

Dubai Duty Free annual sales hit US\$1.85 billion in 2016

By **Jas Ryat** on January, 10 2017 | Retailers



Dubai Duty Free ushered in the New Year by announcing annual sales of US\$1.85 billion in 2016.

Reflecting on the year, Colm McLoughlin, Executive Vice Chairman and Chief Executive Officer, said: "Overall, it has been a good year for the operation and I would like to thank H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Duty Free, for his ongoing support. I also join His Highness in thanking our great team of staff, our suppliers and of course our customers, for their contribution to our growth and success."

In 2016, Dubai Duty Free opened 7,000 square meters of retail in Concourse D on February 24 as part of the phased opening of the newest concourse in Dubai International Airport, and that brought the retail area under its operation to 36,000 square meters in both of Dubai's airports.

Perfumes continues to be the highest selling category with annual sales topping US\$306.9 million, representing 16.6% of total annual turnover. Liquor followed with sales of US\$295.4 million, while cigarettes and tobacco came in third place with sales of US\$160.7 million.

Cosmetics came in fourth place with sales amounting to US\$148.8 million, followed by confectionery with US\$143.8 million. Meanwhile, sales in Departures outlets across the concourses accounted for 86.7% of the total annual turnover at US\$1.6 billion.



During the year Dubai Duty Free also recorded an impressive 27.12 million sales transactions, an average of 74,097 sales transactions per day, across both Dubai International and Al Maktoum International airports, and its performance won the company 28 awards during the year.

Commenting on the operator's plans for 2017, McLoughlin said: "There is a lot to look forward to in 2017, including the improvement of our retail offer both in Dubai International Airport's Concourse C and in Al Maktoum International Airport's Passenger Terminal Building (AMIA PTB). In Concourse C, we have just opened our outlets in the area that links Concourse C to Concourse B, and we will fully renovate the retail areas in the rest of Departures and apron levels of Concourse C over the course of the year."

He continued: "We are also looking forward to developing our DDF Leisure business. The Irish Village in Garhoud was voted the Irish Pub of the Year at the Irish Pubs Global Awards ceremony in Dublin, and we opened the second Irish Village in the Dubai Parks and Resorts complex in December 2016. The Jumeirah Creekside Hotel continues to do well, and you will see new food and beverage outlets in this hotel during the course of the year."

Looking ahead, Dubai Duty Free will continue to maintain its busy events and promotional calendar, which includes the Dubai Duty Free Tennis Championships to be staged at the Dubai Duty Free Tennis Stadium from February 19 to March 4.