

# ARI re-opens The Loop Duty Free at Auckland Airport



Leading up to the re-opening, the ARI team delivered a high impact “Welcome Back” campaign and created short video in order to help meet and exceed passenger expectations



The Loop Duty Free, Auckland Airport, has re-opened its doors after almost thirteen months of closure. The store has been closed since March 19, 2020, with the government ordered closure of all non-essential outlets to contain the spread of coronavirus. The re-opening coincides with the launch of a travel bubble between New Zealand and Australia, whereby arrivals are allowed to enter quarantine free.

“We have been waiting for this day for a long time, there has been a great sense of anticipation for a safe re-opening of The Loop Duty Free at Auckland Airport. I am immensely proud of the team, they have worked non-stop around the clock to ensure that customers at The Loop are greeted with the warmest, safest welcome and are treated to a world-class shopping experience,” says Ray Hernan, CEO, ARI.

“It is an indescribable feeling to have welcomed our team and customers safely back to the store. Excitement has been building since the government announcement two weeks ago and all the hard work has paid off. Customers are really happy to be able to travel and treat themselves at duty free once again, they have enjoyed the buzz of the store this morning and of course some unexpected surprises as part of our 'Welcome Back' campaign,” adds Melanie Rutherford, Head of Retail Operations, ARI Auckland.

During the lengthy closure, multiple consumer research studies took place to inform any changes in passenger expectations and the team has acted to ensure these expectations are met and exceeded.

Virtual training has served as a great tool, not only to upskill employees, but also to keep team members engaged and maintain a sense of comradery among colleagues.

Passengers can choose to save time at the airport and shop online at ARI Auckland's award-winning website: [www.theloopdutyfree.co.nz](http://www.theloopdutyfree.co.nz)

Using the Click & Collect convenience service, customers can shop online up to 90 days before they fly and collect their purchases in-store on departure or on arrival home.