

# Dubai Duty Free anniversary sales reach US\$29.4 million



Dubai Duty Free executive team at the ceremonial cutting of its 39th anniversary cake; the anniversary celebration was supported by a special 25% discount on merchandise over three days from December 18 to 20

Dubai Duty Free total sales on its 39th anniversary topped US\$29.4 million, supported by a special 25% discount on a wide range of merchandise over three days from December 18 to December 20.

According to the retailer, the 72 hours anniversary sale, which was also extended to its Home Delivery customers and Click & Collect offer, resulted in a spending spree at Dubai International and Al Maktoum International airports, which is 23% higher than the same period last year.

From a category point of view, perfumes was the highest selling category with sales of US\$7.3 million during the three-day period, followed by liquor with sales of US\$4.1 million and watches with sales of US\$2.8 million. Cosmetics took the fourth spot with sales of US\$2 million, while ticket sales for Dubai Duty Free Millennium Millionaire reached US\$1.9 million making it the fifth most popular category.

"We are very happy to have achieved such great sales over the 3-day anniversary and that so many travelers had the opportunity to avail of the special discount that we offer. I would like to thank everyone for helping us achieve such sales, in particular our customers and our staff who did a great job in serving the high number of passengers," says Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free

As shared by Dubai Duty Free, online sales during the same period topped US\$2.2 million with a total

of 6,122 combined orders received through Click & Collect and Home Delivery service, as well as tickets for the Dubai Duty Free Millennium Millionaire and Finest Surprise promotions purchased online.

During the 39th anniversary sale, Dubai Duty Free's Distribution Centre issued 1,940 pallets of merchandise and conducted 175 trips from the warehouse to the airport.

The total number of picks in the warehouse during the three-day period was 22,278 for 850,455 units of merchandise, with the highest picks on December 18 for 342,354 units of merchandise.

During this time, the cash registers recorded a total of 205,956 sales transactions with 67,837 transactions on December 20 alone.

The Dubai Duty Free anniversary promotion is now a highly anticipated event with many travelers choosing to travel on the days when the 25% discount is offered. The Dubai Duty Free Anniversary 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.