

Dufry strikes partnership with airasia shop to broaden offer to travellers

Airasia shop - the online duty free shopping marketplace of airasia Superapp - will now present customers with more than 1,000 new duty free products in selected airports after forming an alliance with Dufry.

Visitors can click on the 'shop' icon on airasia Superapp to unlock a wealth of discounts and promotions across categories including wines & spirits, beauty and fashion.

Customers can order through airasia Shop and collect their goods from Dufry's shops at Perth Airport Terminal 1, Siem Reap International Airport Terminal 1 and Phnom Penh International Airport Terminal 1.

Alternatively, shoppers can select airasia Shop's inflight delivery service to have selected products hand-delivered to them on their AirAsia flight by airline staff, helping to save time and space.

Pedro Castro, Chief Operations Officer Asia Pacific, Dufry said: The partnership between airasia shop and Dufry reinforces our company vision to provide our travellers with a holistic travel experience through bringing duty free shopping one step closer to the travellers.

Dufry tie-up means wider inventory

TAKE YOUR
AIRPORT SHOPPING
TO THE NEXT LEVEL



a shop
Travel shopping platform
Order online from anywhere

×

DUFY
Global duty-free store
Pick up from selected airports

RED X RED

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airasia
Superapp
For Every Traveller, For Everyone

The partnership with Dufry is the first of its kind for the airasia shop platform.



Customers can choose airasia shop's inflight delivery option to have selected products hand-delivered to them on their AirAsia flight by cabin crew members.

Source: airasia.

We are happy that the travellers can preorder our duty free assortment in the airasia shop platform and pick up when they arrive to our selected duty free stores in the airports.

Tan Mai Yin, Chief Commercial Officer of airasia Superapp, added: As a leading travel superapp in the region, we want to create a seamless and convenient experience for travellers, including their travel retail and duty free shopping experiences.

By having a major global travel retailer brand such as Dufry onboard, we can now offer our app users and all travellers a better and wider inventory of duty free products.

As a robust duty free shopping ecosystem that provides customers with the utmost convenience and choices, we are proud to be pioneering the digital transformation in the travel shopping industry with Dufry.

We are also excited to announce that from now until 30 June 2023, all customers can purchase any two products from Dufry on the airasia shop platform and get an extra 20% off. There are other exciting promo

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codes available exclusively in airasia shop, so head on over and start shopping now.

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