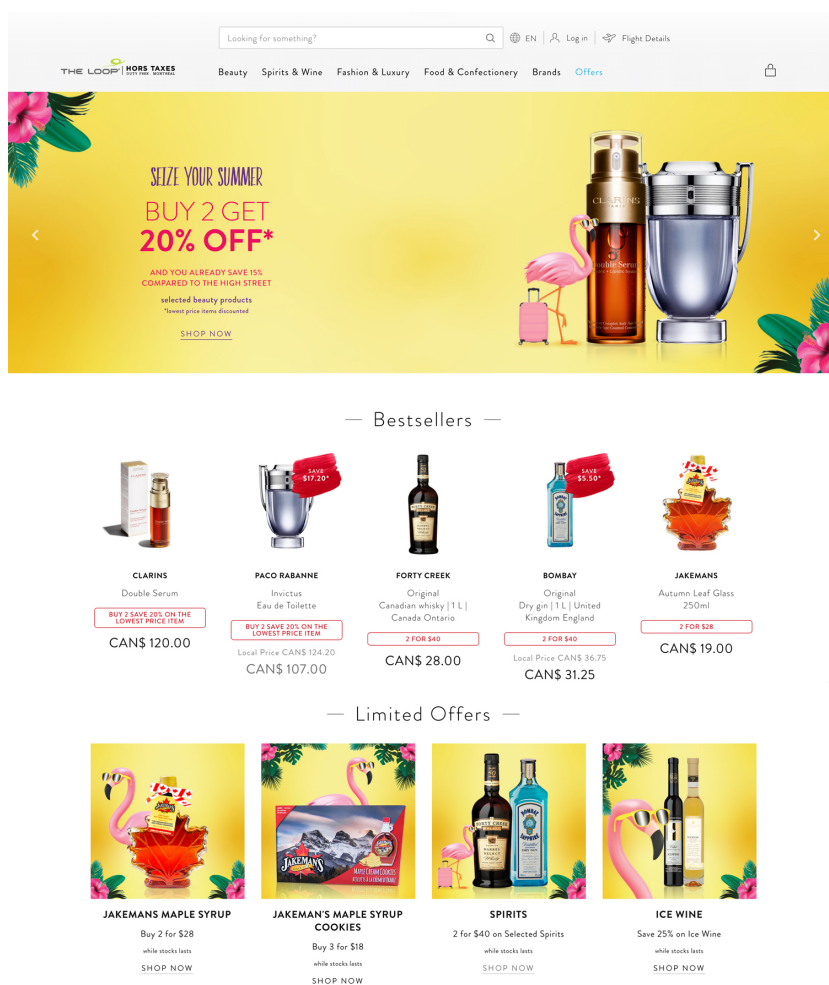


ARI extends award-winning website to Montréal-Trudeau Airport



The Loop Duty-Free's new e-commerce website (www.theloopdutyfree.ca) showcases over 4,000 products and special offers

Aer Rianta International (ARI)-owned The Loop Duty-Free at Montréal-Trudeau International Airport has launched its new website allowing passengers to pre-order products online before traveling.

The new website (www.theloopdutyfree.ca) has been designed to showcase brands and offers using best-in-class navigation and functionality to ensure a user-friendly and intuitive experience.

The platform also allows customers to browse the range of products available in-store and purchase them online with a Click & Collect service up to 90 days before they fly.

Customers of The Loop can enjoy a personalized shopping experience that is easily accessed through devices including desktop, tablet and mobile. Users can select their preferred language from French, English and Chinese.

Two top awards

The platform showcases over 4,000 products, with many features to ensure speedy navigation.

New, improved features include predictive search, product filtering, customer wish lists, rich media and multilingual capabilities; plus, improved integration with stock management system for near real-time catalogue, inventory, pricing, promotions and ordering.

theloopdutyfree.ca also includes engaging content across all categories and brands, highlighting hero marketing campaigns, key offers and products and brands which are exclusive to ARI.

Speaking about the launch of the new platform, Jackie McDonagh, General Manager ARI North America, said: "I am delighted to see the launch of our new website. It is an excellent convenience service for travelers through Montréal-Trudeau Airport and it enhances the overall passenger experience. Our new online offering further strengthens our customer proposition, I am confident it will make a significant contribution to our business here."

Following the inaugural launch of the same platform in Ireland (theloop.ie), ARI has taken two top awards at the 2019 eCommerce & Payment Awards.

Customers of The Loop in Auckland can also enjoy the Click & Collect convenience offering since the introduction of the e-commerce platform to New Zealand in February of this year.