

## Dufry secures new long-term contract for 15 P&O Ferries under World Duty Free brand

By **Mary Jane Pittilla** on November, 21 2018 | Retailers



World Duty Free will operate 19 shops across a retail space of 3,600 square meters on 15 P&O Ferries vessels

Dufry Group has signed a new long-term concession with P&O Ferries to operate shops under the World Duty Free brand onboard 15 vessels, which serve several routes across the Channel, the North Sea and the Irish Sea.

The transfer of the operations with a total of 19 shops across a retail space of 3,600 square meters will be phased from April to May 2019.

Of the 15 vessels, six will sail the route Dover-Calais across the Channel, four ships will serve the North Sea routes Europoort-Hull (two vessels) and Zeebrugge-Hull (two vessels), while the remaining five ferries will sail the Irish Sea from Cairnryan to Larne (two vessels) as well as from Liverpool to Dublin (three vessels).

Besides operating the shops, World Duty Free will be responsible for refurbishing the stores and implementing state-of-the-art retail design to provide a tailored assortment for each route, the company said.

Passengers will be offered a selection of both international and local brands of the main categories such as perfume and cosmetics, spirits, food and confectionery, tobacco, fashion and accessories including sunglasses, as well as travel essentials, toys, souvenirs and gifts.

Commenting on the new contract, Fred Creighton, Divisional CEO UK and Central Europe, said: “We are extremely proud to have been awarded this new concessions contract and to have been entrusted with the transformation of the customer retail experience onboard the P&O Ferries’ fleet. We look forward to further develop the business with our partners to best serve the customers and to provide them with a memorable shopping experience at sea.”

Janette Bell, CEO of P&O Ferries, added: “We are delighted to be able to partner with World Duty Free to give the customers on our ships shopping experiences of the highest quality. Our commitment to creating memorable events for the people who travel with us is one of the reasons why so many of them tell us that their holiday begins as soon as they set foot on our ship.”