

Cyprus DF launches e-commerce platform



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Aer Rianta International (ARI) is excited to unveil a new online retail experience for Cyprus Duty Free this June. This e-commerce platform will mirror the world-class Cypriot in-store experience at Pafos and Larnaka Airports, where customers can conveniently shop the exceptional range, value and travel exclusives that ARI has to offer.

The development of the e-commerce site comes as a response to the increased demand for digital solutions and online convenience for the post-pandemic shopper. The platform also signals ARI's accelerated advancements and growth in the digital space - a key pillar in the company's redefined Customer Value Proposition.

Prioritizing digitalisation, as well as concentrating on sustainability, convenience, hyperconnectivity and the importance of locality and sense of place, ARI's Customer Value Proposition aims to deliver a seamless and exceptional experience at all touchpoints on the customer journey.

This intuitive and responsive online store also allows customers to enjoy greater choice when it comes to delivery solutions such as "shop before you fly", "Click and Collect" options and new options like eLocker pick-up. Piloted in Bahrain Duty Free, the arrival of eLocker pick-up enables customers to access a fast, easy, and hassle-free way to shop, with plans to introduce these across the ARI estate over the coming year.

Customers can shop online from the comfort of their own home from one month up to 24 hours ahead of traveling through Larnaka airport and from one month up to 72 hours in advance of traveling through Pafos airport.

“The launch of this new online platform further underpins our commitment to adapt, grow and enhance our retail proposition for the ever-evolving traveler. We put the customer at the heart of everything we do, and our new e-commerce platform allows customers to enjoy our world-class shopping experience at their fingertips,” says Andrew Baker, General Manager, Cyprus Duty Free.

As well as shopping beauty, fashion & accessories, wines & spirits, and gifting solutions, customers can also experience a true taste of Cyprus at the iconic Kypriaka. This unique concept store will be brought to life online, showcasing the best of local products from the island, as well as bespoke whiskey, brandy and spirits created exclusively for Cyprus Duty Free.