

# Grab's orders: five million and counting



The airport e-commerce platform has topped its five millionth order, which was placed by a visitor at Dallas Fort Worth International Airport (DFW) using the American Airlines app

Grab, the airport e-commerce platform, has now transacted its five millionth order. The order was placed by a visitor at Dallas Fort Worth International Airport (DFW) using the American Airlines app.

Grab provides its contactless order and payment services in airport restaurants and outlets across the globe including its mobile marketplace, Grab app, order at table and kiosks.

DFW was Grab's first partner to launch its marketplace solution in 2017, allowing visitors to choose from multiple outlets and place their order from their personal device. Most recently, Grab introduced its touch-free order at table technology in selected restaurants at the airport and expanded its marketplace solution with the launch of the DFW Market, which offers web ordering at [DFWOrderNow.com](https://www.dfwordernow.com) without the need to download an app.

"It's fantastic to be able to announce that we've hit five million orders. Our goal has always been to enhance the airport experience by providing efficient and stress-free ways to order food and beverage and we are pleased that Grab's flexible solutions are helping our airport partners address additional challenges at this difficult time.

With American Airlines being our first airline partner and DFW Airport the first partner to launch Grab's Marketplace, this is a great achievement for us all. It also demonstrates that a partnership approach and true collaboration can yield good commercial results even in such a tough market," says Jeff Livney, Chief Experience Officer at Grab.

"As the first airport partner of Grab, we're proud to see the 5 millionth order happen at DFW. Now, more than ever, we are working hard to enable as contactless an airport experience as possible. Through the recent expansion of our Grab program into retail and launch of [the website], we look forward to serving more guests through our digital programs," adds Ken Buchanan, EVP of Customer Experience and Revenue Management at Dallas Fort Worth International Airport.

Grab's omnichannel platform expands the reach of the airport marketplace into popular apps including American Airlines, DFW Airport and Priority Pass.