

# DDF wins two DFNI-Frontier Asia Pacific Awards for Travel Retail Excellence



**“Middle East Airport Travel Retailer of the Year”**

**“Asia Pacific & Middle East Travel Retailer of the Year”**

Dubai Duty Free was announced the winner in two award categories: “Middle East Airport Travel Retailer of the Year” and “Asia Pacific & Middle East Travel Retailer of the Year”

At the virtual awards ceremony for the Duty Free News International (DFNI)-Frontier Asia Pacific Awards for Travel Retail Excellence, Dubai Duty Free (DDF) was announced the winner in two categories: “Middle East Airport Travel Retailer of the Year” and “Asia Pacific & Middle East Travel Retailer of the Year”.

The ceremony was hosted by DFNI-Frontier’s Felix Barlow, Sales Director, and Elena Dimama, Digital Editor, who announced the awards in a dedicated web broadcast for the first time in the event’s history. The awards ceremony is usually held during the TFWA Asia Pacific Exhibition and Conference in Singapore, which was cancelled this year due to COVID-19 pandemic.

Dubai Duty Free was awarded with its nineteenth “Middle East Airport Travel Retailer of the Year” award and went on to beat stiff competition to win the overall award for “Asia Pacific & Middle East Travel Retailer of the Year”. Both awards recognized the retailer’s remarkable sales achievement of US\$2.029 billion in 2019 and its ongoing investment in the retail offer including the opening of its new Arrivals shop in Terminal 3, which has enhanced the overall shopping experience in Dubai Duty Free.

“We are delighted to receive these awards during these unprecedented times and I would like to thank everyone from the industry and the panel of judges who voted for Dubai Duty Free.

It is a great honor to be singled out as the best in travel retail and we are looking forward to welcoming back our customers when it is safe to do so,” shares Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free.

The Dubai Duty Free Foundation was also shortlisted in the “CSR or Sustainability Initiative of the

Year” award, which was won by KingPower Thailand.