

(US\$310 million) and accounted for 14% of the total annual sales. Meanwhile, Gold recorded sales of Dhs773,506 million (US\$212 million) and contributed 10% towards total revenue. Cigarettes & Tobacco came in fourth place with sales amounted to Dhs745,694 million (\$US204 million) and accounted for 9.5% of total revenue while Electronics came in fifth place with sales of Dhs628 million (US\$172 million) and accounted for 8% of total annual sales.

Online sales accounted for 2% of the overall sales tally for 2023 and reached Dhs164 million (US\$45 million).

Sales in Departures across the operation reached Dhs7.062 billion (US\$1.93 billion) representing 90% of total annual sales, while Arrivals sales totaled Dhs612 million (US\$168 million), representing 8% of total annual sales.

In terms of top source markets for Dubai Duty Free sales, India is number one with Dhs973 million (US\$266 million) sales, followed by Russia with Dhs759 million (US\$208 million), China with Dhs564 million (US\$154 million), Saudi Arabia with Dhs512 million (US\$140 million), and the UK is in fifth place with sales of Dhs373 million (US\$102 million).

Meanwhile, in line with the growth of the operation, the rehiring and recruitment of staff continued with the total employee count now standing at 5,500. Throughout the year, the operation received a total of 18 awards, including its 22nd consecutive Business Traveller Middle East Award for "Best Airport for Duty Free Shopping in the Middle East", the Gulf Business "Retail Company of the Year" award and its seventeenth consecutive Global Traveler Award for "Best Duty Free Shopping in the World." McLoughlin was also the recipient of personal awards including the unique and one-time Pearl Achievement Award for "Outstanding Contribution to the Travel Industry," which was created to mark the 30th edition of the Arabian Travel Market. He was also presented with the inaugural "Frontier Pioneer" Award at the Frontier Awards in Cannes in October.

Looking ahead, Dubai Duty Free will continue to enhance its retail operation which includes major refurbishment plans in Concourse B, which will be completed early this year. It is also working on the scheduled renovations of three Arrival shops in the first quarter of 2024, with construction to continue until the second to third quarter of 2024. Concourse A (two Perfumes and Cosmetics Shops and Fashion area) will also be refurbished starting in the second quarter of 2024 and will be finished in early to mid-2025 with three new boutiques of major fashion brands.

Dubai Duty Free will also maintain its busy events and promotional calendar which includes the Dubai Duty Free Tennis Championships. The event will take place at Dubai Duty Free Tennis Stadium from February 18 - March 2.