

Jordanian Duty Free Shops renews exclusive concession contract



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Jordanian Duty Free Shops (JDFS), the leading travel retail concessionaire in Jordan, has signed an agreement with the government to renew its exclusivity for another 10 years.

The company, which is celebrating its 25th anniversary this year, has more than 20 border shops and a state-of-the-art downtown diplomatic shop in the capital Amman, serving more than 7 million passengers a year.

Commenting on the contract renewal, JDFS CEO Haitham Al-Majali stated: "We appreciate the trust that the government has given us once again to continue as the exclusive duty free operator for land borders and sea ports.

“Our staff has a prominent experience in the travel retail sector, and have always shown nothing but professionalism and dedication. Our sales team has always focused on better serving our customers from all over the world with premium products, and we will continue to do so for the next 10 years.”

In 2020, JD FS responded to the pandemic by closing most of its border shops, a drastic move that affected sales.

"Today, the company started showing signs of return, traveling has resumed, and passengers' movement is back to normal, and that reflects on our sales positively," Al-Majali added.

In a closing statement, Al-Majali said: "JD FS has shown great resilience in response to the pandemic outbreak, and survived with a great spirit the snowball effect the pandemic left on international trade and travel. Today, as we celebrate our 25th anniversary, we are happy to announce the renewal of our right of exclusivity in the travel retail market at border shops and seaports.

"Our strategy has adapted with the effects of the pandemic, and this agreement will help us boost our operation as we strive for more success and customer satisfaction, as we will work to introduce new product ranges in different categories in the next few months, in order to meet the demands of our customers."