

Aeroporti di Roma launches digital 'Shop & Fly' service



The 'Shop & Fly' platform marks an important step in the airport's journey of continuous improvement

Airport developer and manager Aeroporti di Roma (ADR) has introduced a new 'Shop & Fly' service at Rome's Fiumicino 'Leonardo da Vinci' Airport.

Departing and arriving travelers have the opportunity to reserve products featured on the company's website and pay for and pick them up at the airport, which was named for the seventh consecutive year by ACI World as the best European hub for the quality of services offered to passengers.

The 'Shop & Fly' service offers a catalogue of some 9,000 products from over 600 brands featured in the Lagardère Travel Retail's Aelia Duty Free stores. The selection includes perfumes, make-up and skincare products, food and wine, and toys. A 10% discount is offered for online orders compared to purchases made directly in store.

Alberto Niero, CEO Lagardère Travel Retail Italia, said, "Today, we are really glad to announce the launch of the new 'Shop & Fly' service, realized in partnership with ADR and its partner brands. This

very ambitious project is aimed at responding to the changing behavior of consumers who are more and more digitally oriented, by offering them an additional opportunity to purchase our products.”

Passengers using the ‘Shop & Fly’ service can pay and collect their purchases at special cash desks in the Aelia Duty Free stores.

Thanks to the partnership between ADR and ITA Airways, all ITA Airways passengers, even those coming from a non-Schengen destination, will also be able to collect the products ordered on ‘Shop&Fly’ at the pick-up points.

‘Phygital’ services offered on the ADR website also include Personal Shopper’, ‘Book a Table’ and ‘Take away to Fly.

Marilena Blasi, ADR Chief Commercial Officer, commented, “We constantly strive to fully meet our customers’ needs, acknowledging their crucial role in our growth and the increasingly digital approach towards consumption. It is essential to ensure a seamless digital experience, especially during the pre-flight phase, during which passengers interact with services such as shopping and dining. It is with this mindset that we launched our ‘Shop & Fly’ e-commerce platform, which allows passengers to reserve duty free products online and pay for them in store, the first step into a journey of continuous improvement in terms of offer, brands and services, always aligned with our customers’ needs.”