

China Duty Free Group and Guangzhou Baiyun Airport organize duty-free shopping festival



Senior management from China Duty Free Group and Guangzhou Baiyun International Airport at the official launch of the duty-free shopping festival in Baiyun Airport

China Duty Free Group (CDF) and Guangzhou Baiyun International Airport have jointly organized a “duty-free shopping festival”. This is the first time both organizations are holding this event which started on September 10.

CDF said the aims of the festival are multi-fold -- to enhance the shopping experience of overseas travelers, build brand reputation and attract consumer spending. Additionally, it hopes to establish Baiyun Airport as a top tier international air hub with an unparalleled shopping and travel experience.



The duty-free shopping festival aims to enhance travelers' shopping experience at Baiyun Airport

CDF and Baiyun International Airport duty-free shopping festival

To satisfy the different needs of travelers, CDF said the festival provides shopping discounts and various types of promotional activities, including a lucky draw with a prize of 100,000 yuan (US\$14,142), heavily discounted popular items, double points for CDFG's members and more. The festival will run for two months.

CDF operates all the duty-free stores within Baiyun Airport under its subsidiary Guangzhou Xinmian Duty Free Co Ltd. Its stores sell perfumes and cosmetics, watches and jewelry as well as apparel and leather products. In 2017, CDF won the departures concession at Baiyun Airport's Terminal 2. The concession at China's third-busiest airport runs for eight years. CDF also runs the airport's concession in Terminal 1, which it snagged in 2008.