

Dufry wins new 10-yr DF contract at Martinique International

Dufry has announced that it has been awarded a new 10-year concession contract at Martinique's Aimé Césaire International Airport.

The contract will begin January 1st, 2023.

The duty free shop, which will have 750 square meters of retail space, will be located in the new airport extension area currently under construction. This walk-through store, expected to be open in December 2022, will have two distinctive features, according to a Dufry press release. These include a central installation with a rum tasting bar, which will offer a unique selection of high-quality rums. Then, the "Hit-the-Beach" corner will showcase local beach-related products.

Because the floor space is greater, Dufry will offer a larger product mix from global brands covering all typical duty-free categories, such as perfume and cosmetics, confectionery, tobacco, spirits, jewelry and travel accessories. Local food and souvenirs will complete the product assortment and provide a distinctive sense of place.

Dufry currently operates a 340-square-meter duty free shop at the airport, and this contract has been extended until December 2022.

The new walk-through store is expected to be opened in December 2022 and will feature two distinctive features.

Commenting on the new contract Christophe Ricard, General Manager Dufry France, said, "We are proud to continue our longstanding relationship with our partners of Société Aéroport Martinique Aimé Césaire and to contribute to the further development of Martinique's International Airport. We will honor the trust put in Dufry by delivering a state-of-the-art shopping experience of the highest international standards, to best serve the growing tourist community visiting this iconic and beautiful island."