

Perception of duty free improves, says DFWC

The Duty Free World Council reports that in the second quarter of 2016, there was a marked improvement in perception levels (6%) of the overall DF&TR shopping experience and the role of exclusives.



According to DFWC's second quarter KPI monitor, there was an improvement in perception of duty free shopping as an integral part of the travel experience; motivation to purchase exclusives; the unique experience and a place to buy gifts.

[This was among the travellers interviewed since Q4 2015 when the Customer Satisfaction Index was launched].

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The only aspect which saw a downward trend (-2% vs Q4 2015) was the number of passengers who perceive duty free to be cheaper than elsewhere.

EUROPE AND SOUTH AMERICA LAG IN CSI

The monitor, which is produced in partnership with well-known research and consulting agency m1nd-set, shows that globally there is a slight increase in the Customer Satisfaction Index, up one percentage point on the previous quarter.

Europe and South America have both seen a slight drop in overall customer satisfaction levels, both falling by one point, for the second quarter in a row for South America.

Asia Pacific records improvement for the second quarter running, this time by 2 percentage points and the

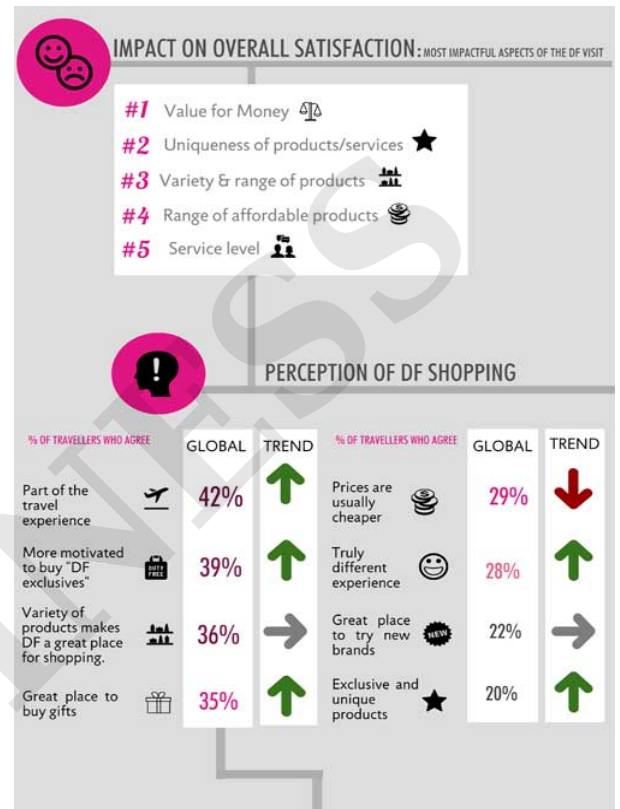
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Middle East by one percent while satisfaction levels for North America remain constant.

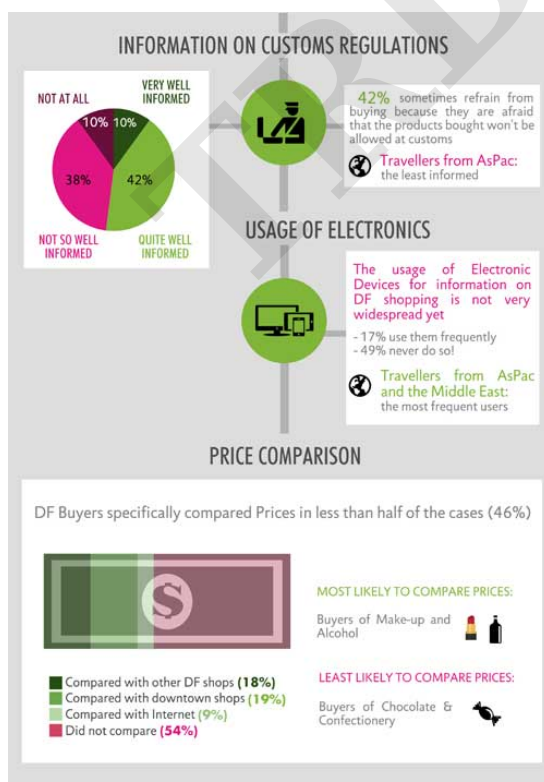
The value aspect has emerged as being the most impactful on the overall satisfaction index with value for money moving into first place among the main aspects listed, up from second place two quarters ago. The range of affordable products has also moved up from 5th to 4th place among most impactful aspects identified.

LESS CONFUSION

Another positive outcome of this latest KPI Monitor is a fall in the percentage of travellers expressing confusion over customs rules. 38% of shoppers say they are not well informed about the customs regulations, 2% less than in Q4 2015. There is also a 2% drop in the number of shoppers saying they refrain from purchasing due to confusion over the rules and the fear of having their goods confiscated.



The KPI Monitor reveals that travellers are using technology more frequently while shopping in duty free and travel retail.



There is still room for improvement, however, as adoption levels are still relatively low. 17% of shoppers surveyed say they are using electronic devices for shopping information, up from 15% on the final quarter of 2015.

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Fewer people are claiming never to use electronic devices for shopping information compared to the same period – 49% compared to 53% in Q4 2015.

While still less than half of shoppers compare prices with other duty free shopping locations, downtown or on the internet, the percentage has increased by 2% from 44% last quarter to 46%. 9% of shoppers (3% more vs Q1 2016) are comparing prices to internet retailers while 19% (1% less than in Q1) say they are comparing to downtown retailers.

While the Shopper Monitor reveals top level data for the most part, with some regional differentiation insights, more detailed data on the regional disparities for each aspect studied is available from m1nd-set upon request (info@m1nd-set.com).

The report is compiled from interviews with over 4,000 travellers across all major world regions during Q2 2016.

