

Dubai Duty Free marks 36th anniversary with a pre-holiday sale

By **Laura Shirk** on December, 16 2019 | Retailers



Dubai Duty Free will again introduce its annual 25% pre-holiday discount for 72 hours; a snapshot of the Dubai Duty Free shopping complex in Concourse D

In what has become an annual shopping spree celebration, Dubai Duty Free (DDF) will offer a special 25% discount on a wide range of products over three days (December 18 – December 20) to mark its 36th anniversary. The discount will be available for all departing, transiting and arriving passengers at Dubai International Airport and Al Maktoum International Airport, beginning at midnight on December 17.

Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free says: “The DDF anniversary promotion is now a highly anticipated event with many travelers choosing to travel on the days when the 25% discount is offered. We started this promotion 16 years ago when we turned 20 and believe that this is a good way of saying thank you to our customers. There is always a terrific atmosphere on the shop floor during the anniversary day sales with everyone getting caught up in the holiday spirit.”

The promotion applies to major categories including Perfumes, Cosmetics, Watches, Confectionery

and Leather Goods. As a bonus, the offer includes the Dubai Duty Free Millennium Millionaire and Finest Surprise tickets (on December 20 only).

Customers can also avail of this offer online by pre-ordering or upon collection at the time of payment at DDF shops on the same dates.

As part of the anniversary celebrations, the team will ensure a party-like atmosphere throughout the retail operation. Along with a Millennium Millionaire draw & a Finest Surprise Luxury Car draw, a series of other promotional activities will be scheduled.