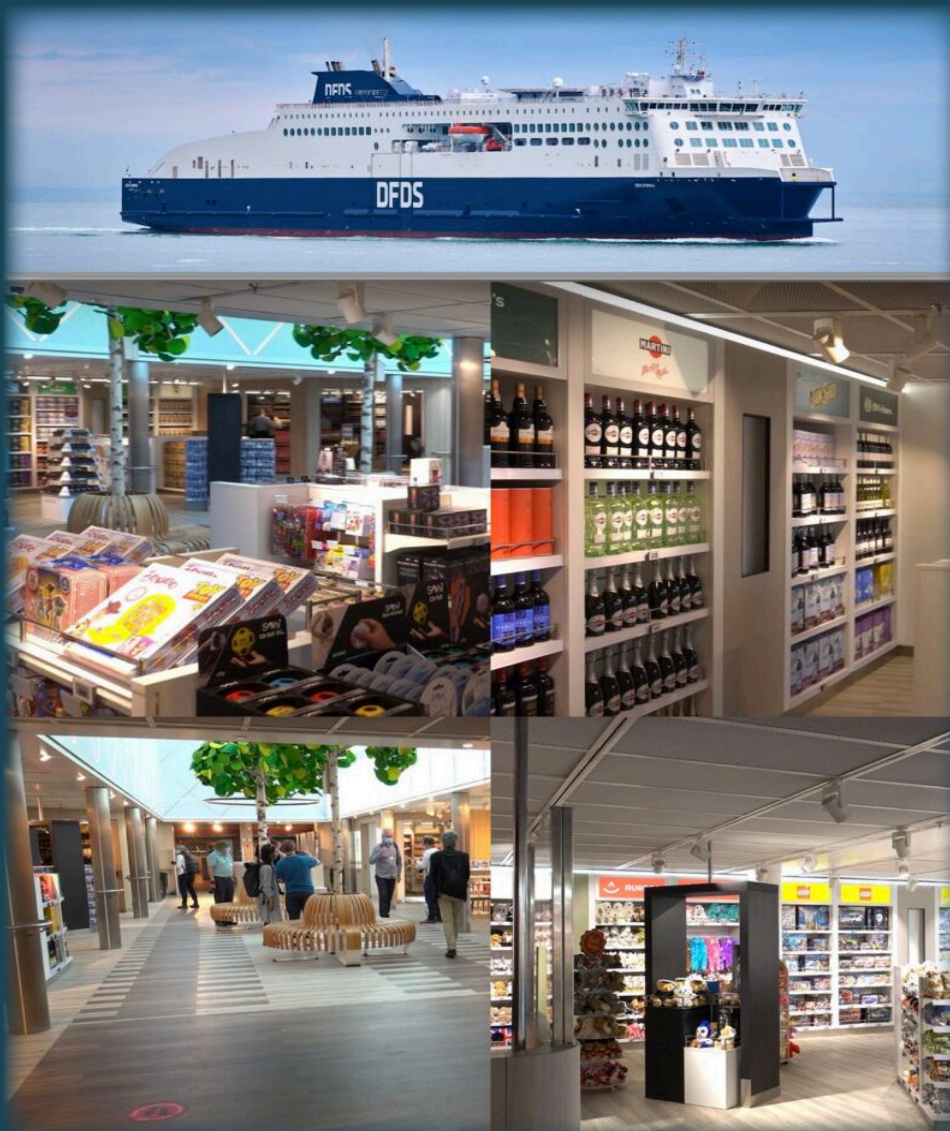




DUTY FREE MEDIA PACK





Introduction

Duty-free shopping made a welcome return to DFDS' cross-channel ferry routes on 1 January 2021 for the first time since 1999 following changes to regulations that resulted from Brexit.

British passengers going to EU countries now do not have to pay tax ('duty') on a variety of products. Not paying that tax can cut the cost of many items by between 20 to 50 per cent.

DFDS has opened new duty-free shops within the ports at Dunkirk and Calais, offering a range of goods in addition to the products that it sells onboard its ferries and allowing a split of categories across ship and shore to give customers more choice. The new shops are the result of a major investment by DFDS and are located adjacent to the passenger lanes, within easy reach for passengers waiting to board their ferry back to the UK.

In the years since duty-free shopping was last seen on DFDS' ferries, travellers' priorities have changed. As many people are looking for bargains in perfumes and cosmetics as in wines, beers and spirits. This change is reflected in DFDS' duty-free concept, with the onboard shops focusing on luxury goods, toys, sunglasses, and technology as much as the traditional offers in fragrances and alcohol which will be on offer in the shops ashore. DFDS is working with fellow Danish brand LEGO® to offer its passengers access to the toy company's entire product catalogue, with exclusive savings of around 20 per cent.

As one of the largest ferry companies in Europe and the market leader out of Dover, DFDS surveyed passenger attitudes to duty-free shopping. Perhaps reflecting a wider lack of national awareness about the impacts of Brexit, 35 per cent of people surveyed said they didn't know anything about the changes to duty-free this year, yet 45 per cent said they always take advantage of it when it is available.

Passengers travelling to Britain are now allowed to bring back three crates of beer, two cases of still wine and one case of sparkling wine, or four litres of sprits without paying duties. Each member of a group or family aged over 18 is entitled to this personal allowance. Full details of the allowances for passengers entering the UK can be found [here](#). Details of allowances for those entering the EU are [here](#).

To take advantage of the potential savings offered by duty-free prices, DFDS is introducing a Click and Collect service so that shoppers can pre-order bulky items that they can pick up and load onto their cars instead of trying to manage them on board as they would have done in the previous duty-free era. The introduction of the Click and Collect service has been accelerated by Covid and DFDS expects this share of their market to grow by 45 per cent by 2023.

A new coach service is also available for those who want the convenience of being driven to the duty-free shops that are newly opened in Dunkirk and Calais. The coach will collect passengers from pick-up points across Kent.



Duty free shop at Dunkirk

DFDS opened a new duty-free shop in the port of Dunkirk on 4th October 2021. The shop is situated at the passenger terminal building, right in front of the freight and passenger lanes, making it even more convenient to shop for bulky items.

Having cost €290,000 to fit out, the shop offers 700sqm of space and is on the upper floor of the passenger building, adding to the facilities currently offered to passengers waiting for their sailings at the port.

Travellers can save 50 per cent on UK high street prices for some categories and 20 per cent on perfume, cosmetics, and electronics up to the permitted personal allowances. Prices on products are benchmarked against online retailers like Amazon.

The Dunkirk duty-free shop allows customers to make bulk purchases ashore, supplementing any purchases made onboard.

A Click and Collect service will enable people to pre-order their shopping and then relax on their journey, before collecting their products at the Dunkirk shop before returning on their homeward sailing. A digital shop will provide a 'virtual' shop window to see that savings on offer before travelling and customers can sign up to receive regular updates about specialities and seasonal offers.

DFDS anticipates that the new Dunkirk shop will attract more visitors and help grow tourism to the local area. It is expected to bring more than 200,000 people to the Calais and Dunkirk areas over the next five years and will also create 10-to-20 new jobs across the two stores.

The new Dunkirk shop is within easy reach for people travelling from the UK. DFDS offers 24 sailings every day on its Dover-Dunkirk route, with a 2hr crossing time. Prices for a crossing for a car and up to four people start at £68 each way.



Duty free shop at Calais

A new duty-free shop will open at the Port of Calais in October 2021.

The Calais duty-free shop is 550sqm and is within the new port terminal at Calais with convenient access directly from the car lanes, making it quick and easy to load up with duty-free goods. The shop will showcase luxury alcohol brands so people can consider trading up from their usual supermarket purchases.

The duty-free product range has been expanded to include top electronics brands, a new partnership with LEGO® and a wide variety of premium drinks, cosmetics, and fragrances. Example savings on products available in the shop, compared to UK high street and online retail prices, include:

- 50% off Jean Paul Gaultier Le Male (40 ml) – save £38.50
 - 50% off Paco Rabanne Lady Million (30 ml) – save £48.00
 - 50% off Sekonda Men's Digital Sports Watch (Black) – save £25.00
 - 43% off Gordon's Pink gin (1 litre) – save £13.23
 - 30% off Fiorelli Coves Crossbody bag (Black) – save £17.70
- There will also be savings on more top brands against UK high street prices, such as:
- Minimum of 20% off LEGO® products from the whole catalogue
 - Up to 50% off Accurist
 - 20% off Yankee Candle and Radley of London
 - 20% off electronics including Skullcandy and Sony

The new shop at Calais is expected to attract thousands of new cross-Channel shoppers to the Nord-Pas-de-Calais region and boost the number of passengers travelling for day trips or short breaks on the Continent.

The Calais shop will also feature a Click and Collect service that will enable people to select and buy any bulky shopping before continuing their journeys.

For travellers using the Calais route, DFDS's newest ferry, the Côte d'Opale offers the biggest duty-free shopping space of any cross-channel ferry at 1,100sqm. A large atrium with skylight is the centrepiece of the new retail experience onboard, with separate, dedicated spaces for each product category.

DFDS offers up to 30 sailings daily on the Dover-Calais route with a crossing time of 90 minutes. Prices for a crossing for a car and up to four people start at £68 each way.



Duty free on the Newhaven-Dieppe route

DFDS operates the Newhaven-Dieppe route with sister ships Côte d'Albâtre and Seven Sisters, under a concession to the local authority (SMPAT) in France. It offers up to six daily sailings and a four-hour crossing time. Travelling by ferry gives the duty-free shopper an innate advantage – they can bring back as much as they wish within the personal allowance guidelines because they are limited only by the space in their cars.

In the onboard duty-free shop, new categories like handbags and electronics feature along with spirits, wines and beers. Products from Apple, Ray Ban, Samsung and Sony are just some of the items for sale. Travellers can purchase all shop items at a significant reduction, saving 50 per cent on UK high street prices for some categories and 20 per cent on perfume, cosmetics, and electronics up to the permitted personal allowances. Prices are bench-marked against online retailers like Amazon.

Among the onboard duty-free offers are:

- Paco Rabanne Lady Million 2x 30ml £49.00 – save £49.00
- Jameson Irish Whiskey 1 ltr £12.79 – save £13.58

Duty free on the Newcastle-Amsterdam route

The duty-free shopping experience on the Newcastle-Amsterdam route provides more choice, with a wide range of products that includes fragrances, spirits, electronics, fashion and accessories, and toys and confectionary. On this route, duty-free shopping is part of a broader travel experience that includes the opportunity to enjoy a 15-hours overnight cruise to Amsterdam as part of a short-break or longer stay. The onboard experience includes a wide range of entertainment, including a cinema, bars, casino room and nightclub. The duty-free shops onboard the cruise ferries on this route include separate dedicated areas for wines, beers and spirits, toys and confectionary, and fashion. Savings of up to 50 per cent off high street prices are available on a variety of premium products. These include, for example:

- 50% off Jean Paul Gaultier Le Male (40 ml) – save £38.50
- 50% off Paco Rabanne Lady Million (30 ml) – save £48.00
- 50% off Sekonda Men's Digital Sports Watch (Black) – save £25.00
- 43% off Gordon's Pink gin (1 litre) – save £13.23
- 30% off Fiorelli Coves Crossbody bag (Black) – save £17.70
- Minimum of 20% off LEGO® products from the whole catalogue
- Up to 50% off Accurist
- 20% off Yankee Candle and Radley of London
- 20% off electronics including Skullcandy and Sony

There is one sailing per day on DFDS' Newcastle-Amsterdam route, departing at 17.00pm and arriving in IJmuiden, near Amsterdam, by 09.30am the following day. Prices to travel on the route start from £41 per person each way in a car, with an inside cabin included.

Product overview: Beauty and fragrance

Perfume and cosmetics are the most popular products sold on board DFDS' ferries, accounting for the largest slice of revenue from on-board sales for the business in 2019.

A varied range of fragrances is available on-board, with what's on offer changing seasonally, making the duty-free shops onboard an ideal place for shoppers to try something new. The shops feature all the top brands, from Hugo Boss or Chanel to Jean Paul Gaultier and Versace.

Example of savings that are available on premium beauty products in DFDS' duty-free shops, compared to UK high street and online retail prices, include:

- Versace Woman EDP 100 ml - £32.00 - save £46.20 vs high street
- Calvin Klein Eternity Moment EDP 50ml - £32.00 - save £25.50 vs high street
- Polo Ralph Lauren Polo Black EDT 75ml - £39.90 - save £25.65 vs high street
- Paco Rabanne Ultraviolet EDT 100ml - £39.00 - save £36 vs high street
- Hugo Boss Hugo Man EDT 2x75ml - £57.50 - save £57.50 vs high street

Product overview: Wines, spirits and tobacco

Spirits are a staple of DFDS' onboard shopping offer, making up 14 per cent of all sales in 2019. The ever-expanding range of premium spirits on offer in today's markets means more alcohol purchases are researched and planned in advance with shoppers looking for the best savings (CIR Report 2019).

DFDS caters to modern tastes by offering a broader range of spirits, whilst catering to savvy shoppers with savings of up to 50 per cent off high street prices on 1 litre bottles of many well-known and premium spirits. They duty-free shops showcase some of the biggest alcohol brands in the world, with luxury items like whiskies from the disilleries and cognacs. Travellers can make a special purchase onboard, buying a premium spirit that isn't available at their local supermarket, for a similar price to their usual supermarket-bought brand.

The company's research found that more than 64 per cent of all travellers usually buy spirits and more than 50 per cent of all travellers buy wine when they make a duty-free purchase during their ferry trip. More than half of respondents over the age of 55 buy wine, while spirits are purchased by more than 70 per cent of over 65s.

Sample products offers available onboard include:

- 43% off Gordon's Pink gin (1 litre) – save £13.23 vs high street
- Jameson Irish Whiskey 1 ltr £12.79 – save £13.58 vs high street
- 6 bottles of Hardys VR Chardonnay £18 – save £12.90 vs high street



Product overview: Gifts and technology

The new world of duty-free on DFDS' ferries features an expanded variety of gifts and toys, plus a new range of electronics and technology. Products from Skullcandy, Samsung and Sony now feature alongside watches from Sekonda and Accurist.

In a brand-new and exclusive addition to DFDS' duty-free shops, shoppers have access to the full LEGO® range and can enjoy savings of up to 20 per cent.

Among the special offers available onboard are:

- 50% off Sekonda Men's Digital Sports Watch (Black) – save £25.00
- 30% off Fiorelli Coves Crossbody bag (Black) – save £17.70
- Minimum of 20% off LEGO® products from the whole catalogue
- Up to 50% off Accurist
- 20% off Yankee Candle and Radley of London
- 20% off electronics including Skullcandy and Sony

