

# Dubai Duty Free hosts biggest IQOS lounge in travel retail



To boost brand visibility, Philip Morris International and Dubai International Airport have allocated signage all over the airport to HEETS and IQOS



Following the successful launch of its award-winning IQOS 3 smoke-free product at Dubai Duty Free in December 2018, Philip Morris International (PMI) has opened the largest duty free IQOS lounge in the world at Dubai International Airport (DXB).

The 107 square meter lounge (pop-up store) began trading on March 6, 2019 in Terminal 1, Concourse D.

The IQOS lounge (pictured below) features different experience zones where IQOS experts guide legal age smokers and IQOS users to learn more about IQOS and the science behind it. Consumers can also try IQOS and the different HEETS variants in the guided trial zone.





IQOS and HEETS (heated tobacco sticks) are now available across all terminals in Dubai International Airport. Thirty IQOS experts are available in the duty free shops and the IQOS lounge to explain IQOS and offer experiences to adult smokers, who are interested, at any time of day.

To boost brand visibility further, all PMI back walls at the airport are allocated to HEETS and IQOS, and an above-the-line marketing campaign ran from December to February at DXB.

Elsewhere in the Middle East market, IQOS and HEETS are also available at Abu Dhabi Duty Free, and HEETS are available in Sharjah and Beirut Duty Free. To date, IQOS and HEETS are not yet available in their respective domestic markets.

The new IQOS 3 and IQOS 3 MULTI feature improved design and functionality to offer adult smokers a better alternative for nicotine consumption than traditional combustible cigarettes.

IQOS is a technologically-advanced, heat-not-burn alternative to cigarettes and offers a cleaner way of enjoying tobacco with no smoke, no ash and less smell. Additionally, IQOS emits on average 95% lower levels of harmful chemicals compared to cigarettes.

The new IQOS 3 and IQOS 3 MULTI aim to deliver a premium tobacco experience with simplified

usability, personalization and taste from real tobacco rather than liquid. Both devices have new protective reliability, a more sophisticated design and concentrate on the expectations of adult smokers who would otherwise continue to smoke and are looking for an alternative.

“PMI has made a commitment to a smoke-free world and IQOS has already helped nearly six million adult smokers stop using cigarettes and switch to smoke-free alternatives,” said Rami Maktabi, Director External Affairs, PMI Duty Free, Middle East, and Africa.

“Tens of thousands of adult smokers per day globally make the change and switch from cigarettes to IQOS. The large majority of smokers that switch to IQOS enjoy the product and its benefits enough to convert to it fully.”

He continued: “There is no better choice than quitting tobacco and nicotine use completely. But the vast majority of adult smokers will continue smoking cigarettes – the most harmful tobacco product. Those smokers deserve a better alternative. These alternatives exist, and it would be irresponsible to not do everything in our power to get the word out. We are ready, when you are ready to make the change.”

Tomislav Vujcic, General Manager Duty Free, Travel Retail MEA & ISC BU, Middle East, Africa said: “We have successfully launched this newest version of IQOS in the vast majority of markets currently offering IQOS products. Every week thousands of smokers switch to it around the world.”



Tomislav Vujcic, General Manager Duty Free, Travel Retail MEA & ISC BU, Middle East, Africa, PMI  
IQOS 3 and IQOS 3 MULTI have no ash and release a nicotine-containing aerosol, not smoke, which leaves a less lingering smell on hands, clothes and hair, meaning favorite clothes are safe from burns and smoke smell.

The upgraded version comes after two years of global development, building on the successes of its predecessor in several markets. The device boasts significant improvements, further reducing the charging time by 40 seconds between uses.

The IQOS 3 MULTI provides the user with 10 consecutive uses without needing to be recharged. The work of over 400 PMI scientific personnel has yielded an elegant design that does not sacrifice functionality.

As well as state-of-the-art design and premium feel, IQOS 3 and IQOS 3 MULTI come with a choice of 500+ color combinations using a wide range of available accessories.