

Qatar Duty Free adds Apple Store to retail line-up



Qatar Duty Free's new Apple Store at Hamad International Airport is one of the largest of its kind in Qatar

Qatar Duty Free has announced the launch of the Apple Store at Hamad International Airport.

The new Apple Store, located in the heart of the terminal, offers all kinds of Apple products, including iPhone, iPad, Apple Watch, Mac and Apple TV, in addition to a wide range of Apple devices.

The Apple Store is located behind the lamp bear in the South Retail Terminal of Qatar Duty Free, covering an area of 86 square meters, making it the largest of its kind in Qatar.

The opening includes the launch of the new-generation smartphone iPhone 13. The store also provides Apple experts to help customers and introduce them to Apple products.

Mr. Badr Mohammed Al Meer, Chief Operating Officer of Hamad International Airport, said: "As the best airport in the world, Hamad International Airport is committed to providing distinguished and exceptional travel experiences that include enjoyment of shopping and entertainment for all its passengers. Hamad International Airport is also dedicated to cooperating with Duty Free. Qatar Duty Free exerts all its efforts to develop pioneering partnerships with the most famous brands. At Hamad International Airport, we seek to raise the level of passenger experience by continuing to expand the portfolio of pioneering brands offered by Qatar Duty Free, and its constant commitment to launching new and unique concepts."

Mr. Thabet Musleh, Vice President of Operations at Qatar Duty Free, said: "The opening of the Apple 1

Store at Hamad International Airport, the best airport in the world, reflects the volume of investments that Qatar Duty Free is making in order to enhance the shopping experiences of travelers. We are pleased to announce the launch of the store. We are also pleased to add iconic Apple products to our retail store portfolio.”

Qatar Duty Free is also celebrating its 21st anniversary by unveiling significant investments and an enhanced portfolio of brands across 21 new commercial outlets for shopping and hospitality. Through its new investment, titled “21 by 21”, it seeks to meet different tastes and budgets, while raising the level of duty free experience at Hamad International Airport.

Hamad International Airport recently won the title of Best Airport in the World for the year 2021, in recognition of its efforts in adapting and addressing the challenges posed by the Covid-19 pandemic. Hamad International Airport has also won Best Airport in the Middle East, Best Airport for the 25-35 Million Passengers Category, Best Employee Service in the Middle East and an Airport Excellence in the Middle East award.