

# Servy and Inflyter partner to redefine airport digital shopping

Servy, the self-service hospitality platform, and travel retail technology expert Inflyter have formed a new strategic partnership to provide a fully-integrated e-commerce platform offering travelers a more convenient and connected digital experience.

The newly created alliance aims to present an integrated online marketplace with a single online shopping and pre-ordering service showcasing all retailers, brands and products available at the airport - from food & beverage and travel essentials to duty free categories of fashion, cosmetics, electronics and more.

Travelers will be able to browse all commercial offerings before they leave home and save time at the airport by pre-ordering and purchasing in advance or even while they are waiting to depart.

The platform is designed to offer travelers greater convenience, choice and control over how and when they shop, and allows them to receive goods at a time and place that best suits their needs. It includes multiple delivery and collection options including in-store collection, and delivery at gate and in-lounge.

Jeff Livney, Chief Experience Officer at Servy, said: "Our new joint proposition with Inflyter presents a fantastic opportunity for us to elevate the airport experience for travelers while also strengthening the business and commercial value for our airport and hospitality and retail partners. With our combined airport, retailer and brand relationships, this partnership offers a way to fast-track the delivery of a truly integrated, omnichannel, e-commerce marketplace across all shopping categories, creating more streamlined digital, in-store and in-airport solutions for travelers."

Wassim Saadé, Founder and CEO of Inflyter, said: "With purchases and time at the airport being increasingly planned, we know travelers want to have advance access to an integrated digital shopping solution to help them reduce stress before departure or minimize anxiety at the airport. Combining our e-commerce expertise and mobile and digital duty free shopping experiences with Servy's leading omnichannel approach in hospitality will offer the digital online shopping platform travelers want, and create a single airport e-commerce platform to drive incremental and online retail revenues for all partners in the airport ecosystem."

Servy is the industry leader in omnichannel airport e-commerce with a presence at more than 80 airports, while Inflyter's multi-concession duty free e-commerce platform has been implemented with international travel retailers and airports across three continents.

The new strategic partnership will support the two companies' combined ambition to widen their global reach, including key growth across the EMEA region.