Press Release, XX February 2018

**Asia Pacific shows above average growth in DFWC Monitor traffic benchmark**

The Duty Free World Council’s (DFWC) quarterly KPI Monitor, produced by Swiss research and consultancy agency m1nd-set, integrates for the first time an air traffic benchmark from IATA, m1nd-set’s traffic forecast partner. This new element shows year-on-year traffic growth during the fourth quarter of 2017 in each region, Encompassing inbound, outbound and intra-regional traffic, Asia Pacific shows the strongest international traffic growth, four points above average at 12%; Europe saw on average growth of 8% compared to Q4 2016; Middle East traffic was the most sluggish in Q4 2017 with growth of only 2%, behind North America (7%), Latin America and Africa, both with 6%.

The KPI monitor shows the overall satisfaction level among global shoppers has increased moderately in Q4 2017 compared to the previous quarter. The one percent overall increase is driven by Asia Pacific, Europe and the Middle East. Both North and South America saw satisfaction levels remain stagnant in the fourth quarter of last year.

The key satisfaction drivers in the KPI Monitor among global shoppers have seen consistent growth over the past few quarters. These include duty free shopping as an important “part of the travel experience” expressed by 46% of shoppers, “a great place to purchase gifts” cited by 41% of travellers, “a great place to buy new brands” mentioned by 30% of travellers and an environment for “exclusive and unique products” expressed by 29%. The percentage of shoppers purchasing for gifting rose 3% on the previous quarter due to seasonal factors.

Another new feature in this latest quarterly DFWC KPI Monitor is a segment analysis of shoppers who compare prices. The KPI Monitor reveals that on average 54% of travellers compare prices, primarily with downtown stores (22%), but also with other airport stores (20%) and thirdly with online retailers (12%). “Millennial travellers” is the age segment which compares most with other shops. 69% of Millennials say they compare prices versus 50% of middle-aged travellers and 37% of senior travellers. The Monitor reveals that across all age groups “inspiration seekers” is the customer segment which compares prices most. More than seven out of ten shoppers in this segment compare prices, followed by “conventional deal seekers” and “rational stock-up shoppers” with just over six out of ten shoppers in these segments comparing prices. The segments that compare prices least are the “authentic product seekers” (42%), “local touch gift buyers” (43%) and “intensive brand image shoppers” (49%).

The report is compiled from over 4000 face to face interviews with international travellers at airports across all major world regions during Q4 2017 with the fieldwork and analysis undertaken in December. Further information about the data on the various aspects studied in the DFWC Monitor is available from m1nd-set upon request (**info@m1nd-set.com**.)

**About the Duty Free World Council**

The Duty Free World Council, the DFWC, is the industry association representing the interests of the global duty free and travel retail channel and has the overall objective of creating the optimal operating environment for the industry that will allow it to achieve its full potential.

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**About m1nd-set**

m1nd-set is the largest independent and privately owned travel and travel retail research agency, based out of Switzerland. It conducts research for clients across all world regions, working for over fifty companies in the travel sector, including brands from all product categories, as well as a number of the duty free and travel retail associations and several leading retailers in the industry.

m1nd-set is present with local interviewers at over 60 airports on a regular basis to conduct on-site research. It also has its own database of regular international travellers. Corporate social responsibility is a fundamental part of the company’s philosophy and each year commits a minimum of 10% of profits to charity, mainly for unprivileged children in developing countries.

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