

Dubai Duty Free celebrates 35 pioneering years

By **Hibah Noor** on December, 20 2018 | Retailers



Colm McLoughlin poses with Dubai Duty Free staff in Concourse C on the operation's anniversary day

Dubai Duty Free marked its 35th anniversary in style as it welcomed passengers with a special 25% discount on a wide range of merchandise over three days.

The 72-hour promotion began at midnight on December 18 and continued until the operation's anniversary day on December 20.

The discount saw a spending spree at Dubai International and at Al Maktoum International, the operator said, with the final sales figures being announced on December 21.

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. We are glad to see such positive sales results across all the concourses. Extending a 25% discount to our customers is our way of saying thank you for their support throughout the year."

The 35th anniversary also saw a series of celebrations in various locations over the week, led by McLoughlin and members of the senior management team.

They included the official opening of a new Ferragamo shop in Concourse B, with Alessandra Gaspari, Travel Retail Manager EMEA, attending the opening from Italy.

McLoughlin was then presented with a Glenlivet 35yo whisky, of which only 35 bottles are available. The presentation was made by Alan Winchester, Master Distiller of The Glenlivet and Production Manager for Pernod Ricard.

Also flying in for the occasion was Malt Master Brian Kinsman, who presented McLoughlin with a bottle of Glenfiddich Rare Collection 1977, which was specially produced for the 35th anniversary.

Following the presentations, the group conducted two draws for two winners of US\$1 million in the Dubai Duty Free Millennium Millionaire and four draws for winners in the Finest Surprise promotion.

Al Otaibi Ali Traheeb, a Saudi Arabian national, became the latest US\$1 million winner in Series 288 with ticket number 0806.

Another winner who scooped US\$1 million in Series 289 is Kasim Talib, an Iraqi national and holder of ticket number 1347.

When asked about how he planned to spend his winnings, Mr Talib said: "My mom and sister both died of cancer; this money will definitely go to charities and organizations that are dedicated to the causes of fighting this disease and those who are coping with or who have survived its effects. Thank you so much Dubai Duty Free for this very timely surprise and happy 35th anniversary."

The draw was conducted by McLoughlin, Salah Tahlak, Executive Vice President – Corporate Services, Sean Staunton, Senior Vice President – Retail Sales, Mona Al Ali, Vice President – HR Service Delivery, and Zayed Al Shebli, VP-Loss Prevention and Corporate Security.

Four luxury vehicle winners were also unveiled at Dubai Duty Free Finest Surprise draw: Armand Pastilha, an American national, became the owner of an Audi R8 RWSV10 Coupe; Eman Fayez Abusabah, a Jordanian housewife, won a Mercedes-Benz S560; Amit Grover, an Indian national, won a BMW R Nine T Scrambler motorbike; and Mr Prokhorov, a Russian national, won a BMW S 1000 XR motorbike.

Also present at the draw was Sinead El Sibai, Senior Vice President – Marketing and Sharon Beecham, Vice President – Purchasing.

Dubai Duty Free's staff also enjoyed a special Staff Surprise draw.

Dubai Duty Free employs almost 6,200 staff and of the original 100 staff who joined in December 1983, 26 remain in service and are referred to as the Pioneers.