



# The Arab Spring: Duty Free Jordan

**Ignacio Salcedo**

Deputy Director Asia and Africa  
International Operations

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# Aldeasa Jordan is part of the WDF Group



# How times have changed...



Royal Jordanian shop, Amman

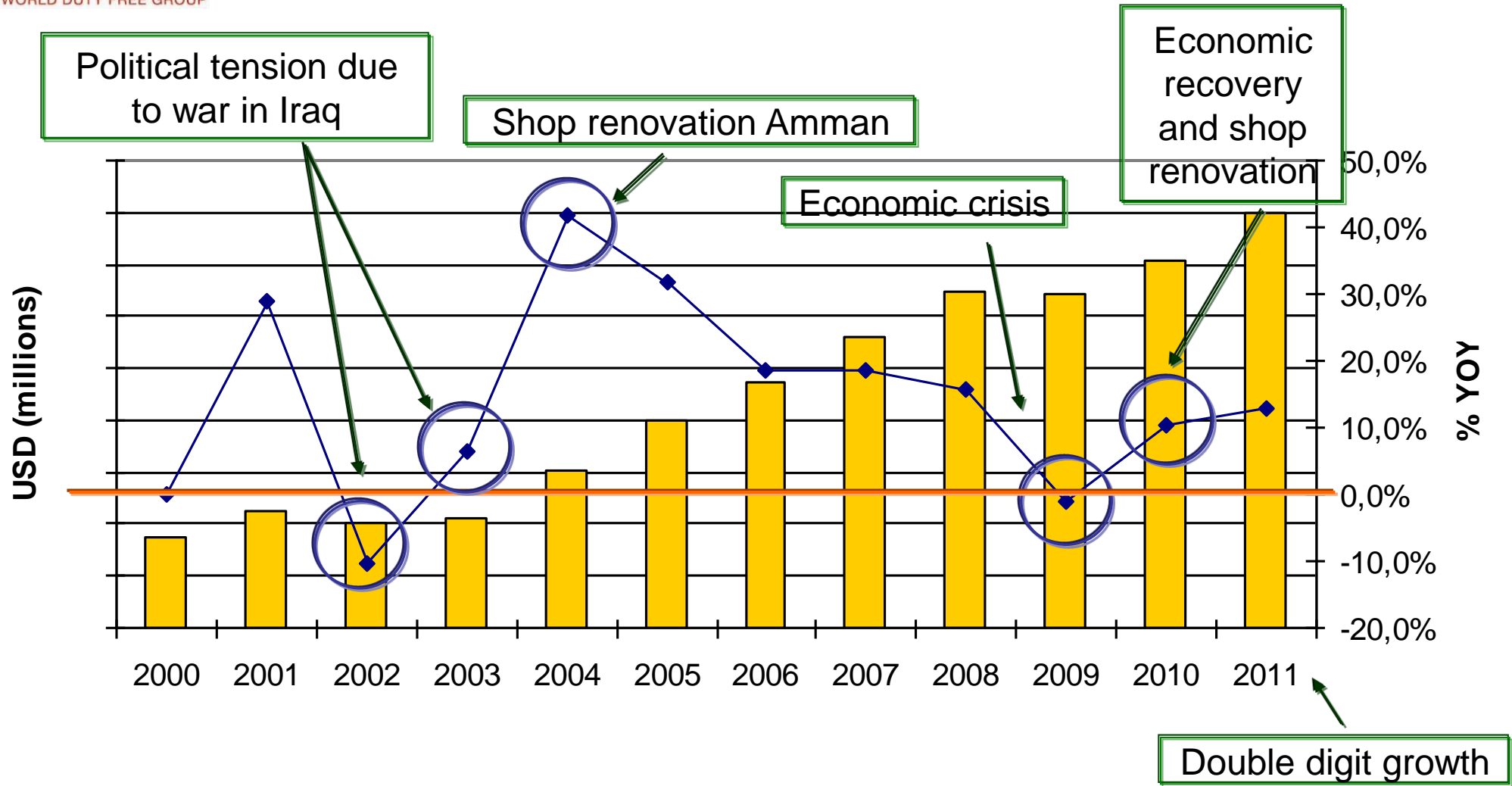
# The Early Years...







# Sales evolution over the last 10 years



The people who make this happen...





Jordan has been **greatly influenced** by  
the political events this year

2011 is **a challenging** year for us

Evolution of **tourist passengers**

**“Travel agents' income** has significantly dropped by around **-90%** in 2011 compared to last year... **70% of travel tours and trips** from Europe have been **cancelled** this year.”

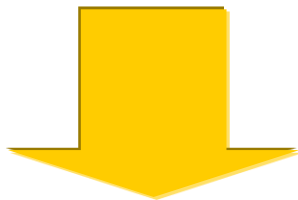
## How has this affected us?

Jordanians make up **70% of our sales**

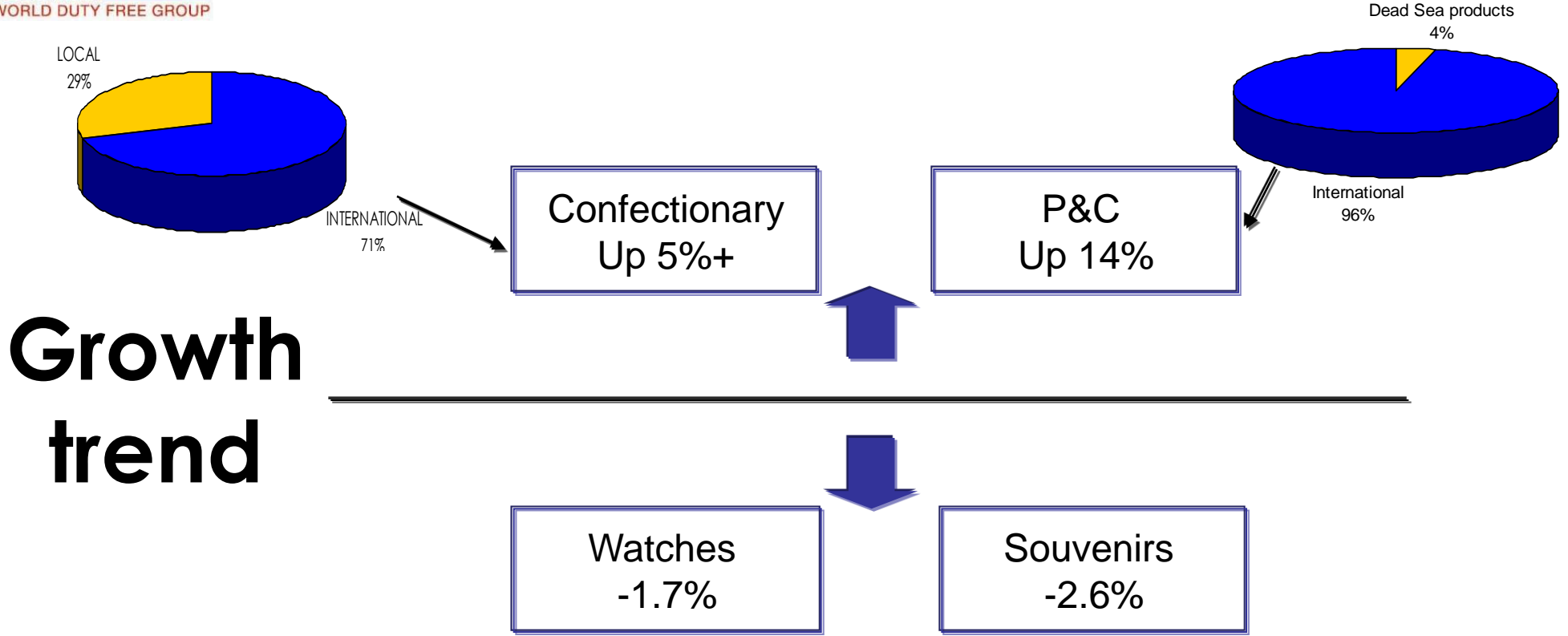
Jordanian **air travel** has **increased**



# The Arab Spring



# The Arab Spring: Category performance



# Ramadan Promotion 2011

**Targeted category**  
growth: **+9%**

**Overall** growth: **+10%**



- Decrease in passengers from USA and Europe
- Offset by increase in intra-regional travel
- Adapting offer to new purchasing habits
- Creating an exciting shopping experience in a difficult period

# Our future with our partner..AIG





# Aldeasa Jordan Main Departures Shop 2012



