



Second Edition – May 2021

Duty Free & Travel Retail: Part of a Safe Journey

ETRC Best Practice Guidelines on practical measures recommended in the wake of COVID-19 to ensure Duty Free & Travel Retail shops¹ remain a safe part of the travel experience.

The European Travel Retail Confederation supports EU, international and national efforts to ensure the COVID-19 public health crisis is managed responsibly and effectively. With member state vaccination programmes now underway and the rollout of the EU Digital Green Certificate expected soon, coordination and alignment of measures across the EU and internationally is crucial to guaranteeing that the transition towards resumption of regular air connectivity and associated activities is as successful as possible.

Duty Free and Travel Retail (DF&TR) is not only a critical source of revenue and cashflow to airports and ferries at a time when this is urgently needed; it is an integral part of the journey for passengers. Although the travel experience will be different than before, it will be a safe one.

This document updates the first edition published in April 2020 in the wake of the first COVID-19 outbreak². The priority for our industry remains the health and safety of staff and travellers passing through our shops and the sector is committed to working with industry partners and national authorities to ensure a safe and responsible restart of travel, and will therefore implement measures to minimise health risks to both employees and travellers.

SPECIFIC NATURE OF DUTY FREE & TRAVEL RETAIL STORES

When adopting coordinated hygiene and social distancing measures for European airports throughout the crisis, it is vital to consider the specificities of how Duty Free & Travel Retail is organised:

- DF&TR shops are an integral part of airport terminal infrastructure capacity – they have been built as part of the airport infrastructure, not as standalone retail operations.
- The large DF&TR stores operate differently to supermarkets. Most importantly, in this context, is the fact that walk-through shops do not usually have designated entry and exit points.
- Passengers typically have limited dwell time and our shops are designed to cater for the passenger in a hurry, who need to choose their product and pay for it quickly and continue on their journey.
- We would advise against any significant limits on passenger access to shops as it would result in more pressure on capacity elsewhere in the system. See example in annex of Hamburg airport plaza which is representative of many mid/large European airports.

¹ Duty Free and Travel Retail shops serve international passengers while travelling through airports and ports, and on board airlines and cruise and ferry vessels. While some of the rationale is most relevant for airport shops, most measures outlined in this document are relevant to the entire channel.

² ETRC Best Practice Guidelines on practical measures necessary to reopen Duty Free & Travel Retail shops in the wake of the COVID-19 outbreak, April 2020, [Link](#)



- Allowing continued access to DF&TR general and specialist shops contributes to improving the overall passenger experience, giving them an increased sense of security, space and wellbeing.

BEST PRACTICE MEASURES

A safe and secure passenger experience is important. Just as important, is that this is achieved in a way that reinforces passenger confidence. Measures taken will need to be easily understood by the travelling public and allow for a maximum of safety and comfort. With this in mind, ETRC therefore recommends the following measures are adopted:

Protection of staff

- Effective training to ensure the highest and most appropriate standards of customer service and product handling, to the benefit of both consumers and the welfare of staff
- Availability of protective equipment (masks, sanitary gels, gloves (where relevant))
- Plastic screens at till points
- Signage at cash register area to actively encourage payment card usage and where possible, contactless payments

Protection of travellers

- Communications to customers on social distancing and hygiene measures
- Clear signage on social distancing in the shops with particular emphasis on further spacing and clear signage to ensure appropriate distancing at the cash register area (floor markers)
- Availability of hygiene equipment (hand sanitizers, sanitary gels stations)

Accompanying in-store measures

- Strict hygiene protocols including regular cleaning and disinfecting of contact points (floors, shelves etc) and equipment (tills, shopping baskets, card readers, etc)
- Strict hygiene protocols for all goods delivered to the store (all supplies arriving in outer boxes and goods to be placed in store by staff with gloves)
- For large 'walk-through' stores, streamlined organisation of shop furniture to ensure steady and efficient flow of passengers at a safe distance, including supervision of passenger access and movement in the shop, and adapted central aisles to increase flow and comfort
- For smaller stores, such as specialist stores, the same principle as currently operating small stores on the High Street may apply – a limited number of customers permitted to enter the store at any one time, with social distancing maintained within the store

Inflight sales

- ETRC recommends airlines to adopt similar safety protocols on board when resuming on-board services including sales of duty free products.
- These should include in particular the implementation of strict hygiene protocols and encourage contactless payments where possible.



Duty Free & Travel Retail will be part of a safe journey this summer

With the growing resumption of passenger traffic and EU citizens' desire for travel increasing, it is vital that passengers are fully informed and reassured of industry's efforts to uphold health and safety measures throughout the travel experience. We are confident that the proposed measures allow Duty Free and Travel Retail shops at airports, ports, and onboard airlines and cruise and ferry vessels to operate safely and simultaneously with the resumption of viable passenger traffic numbers, and quickly build passenger confidence to travel again, while providing vital revenue for the recovery of the passenger transport ecosystem.

For more information, please contact:

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About the European Travel Retail Confederation

The European Travel Retail Confederation (ETRC) is an industry association for the duty free and travel retail industry in Europe, serving the industry and its members to help create the right environment to allow the industry to achieve its potential and protect it when challenges arise. ETRC is composed of national and regional affiliated trade associations representing over 200 European companies, Tax Free World Association (TFWA) representing 500 brand companies, and direct corporate membership from individual companies working in the duty free and travel retail trade across Europe and beyond. The European Travel Retail Confederation's operations are directed by its Supervisory and Managing Boards and carried out by a full-time secretariat. For more information about the organisation, please see our website – www.etrc.org

ANNEX: Maintaining passenger flow at airports - Example of Hamburg Airport Plaza

