

TFWA reveals new digital app to enhance delegate experience

By **Jas Ryat** on September, 20 2018 | Associations



Members, exhibitors and delegates will experience TFWA on an additional digital platform this October as the Association has launched a new app to promote participation in the wider TFWA community.

The TFWA app is looked at as a digital solution in the duty free and travel retail arena and looks to provide greater functionality for anyone attending Association events or looking to keep up to date with the latest industry news.

Delegates at this year's TFWA World Exhibition & Conference in Cannes (30th September - 5th October) will be among the first to try the app for themselves. Users will gain access to a number of exclusive on-site services, such as a new geolocation feature to help them navigate their way around the venue. Other functions include the option to contact and meet business partners directly via the app, and the ability to comment and put questions to speakers at TFWA Conferences. Full details on exhibiting companies are also available through the app.

The app will also deliver engaging, topical content on Association news and activities throughout the year, while providing a portable link to the Association to encourage interaction and foster a sense of community among duty free and travel retail professionals.

TFWA President Erik Juul-Mortensen said: "Much like the rest of the duty free and travel retail industry, we are investing heavily in digital technology to help us better engage with delegates and provide them with new ways to learn from their colleagues and share their views on important business issues. With its wide range of easily accessible, bespoke features, I am certain our new TFWA app will prove to be yet another vital business tool for our members."

The TFWA app is available to download now at the App Store and Google Play.