to expand its offerings and choices for customers on [airasia shop](#), its online duty free shopping platform.

Through this partnership, airasia shop will be able to offer customers more than 1,000 new duty free products in selected airports. Additionally, customers can also have the option of picking up their items after shopping on airasia shop from Dufry's outlets in three new airports: Perth Airport (Terminal 1), Australia; Siem Reap International Airport (Terminal 1), Cambodia; and Phnom Penh International Airport (Terminal 1), Cambodia.

Customers can also choose airasia shop's in-flight delivery option, where they can have selected products hand-delivered to them on their AirAsia flight by cabin crew members, which will help them save time and baggage space.

This partnership between airasia shop and Dufry is the first between the platform and a leading travel experience player.

Tan Mai Yin, Chief Commercial Officer of airasia Superapp said, “As a leading travel superapp in the region, we want to create a seamless and convenient experience for travelers, including their travel retail & duty free shopping experiences. By having a major global travel retailer brand such as Dufry onboard, we can now offer our app users & all travelers a better and wider inventory of duty free products.

“As a robust duty free shopping ecosystem that provides customers with the utmost convenience and choices, we are proud to be pioneering the digital transformation in the travel shopping industry with Dufry. We are also excited to announce that from now until June 30, 2023, all customers can purchase any two products from Dufry on the airasia shop platform and get an extra 20% off. There are other exciting promo codes available exclusively in airasia shop, so head on over and start shopping now.”

Pedro Castro, Chief Operations Officer of Dufry APAC, added, “The partnership between airasia shop and Dufry reinforces our company vision to provide our travelers with a holistic travel experience through bringing duty free shopping one step closer to the travelers. We are happy that the travelers can preorder our duty free assortment in the airasia shop platform and pick up when they arrive to our selected duty free stores in the airports.”