

DFA joins Priority Pass in 800+ special incentives drive

**Duty Free Americas (DFA) has joined a growing list of partners collaborating with pay-in airport lounge provider Priority Pass on a range of shopping, F&B and service incentives.**

Priority Pass members can now access more than 800 discounts, upgrades and free gifts dependent on certain purchases at 146 airports across 32 countries (Americas, Europe, the Middle East and Asia Pacific) in a move to deliver greater value across the 'airport ecosystem'.

Merchants including DFA, inMotion Entertainment and XpresSpa are working with Priority Pass operator Collinson Group on the offers, which hope to drive additional footfall instore.

Customers can retrieve live offers directly through the Priority Pass app via mobile or its website by logging on and inputting details on their departure/arrival airport or city. A unique 2D barcode is then generated that can be redeemed against purchases.



***Priority Pass members can now avail themselves of specially negotiated retail offers with the likes of DFA.***



***Discounts and incentives are accessible online or via the Priority Pass app.***

#### **DRIVING INSTORE FOOTFALL**

Christopher Evans, Joint CEO of Collinson said: "This is the latest of many digital features we're introducing to meet the evolving needs of our members.

The discounts and incentives that offers provide is another way we're helping them get the most out of their pre-flight experience, while also driving footfall for our airport partners.

We're committed to supporting the broader airport ecosystem and becoming the go-to travel companion for travellers around the world and best trusted partner for airport services providers.

Priority Pass says the new deals are a response to consumers' increased desire for more meaningful experiences and rewards at the airport.

According to Collinson Group research, travellers would choose to arrive at the airport earlier if they received offers on shopping (39%), with almost half (47%) stating they would spend more if they received deals in advance of their trip.