

DDF celebrates its anniversary with annual three-day sale



Marking its 37th anniversary this month, the airport retailer's annual offer resulted in close to Dhs70 million in sales (US\$19.175 million)

Dubai Duty Free marked its 37th anniversary in style as it welcomed passengers traveling through Dubai with a special 25% discount on a wide range of merchandise over three days from December 18 – 20. The 72-hour anniversary sale, which was also extended to its Home Delivery customers, resulted in sales of Dhs69.990 million (US\$19.175 million).

The following is a summary of the sale by category:

- 1.Perfumes & Fragrances: Dhs17.613 million (US\$4.825 million)
- 2.Spirits & Liquor: Dhs8.624 million (US\$2.363 million)
- 3.Cosmetics: Dhs8.179 million (US\$2.241 million)
- 4.Watches: Dhs7.891 million (US\$ 2.162 million)

Ticket sales for the Dubai Duty Free Millennium Millionaire and Finest Surprise promotions combined to reach a staggering Dhs7.373 million (US\$2.020 million), making it the fifth most popular category.

"We are happy to see such a positive result during our annual anniversary sale both in-store and online. This is very much a 'thank you' to our customers and while there have been less travelers than

usual at Dubai International Airport, it was great to see them respond to this special offer.

I would like to thank everyone for marking this special occasion with us and a special thanks to our staff, who did a great job in serving the passengers and online customers alike,” says Colm Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free.

Over the three-day period, a total of 104,698 sales transactions were recorded in-store. In addition, online sales doubled during the same time frame with its ‘Click & Collect’ service, which offers travelers the chance to order goods in advance of their flight, generating over Dhs6.944 million (US\$1.902 million) in the 72-hour period. A total of 6,331 orders were received in advance of customers traveling, with the most popular categories including Perfumes, Spirits, Cosmetics, Watches and Technology.

With 3,398 orders fulfilled, DDF’s Home Delivery Service, which was launched in June of this year and is available for UAE residents, recorded Dhs3.964 million (US\$1.086 million) in sales.

The annual offer was first introduced when the airport retailer marked its 20th anniversary in 2003 and continues to be popular over what is traditionally a busy travel period.