

First TOYS"R"US airport store opens at DFW Airport



The first Toys“R”Us airport store opened in Terminal A at DFW Airport ahead of the busiest travel day of the season. Photo credit: DFW Airport

Ahead of the busy holiday travel season, the first-ever Toys"R"Us airport store opened in Terminal A at Dallas Fort Worth International Airport (DFW).

Jerome Falic, CEO of Duty Free Americas, which operates the new store in partnership with Toys“R”Us said, "We are delighted to unveil the first-ever Toys“R”Us airport store in the Americas ahead of the holiday season. Beloved by millions of families worldwide, Duty Free Americas will continue to play an integral role in the expansion of Toys"R"Us travel retail stores in the region."

Designed for Toys"R"Us kids' of all ages, travelers visiting the store will be greeted by a life size custom Geoffrey the Giraffe 3D sculpture perfect for a family photo, before discovering a curated selection of top toys, games and exclusive collectibles. With demonstration tables for hands-on play and iconic brand elements throughout, the new airport store brings a fun Toys“R”Us experience that caters to gift buyers on-the-go and parents traveling with children.

"Toys“R”Us is a storied brand and DFW Airport is excited to be the first airport with the company's reimagined store," said Ken Buchanan, DFW's Executive Vice President for Revenue Management and Customer Experience. "A key focus of ours is to ensure our customers can enjoy their time while at DFW Airport, and the addition of Toys“R”Us will add to our growing portfolio of exceptional

experiences.”

“The Toys“R”Us brand is growing fast and we are focused on bringing this iconic toy brand to consumers everywhere, whether you're visiting one of our stores at Macy's, at our flagships or in an airport,” added Yehuda Shmidman, CEO of WHP Global, owner of Toys“R”Us.