



DFWC 2019 YEARLY GLOBAL SHOPPING MONITOR



in partnership with

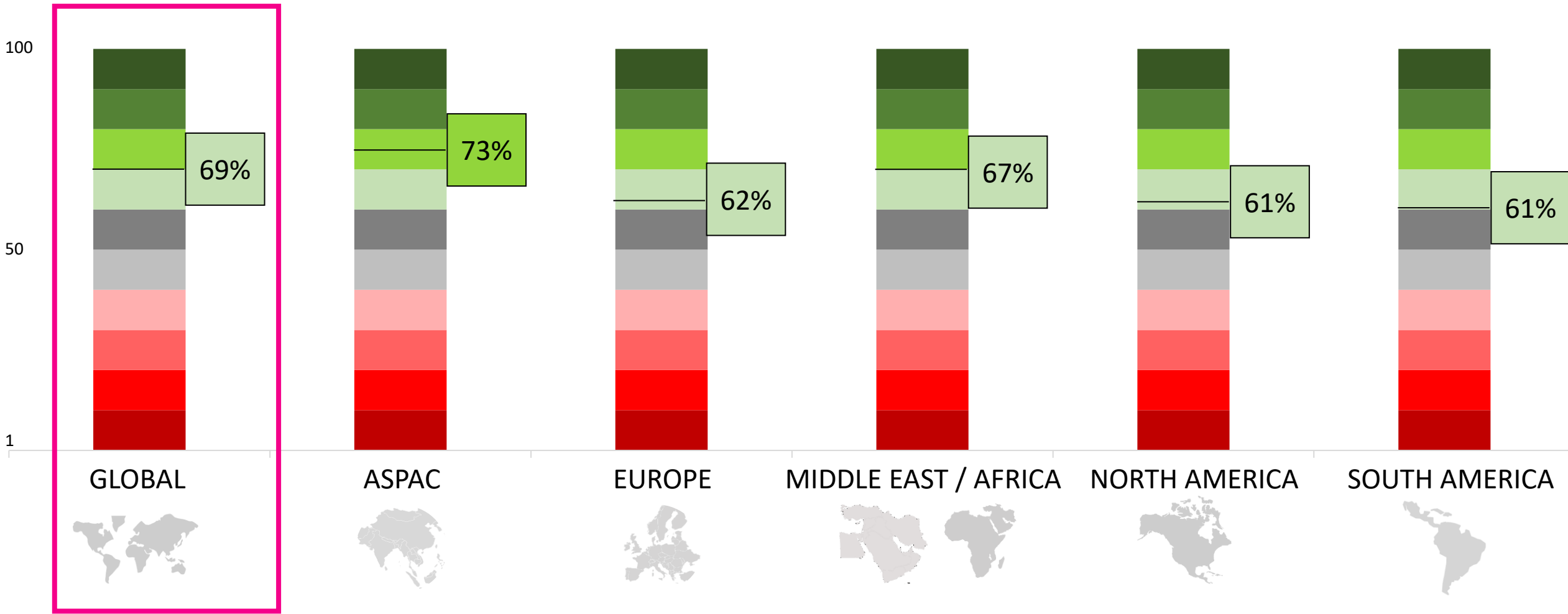




CUSTOMER SATISFACTION INDEX

2019 Average score

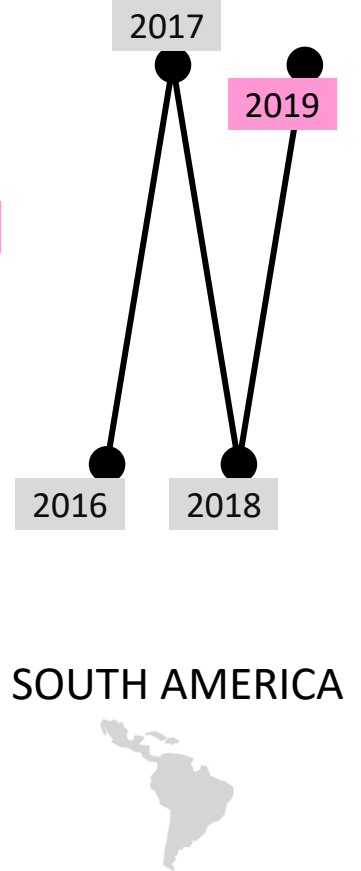
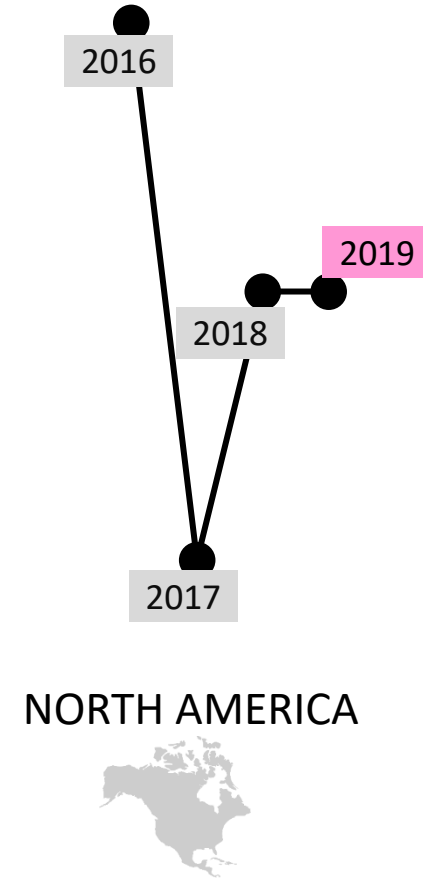
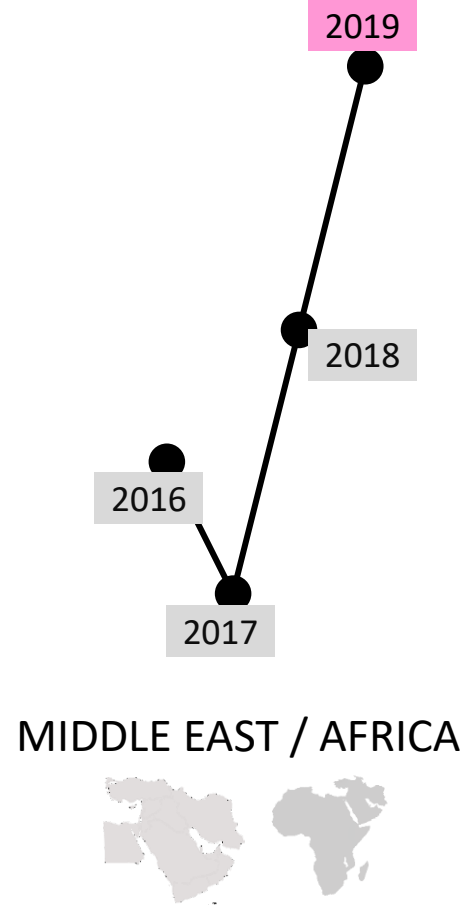
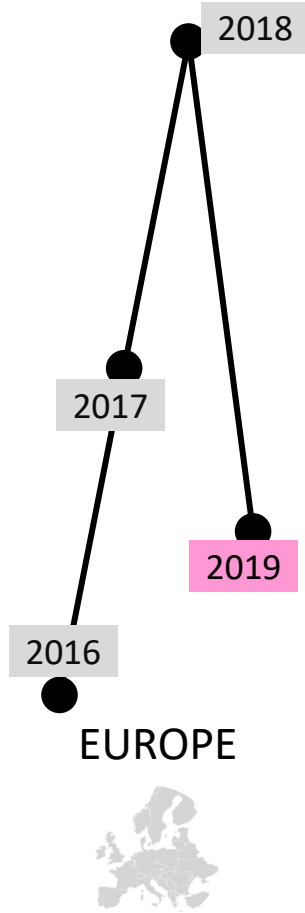
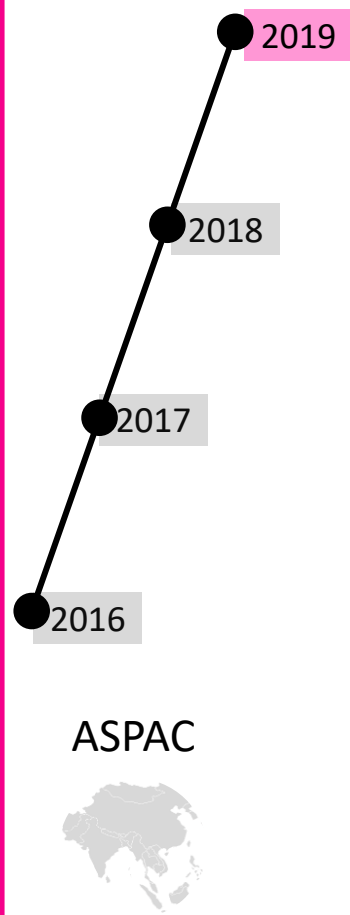
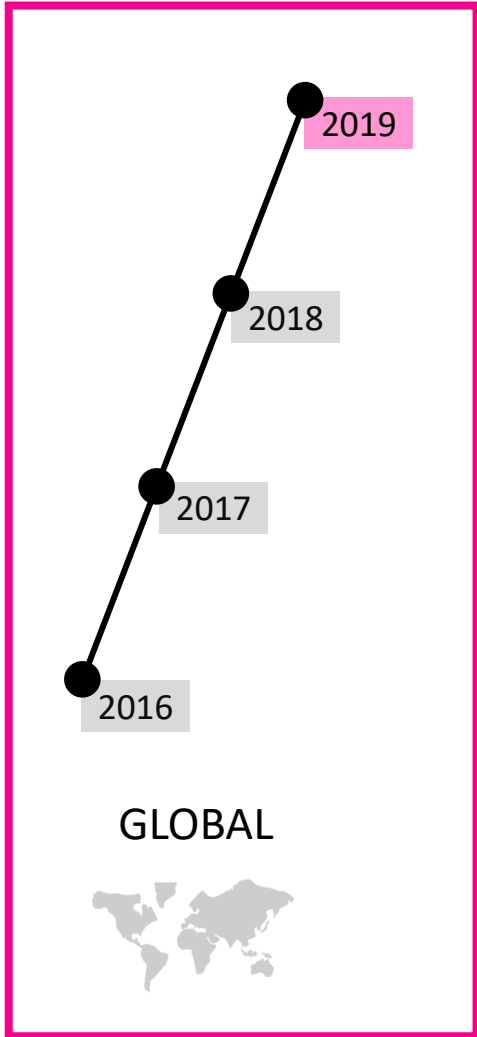
Computed by aggregating the satisfaction scores on all aspects of the DF visit, and weighting these in function of their impact on the overall satisfaction

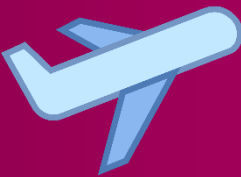




EVOLUTION

Trends over the past 4 years





AIR TRAFFIC

Total international PAX in 2019 and % of growth Y-O-Y (vs 2018)

3.439 M

961 M

1.610 M

376 M

283 M

209 M

+ 4.2%

+4.5%

+5.1%

+2.4%

+2.9%

+2.0%

GLOBAL

ASPAC

EUROPE

MIDDLE EAST /
AFRICA

NORTH AMERICA

SOUTH AMERICA





PERCEPTION OF DF SHOPPING

2019 & trends over last 4 years

% of travelers who agree

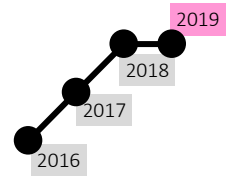
GLOBAL

TREND

Part of the travel experience



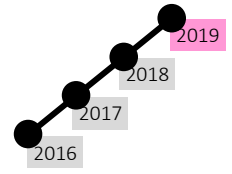
47%



Variety of products makes DF a great place for shopping



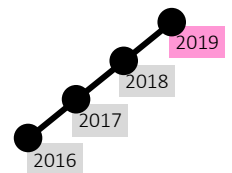
46%



Great place to try new brands



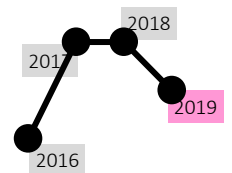
44%



More motivated to buy "DF exclusives"



41%



% of travelers who agree

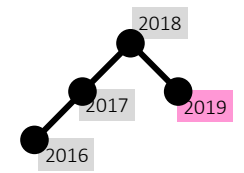
GLOBAL

TREND

Great place to Buy gifts



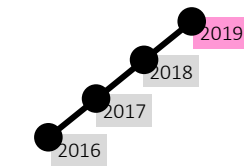
39%



Truly different experience



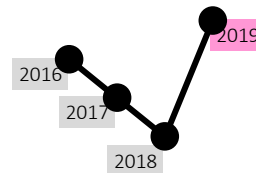
35%



Prices are usually cheaper



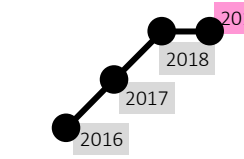
31%



Exclusive and unique products



30%





DESTINATION OF DF PURCHASE

2019 Average score & trends over last 4 years



SAMPLE

N=16.016 online
interviews with
travelers in 2019



COVERAGE

AsPac (40%)
Europe (30%)
Americas (20%)
MEA (10%)



TIMELINE

Fieldwork in 2019



Full report with results globally and by regions available. Please contact m1nd-set for more information.