

ANA-VINCI Airports x ARI launch Portugal DF



After months of planning, the partners have launched their operations in Portugal; see below for more snaps of the celebration featuring Ray Hernan at ARI and Thierry Ligonnière at



With this launch, Portugal Duty Free assumes the operation of eight airport duty free locations: Lisbon, Porto, Faro, Madeira Islands (Madeira & Porto Santo) and Azores Islands (Ponta Delgada, Santa Maria & Horta).

During the next 18 months, each store will be renovated according to both VINCI Airports' and ARI's sense-of-place strategy; each one will have an individually crafted identity, reflective of the local landscape and culture, to create a bespoke experience for passengers. Unique and innovative retail experiences will showcase the best of local product and encapsulate the essence of *Portugalidade*.

To mark the occasion, passengers travelling through Lisbon Airport embraced the celebration with music, master mixologists, artisan Santini ice-cream and many other surprises at Lisbon Duty Free.

"[ANA/VINCI Airports is working to bring new world-class experiences to its passengers as part of its 'Positive Mobility' commitment. Our partnership with ARI will allow us to create a bespoke sense of place and an unrivalled shopping experience, complimenting the best of Portugal and showcasing leading international brands and travel retail exclusives with great value for our customers. We look forward to unveiling these to our passengers over the coming months," says Thierry Ligonnière, CEO, ANA.

"After months of careful planning and collaboration across the business, we are delighted to launch our operations here in Portugal. I would like to personally thank the collective team who have worked tirelessly to deliver this launch on time and to the high standards that we pride ourselves on at ARI, and to thank our brand partners for embracing this new opportunity with us.

"ARI and ANA are closely aligned on our values and our customer-centric approach, and together we plan to ignite the joy of travel retail for passengers with a unique retail proposition at each location. We have a robust implementation plan underway and look forward to bringing these exciting concepts to life over the coming 18 months," comments Ray Hernan, CEO, ARI, speaking at Portugal 2

Duty Free.



