

# Dubai Duty Free anniversary sales top \$50 million

By **Hibah Noor** on December, 21 2018 | Retailers



The ceremonial cutting of Dubai Duty Free's 35th anniversary cake in Concourse B

Dubai Duty Free sales hit Dhs191 million (US\$52.33million) over its three-day 35th anniversary promotion.

The operator offered a 25% discount on a wide range of merchandise from midnight on December 18 until its anniversary day on December 20.

Sales figures at Dubai International and at Al Maktoum International reached Dhs42.89 million (US\$11.75 million) on December 18 and Dhs41.25 million (US\$11.30 million) on December 19.

On the anniversary day itself, Dubai Duty Free's daily turnover reached Dhs106.80 million (US\$29.26 million) in the 24-hour period.

Cosmetics was the highest-selling category with sales of Dhs46 million (US\$12.6 million), followed by watches with Dhs35.48 million (US\$9.72 million) and perfumes with Dhs34.23 million (US\$9.37 million).

Commenting on the success of 35th anniversary, Colm McLoughlin, Executive Vice Chairman and CEO of Dubai Duty Free, said: "The anniversary celebrations spread over three days were fantastic and received positive results across all the concourses. I would like to thank everyone, in particular thanks to our customers and our staff who did a great job in serving the high number of passengers."

During the 72-hour period, Dubai Duty Free's distribution centre issued 2,501 pallets of merchandise

and conducted 228 trips from the warehouse to the airport.

The highest number of pallets was issued on December 19, with 943 pallets being delivered in 87 trips.

The total number of picks in the warehouse during this period was 23,383 for 873,480 units of merchandise, with the highest picks on December 18 for 436,526 units.

Over the three-day period, cash registers recorded a total of 364,320 sales transactions with nearly 103,626 transactions alone on December 20.

The 35th anniversary also saw a series of celebrations over three days, led by Colm McLoughlin, Executive Vice Chairman & CEO, and members of the senior management team, who conducted two Millennium Millionaire and four Finest Surprise draws as well as other promotional activities.

Dubai Duty Free's staff also enjoyed a Staff Surprise draw. In addition, the executive team awarded a Certificate of Appreciation to long-serving employees who have been with the company for 20 years, 25 years, 30 years and 35 years.