



continued to reap numerous awards both here and abroad. 2010 was yet another busy year on the awards front for Dubai Duty Free with January seeing Colm McLoughlin, Managing Director, being selected as 'People of the Year' by The Moodie Report – Annual Review and Dubai Duty Free named as Best Duty Free Shop at the Global Traveller Awards in New York.

Other accolades soon followed such as Best Duty Free Shopping from Business Traveller

### MARKET

Dubai Duty Free, the single largest airport retailer in terms of turnover; competes with airport retailers both far from and within the Arabian Gulf region as well as the low-duty domestic retail environment in Dubai.

Dubai Duty Free expands on all fronts; it has one of the widest ranges of merchandise on offer in a duty free shop and is a modern success story. With strong marketing, and a series of innovative promotions to help drive business, Dubai Duty Free also maintains a high profile through a range of sponsorships, which focus mainly on sporting events. It has become a major player in Dubai's economy in becoming a world-class tourist, business and shopping haven.



### ACHIEVEMENTS

In the past twenty seven years Dubai Duty Free has received over 160 awards. The first major award was presented in 1985 when the new operation won the very first Frontier Award for "Airport Duty Free Operator of the Year".

From that day onward Dubai Duty Free



Middle East, Brand of the Year title at the annual Superbrands event - dubbed as the 'Oscars of Branding' and Retailer of the Year from Retail City Awards.

### HISTORY

Dubai Duty Free began when the Dubai Government commissioned Irish airport operator Aer Rianta to set up a duty free at Dubai International Airport. In July 1983 a ten man team from Aer Rianta came to Dubai. Their brief was "to develop the best-ever duty free shops in the industry" and on December 20th 1983 Dubai Duty Free was born.

From the original team of ten, three remained including the present Managing Director, Colm McLoughlin. Fondly called the "Irish Trinity", McLoughlin was joined by George Horan, the current Deputy Managing Director and John Sutcliffe, who went on to head up Aer Rianta Middle East in Bahrain.

Barely two years after it began operation, Dubai Duty Free was named "Airport Duty Free

Operator of the Year" in 1985 at the Frontier Awards in Cannes. The operation has gone on to win this prestigious award five times since then.

### PRODUCT

Dubai Duty Free's wide range of products satisfies the needs of even the most demanding of travellers. Category wise in 2010, Perfumes continued to be the number one category with sales topping US\$180.3 million, up 16% on the previous year. Liquor and Gold retained the number two and number three positions with increases of 13% and 11% respectively. Other big category increases were seen in Watches, which rose by 26% and Cosmetics, which were up by 23%, while sales of Cameras rose by 19%.

With 21.5 million sales transactions recorded at Dubai Duty Free in 2010, an increase of 11% over 2009, the statistics continue to make interesting reading.

Increases were seen across all Dubai Duty Free retail areas, with Terminal 3 sales increasing by 20% overall, including an 11% increase in Arrivals sales while Terminal 2 sales rose by an impressive 24%.

### RECENT DEVELOPMENTS

Dubai Duty Free is underway with plans for the retail operation in Al Maktoum International Airport at Dubai World Central which opened for cargo services and some executive flights on 27th June 2010. When work on the passenger terminal is completed, Dubai Duty Free will have a retail area of 2,250 square metres and will be complemented by a team of around 300 employees.

Dubai Duty Free has revamped part of the retail operation in Terminal 2. This Terminal is home to a number of airlines, including flydubai which has grown dramatically in the past couple of years to be the second largest airline operating out of Dubai International. As a result of their growth the retail operation has been revamped.

Looking further ahead, the opening of Concourse 3 at Dubai International Airport will see Dubai Duty Free increase its retail operation by a further 8,000 square metres. Scheduled to open in 2012, the new Concourse will be dedicated to Emirates Airline.



2010 also saw new and exciting launches and initiatives at Dubai Duty Free.

Dubai Duty Free became the first airport retailer in the Middle East to offer the perennially popular US brand Kiehl's, in Terminal 3. The brand is also renowned for its philanthropic support of worthy causes and, to this end, the launch of Kiehl's products in Terminal 3 was accompanied by a very generous donation of Dh100,000 to the Dubai Duty Free Foundation.

The Dubai Duty Free Foundation, a charitable foundation established to give Dubai Duty Free the opportunity to give back to the community and assist worthwhile causes, has been hard at work raising funds to add to such donations and put them to good use where they are most needed.

Teaming up with Dubai Cares, Dubai Duty Free launched a retail initiative offering a range of merchandise featuring the Dubai Cares logo. In October 2010 Dubai Duty Free presented Dubai Cares with the first donation generated



from sales of Dubai Cares merchandise in duty free outlets with a percentage of proceeds going directly to Dubai Cares.

This joint initiative, which commenced in May 2010, was launched to raise funds for Dubai Cares and to increase awareness of the Dubai Cares brand around the world.

In an exciting development for passengers, Dubai Duty Free and FEXCO Merchant Services joined forces to launch Dynamic Currency Conversion (DCC) at all 350 points of sale operated by the retailer at Dubai International Airport. The result of a partnership between Network International – the first acquirer to market DCC in the Middle East - and FEXCO, the service enables shoppers to pay for their credit card purchases in their home currency if they so choose. The service is available to MasterCard and VISA customers, who can now view the sale amount in both local currency and their home currency prior to making their choice.

### PROMOTION

Dubai Duty Free also runs innovative and successful promotions: the world famous Finest Surprise Luxury Car draw, which began as a one-off in December 1989 and continues to capture the public's imagination. With 1,000 tickets offered at US\$139, passengers have the chance to win a car.

The success of the Finest Surprise led to the launch, in 1999, of the Millennium Millionaire



promotion to win US\$1 million, which has captured the imagination of travellers around the globe. Tickets are priced at US\$278 each and limited to 5,000 ticket holders.

In October 2009 Dubai Duty Free launched the next phase of its world famous promotions with the 'Double Millionaire' draw to win US\$2 million. Each ticket costs US\$556 and is limited to 5,000 ticket holders.

Tickets are available at dedicated Dubai Duty Free Finest Surprise counters at the Departures and Arrivals of Terminals 1, 2, and 3, The Aviation Club, the Craft Shop at The Irish Village, Dubai Duty Free Desk at the Jumeirah Beach Hotel or online at [www.dubaidutyfree.com](http://www.dubaidutyfree.com)

### Events

The sporting 'season' in Dubai began in February with the Omega Dubai Desert Classic, a PGA tournament that attracts the top golfers in the game. As an official supporter of the tournament, Dubai Duty Free entertained guests in style at the Emirates Golf Club where Spain's Alvaro Quiros, following his historic win at the Omega Dubai Desert Classic, conducted the draw for the Dubai Duty Free Finest Surprise car draw.

While the successful running of the shop floor operation is a major focus for Dubai Duty Free, the operation is highly committed to promoting Dubai through a series of high level sporting events such as the Dubai Duty Free Tennis Championships.

The Dubai Duty Free Tennis Championships (14 – 26 February 2011), which is owned and organised by Dubai Duty Free, attracted the top players in the world with eight of the top women participating and five of the top ten men. The WTA Premier 5 week was won in exciting



style by Caroline Wozniacki, the world's No.1 from Denmark, who beat third time finalist and former No.1, Svetlana Kuznetsova. The men's week culminated in a 'dream final' which saw the top two seeds, Roger Federer and Novak Djokovic, compete. Djokovic, the defending champion, emerged triumphant taking the Dubai Duty Free title for the third consecutive year.

A supporter of horseracing for many years, and with horseracing playing an important part in Dubai Duty Free's portfolio of sponsorships, the operation sponsored the US\$5 million Dubai Duty Free Group 1 race, held for the second time at the iconic Meydan Racecourse. The Dubai Duty Free was won in impressive style by Presvis, ridden by three-time former British champion jockey Ryan Moore.

Dubai Duty Free regularly flies the red and yellow flag overseas. Each April and September the operation sees the successful running of two raceday weekends at the historical Newbury Racecourse in England, at Ascot in August for the Dubai Duty Free Shergar Cup and at the Curragh, Ireland in June for the Dubai Duty Free Irish Derby Festival.

By supporting so many events at the highest level and all around the globe, Dubai Duty Free is effectively promoting Dubai as a sporting, leisure and business destination which is second to none.

### BRAND VALUES

Dubai Duty Free's reputation has been built on five business principles that were established from the outset: value for money, quality of products, range of products, quality of service and ambience. The operation's reputation for success, style and innovation suggests that it lives by these principles.

[www.dubaidutyfree.com](http://www.dubaidutyfree.com)



Pictured with Her Majesty The Queen at Newbury Racecourse were John Warren, HM's Racing Manager, Dubai Duty Free officials headed by Colm McLoughlin, Managing Director, Breeda McLoughlin, Salah Tahlak & Sinead El Sibai

### Things you didn't know about DUBAI DUTY FREE

Dubai Duty Free sold over 2.5 million bottles of perfumes in 2010.

Dubai Duty Free sold 2,940 kilograms of Gold in 2010.

The famous Finest Surprise Luxury Car Promotion began life in 1989, has awarded over 1,450 winners from 69 countries.

Dubai Duty Free marked its 27th Anniversary on December 20th 2010 with a 25% discount offer, and daily sales reached US\$18.5 million.

Sales in 2010 reached US\$1.27 billion, representing a 14% increase over the previous year.

Dubai Duty Free has recorded 21.5 million sales transactions in 2010, an increase of 11% over 2009.

Superbrands