

Lagardère Travel Retail & AirAsia announce click and collect partnership

OURSHOP

SHOPPING THE WORLD

Lagardère Travel Retail and AirAsia's e-marketplace OURSHOP's new partnership gives travellers greater flexibility by allowing them to pre-order and collect duty-free items from arrival and departure points at the Aelia Duty Free in Avalon Airport, Victoria

Lagardère Travel Retail and AirAsia's e-marketplace OURSHOP have partnered to allow travelers to pre-order and collect duty-free items from arrival and departure points at the Aelia Duty Free in Avalon Airport, Victoria.

According to Lagardère Travel Retail, this partnership will give travelers greater flexibility and freedom, along with the ability to shop for international and local brands at their fingertips, all year round.

Commenting on the partnership, Lagardère Travel Retail Pacific Region CEO Przemek Lesniak said: "We believe it highlights endless benefits for our customers who choose to travel with AirAsia as it opens up a new world of accurate marketing, products and convenience within the travel retail sector."

Customers who purchase products on ourshop.com will also earn AirAsia BIG Points, which can be used to redeem free flights on AirAsia, creating a cycle of value as the more miles travelled or items bought, the more customers earn points.

OURSHOP Head of Acquisition Hassan Choudhury said: "What used to be a 20-minute shopping experience as travellers rush to their boarding gates is now 365 days of shopping indulgence at the tip of their fingers."