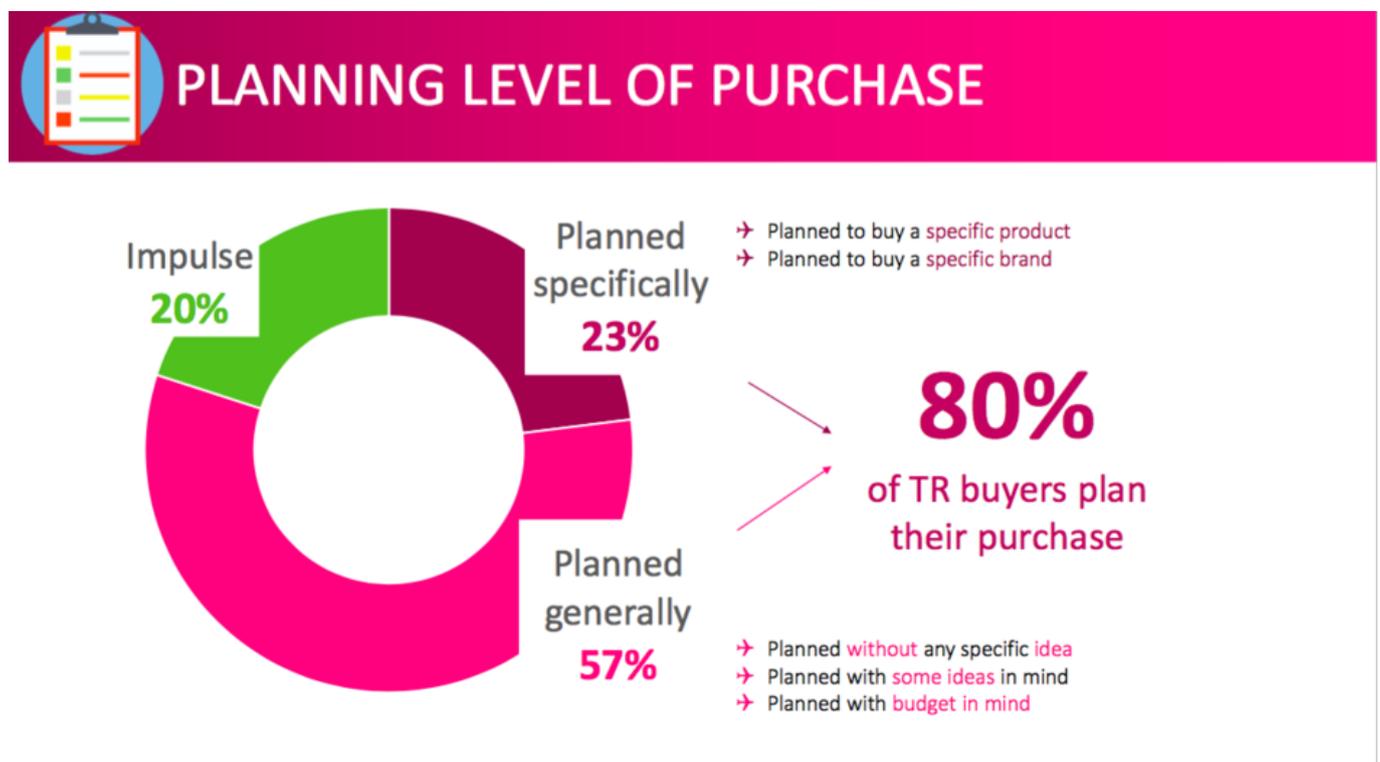


# DFWC Q3 KPI Monitor highlights shopping behaviors & touchpoints in terms of planning prior to travel

By **Laura Shirk** on November, 18 2019 | Associations



According to the September 2019 DFWC KPI Monitor, produced by m1nd-set, an infographic of planning level of purchase of the duty free market

The latest Duty Free World Council (DFWC) KPI Monitor, produced for the Council by Swiss research agency, m1nd-set, focuses on shopping planners and strategies to engage with them to increase penetration and conversion. According to the DFWC Monitor, 75% of shoppers plan their purchase prior to travel. While the majority of shoppers (52%) who plan their purchase do so in a general sense, the remaining 23% plan their purchase with a specific idea of which product or brand they will buy once in the duty free shop.

The DFWC Monitor was conducted in September for the third quarter of 2019. It is compiled from more than 4000 interviews with shoppers globally and computed by aggregating the satisfaction scores on all aspects of their visit to the duty free shop and weighting these according to their impact on overall satisfaction.

The Q3 Monitor shows the global average for customer satisfaction has increased by 1 point since Q2 2019, with the Middle East and Africa experiencing the strongest increase (up from 66% in Q2 to

68%). Duty free shops are considered to be a great place to purchase gifts, according to the Monitor, by around four out of ten shoppers. The percentage of shoppers purchasing for gifting remained constant over the past quarter at 43%.

The Monitor, which also tracks airport passenger growth with data from m1nd-set's Business Intelligence Service (BIS), in partnership with IATA, shows Asia Pacific and Europe both noted above average air traffic growth, at 5% and 3.9%, respectively. Global traffic has increased by 3.7% to 979 million passengers on the same period in 2018 (end of Q3).

Sarah Branquinho, President, DFWC, explains: "The latest DFWC KPI Monitor brings to the fore an important key to increasing penetration and conversion. With three quarters of shoppers planning their purchase, but less than one fifth of shoppers noticing touchpoints before their trip, travel retail marketers need to identify the most effective pre-trip touch points to reach these shopping planners and integrate these into their media planning strategy."

Peter Mohn, Owner and CEO, m1nd-set, adds: "The Monitor also demonstrates that the pre-trip communication on the duty free offer has a significant impact on both customer expectations and satisfaction with the shopping experience. It's all the more important therefore to pay particular attention to these touchpoints and take into account how different customer segments engage with the various touchpoints to avoid standardizing the marketing message."