

2016 IAADFS DutyFreeShow of the AMERICAS

APRIL 3-6, 2016
ORLANDO WORLD CENTER MARRIOTT
ORLANDO, FLORIDA, USA



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New education sessions offer industry insight

April 25, 2016



Attendees noted important points during the sessions.

journey for travelers.

"The duty free industry needs to work with airports to find solutions and to understand their customers," said Gittens.

Mohn provided a peek into the minds of the duty free shoppers with industry research his company conducted last month. He discussed the findings in more detail in a follow-up session Tuesday morning, including a look at shoppers' perceived benefits and motivations, as well as barriers to their decisions to shop in duty free stores.

"The number one reason people shopped duty free was for the price advantages; this is particularly important for perfumes and tobacco products," said Mohn.

The top reasons for consumers to decide not to shop in a duty free store included not needing the items in the store or choosing to do other things at the airport, as well as the fact that they saw no visible promotions of the products being sold.

Gittens' and Mohn's presentations can be found at www.iaadfs.org/speakers.

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