



From 1 October, Dutyfly Solutions will begin operations in French Polynesia after partnering with Imporlux a luxury goods importer based in Tahiti to manage on board sales for the Air Tahiti Nui airline.

Duty free specialist, Imporlux, was historically the sole concessionaire for the airline, but has now partnered with the European company Dutyfly which works with Air France, Air Caraïbes, Iberia, Alitalia, Transavia, CSA and ECAIR.

Dutyfly believes that its expertise regarding IT and banking solutions, restocking on route, etc, will greatly benefit Air Tahiti Nui's business.

Air Tahiti Nui, a Polynesian airline created in 1996 and based in French Polynesia, operates international flights mainly to and from Los Angeles, Tokyo, Paris and Auckland.

"By transporting on average 450,000 passengers per year in the context of high end and very high end tourism, this business represents a very strong development potential for Imporlux and Dutyfly Solutions," says Dutyfly, a subsidiary LSTR-owned travel retail brand, Aelia.

"The association of these two Travel Retail experts will allow for the development of strong collaborations, specific to developing the in-flight business of Air Tahiti Nui and will see the arrival of a new in-flight player in the Pacific area through this alliance," it adds.