

DutyFreeList expands app features and inks new contracts

By **Mary Jane Pittilla** on February, 18 2019 | Retailers



“The app now has key new functions which will greatly appeal to retailers and brands,” says DutyFreeList’s founder Kshitij Goyal

DutyFreeList, the app and website offering travelers pre-order duty free products from airport retailers and airlines, has announced significant expansion.

Airport retailers and brands can now integrate their full product inventories with the app and receive notifications when they secure orders. Brands will also be able to list boutique stores and pop-up stores through the app.

The app will also be able to push retailer and brand offers to travelers when they are at the airport through geolocation services.

In addition, food and beverage outlets and other airport ancillary revenue partners can list their airport locations and specific offers on DutyFreeList.

The company has also signed a new contract with airport lounge specialist, Collinson Group, giving app users access to more than 400 lounges across 250 airports worldwide.

The listing on the app for retailers, brands, food and beverage outlets, and other airport ancillary revenue services, is free of charge.

These new functions in the app, which was soft-launched at the TFWA World Exhibition in Cannes last October, constitute a significant move towards DutyFreeList becoming a “one-stop-shop for all travelers’ needs”, according to the company’s founder Kshitij Goyal, who is also a consultant to the Duty Free World Council.

“The app now has key new functions which will greatly appeal to retailers and brands,” said Goyal, whose idea for DutyFreeList was born after he could not find a famous Japanese whisky at Tokyo International Airport. “We are keen to discuss with them the ability to push personalized offers based on his/her past visits, location, language, gender and other interests.

“Also, our ability to provide meaningful offers to travelers booking trips and tours through our app will definitely add another layer to personalized offers.”

Adding the listing of other airport services other than retail, such as food and beverage and passenger lounges, was a natural progression for DutyFreeList.

Goyal said: “We know from our feedback from app users and other research that planning ahead is an increasing trend in travel, and that goes way beyond simply booking a trip away.

“The majority of modern passengers are more aware of what airports can offer them in terms of products and services, and see it as a very important of their journey.”

Taking the example of food and beverage, Goyal explained: “Many travelers recalled their experience of not knowing what cuisines to expect at the airport and their location, at their particular terminals and gates. The impact of connecting travelers to eating outlets – and help in increased spend per passenger for our listed partners – is a very unique opportunity.

“If a traveler uses our app to explore food and beverage options, the probability of them using the app for other services also gets higher. We see a multi-win here.”

Over 100 major airports are listed on the DutyFreeList app and on its website. The platform targets more than 50% of global travelers, with information provided in 15 languages, the company said.