

# Dubai Duty Free scoops awards at Virtual Expo

Dubai Duty Free (DDF) is celebrating multiple award wins at the Virtual Travel Retail Expo on October 15.

DDF received four awards in the Middle East & Africa category at the inaugural Travel Retail Superstars Awards, organized by The Moodie Davitt Report. The operator also received two awards at The Moodies Travel Journey Digital Awards.

At the Travel Retail Superstars Awards, which highlighted frontline and behind-the-scenes staff who have helped kept the industry going during the pandemic, Dubai Duty Free was awarded with the Star Team - Shopfloor accolade for DDF Brand Ambassadors for Pernod Ricard; Star Team - Back Office for the Operations and HR Team; Star Individual - Shop Floor for Sales Assistant Ali Attia Ali Elsayed; and Innovation - Back Office for IT Team for the Home Delivery Specials service.

Meanwhile, at The Moodies Travel Journey Digital Awards, which highlight campaigns and best social and digital media practices during the pandemic, the retailer was awarded with the Best Use of Social Platforms for its pandemic response and the Best Creativity and Innovation during Covid-19 for the DDF Home Delivery Specials service.

Commenting on the awards, Dubai Duty Free Executive Vice Chairman & CEO Colm McLoughlin said: "We are thrilled that our efforts have been recognized through these two awards programs held during the Virtual Travel Retail Expo. It's a testament of our commitment to our employees, customers and retail partners in adapting our business despite the enormous challenges brought on by the pandemic, which included the launch of our Home Delivery Service and our continuous effort to engage and serve our customers, be it in-store, online or through social media platforms. I would like to thank the panel of judges who voted for Dubai Duty Free in these two award categories."

The group of DDF brand ambassadors for Pernod Ricard was awarded for demonstrating discipline and grit, transforming the pandemic into an opportunity for self-improvement. The DDF Operations and Human Resources Team were recognized for being at the center of DDF's rapid response to the Covid-19 crisis by keeping the workforce safe, engaged, productive and resilient. Meanwhile, DDF Sales Assistant Ali Attia Ali Elsayed was awarded for his customer service skill and exemplary record, while the DDF Home Delivery Specials service was recognized for giving the experience and confidence needed to set up and operate a totally new revenue stream.

The Best Use of Social Platforms was awarded to DDF for its social media messaging, which focused on nurturing the community as opposed to any hard sell through its Travel from Home series.

Lastly, the Best Creativity and Innovation during Covid-19 was awarded to the DDF Home Delivery Specials service which formed part of the retailer's commitment to ensure customers can enjoy its product range while staying safe at home.