



The Shannon Duty Free shop still offers keen prices to compete with other international airports.

Shannon flies high in duty free league

By EUGENE PHELAN

AN international survey on duty free shopping has placed Shannon as one of the cheapest destinations in Europe. Whether it is drink, cigarettes or perfume Shannon, while not always the cheapest, compares extremely well.

The Limerick Leader compared the prices in Shannon from the results of a survey of airports in Britain, France Portugal and other countries including Greece, Turkey, Gibraltar and Israel.

Shannon was not included in the original survey.

Shannon is well ahead of British airports and when you consider the position of sterling against the punt passengers from the UK coming to Shannon can make major savings.

We converted all prices in the survey into Irish punts. The results should prove a boost for the duty free shopping in Ireland particularly when you compare it to our nearest neighbours in Britain. We also are cheaper than France.

Duty Free shopping started in Shannon 50 years ago, but now jobs are threatened and the £13 million turnover for the airport is under threat following a decision by the EU to abolish duty free shopping after 1999.

While the shop would not have to close the abolition of duty free and VAT free status for European tourists would mean that Aer Rianta would have to come up with new strategies to ensure their survival for passengers in Europe.

With a total of 100 jobs in the high summer season at Shannon Duty free this decision, if not reversed, would have huge consequences for the airport.

Aer Rianta have already warned of the dan-

ger job losses in Shannon Dublin and Cork and Irish MEP's are now fighting to have that decision reversed.

What is also not generally known is that in Shannon profits from the Duty free shop have helped subsidise landing fee costs, ensuring that since 1987 there have been no hikes in this area.

And no frills airlines like Ryan Air are able to run cheap fares, partly because of the funds they make out of selling duty free on board their airlines.

While British customers to Shannon are having a bonanza German and some other European countries are finding with present currency rates that items compared to last year have gone up around 10 per cent.

While the world's duty free opened in a small kiosk in Shannon 50 years ago from tiny beginnings it helped market internationally Waterford Glass and in latter times drinks like Irish Bailey's.

Because of their expertise Aer Rianta run duty free shops all over the world from Moscow to Dubai on the English channel tunnel and are now moving into Hong Kong.

Aer Rianta will point out that the Shannon Duty Free shop is one of the biggest not only in Europe but few can compare to it in the world. The price survey is a boost particularly when comparing prices with our near neighbours.

Take just one litre of Johnny Walker. It is £12.04 in Britain and just £10.10 in Shannon. Hennessy brandy at £17.90 is almost £13 cheaper here.

Cigarettes in carton of 200 are over £1.50 cheaper than the UK and perfumes also score much better.

Gibraltar came out extremely cheap on items they had on offer with a bottle of Sminorff at just £5.32 punts.

Duty Free Prices in Punts.

Alcohol(1 litre): JOHNNY WALKER RED LABEL: £12.04 (UK), £10.64 (France), £9.29 (Portugal), £6.88 (Gibraltar), £10.19 (Italy), £9.52 (Greece), £8.17 (Turkey), £10.92 (Israel) and £10.10 (Shannon).	£8.84 (France), £6.72 (Portugal), £5.32 (Gibraltar), £7.16 (Italy), £7.48 (Greece), £5.60 (Turkey), £8.28 (Israel) and £8.20 (Shannon).	£12.26 (Israel) and £12.95 (Shannon).
GORDONS GIN: £8.73 (UK), £8.84 (France), £8.62 (Portugal), £6.66 (Gibraltar), £9.59 (Italy), £7.59 (Greece), £6.27 (Turkey), £9.85 (Israel) and £7.60 (Shannon).	BENSON & HEDGES: £14.56 (UK), £12.88 (France), £11.53 (Portugal), £7.84 (Gibraltar), £14.79 (Italy), £12.18 (Greece), £7.39 (Turkey), £12.26 (Israel) and £12.95 (Shannon).	Perfumes(7.5ml) L'AIR DU Temps: £39.59 (UK), £— (France), £— (Portugal), £— (Gibraltar), £29.40 (Italy), £52.49 (Greece), £— (Turkey), £34.44 (Israel) and £32.00 (Shannon)
HENNESSY BRANDY: £30.18 (UK), £17.47 (France), £— (Portugal), £18.48 (Gibraltar), £18.81 (Italy), £25.00 (Greece), £— (Turkey), £28.44 (Israel) and £17.90 (Shannon).	MARLBORO: £14.56 (UK), £— (France), £10.08 (Portugal), £7.84 (Gibraltar), £14.79 (Italy), £12.43 (Greece), £7.39 (Turkey), £12.26 (Israel) and £12.95 (Shannon).	CHANNEL No5: £47.41 (UK), £43.90 (France), £45.58 (Portugal), £— (Gibraltar), £48.00 (Italy), £45.74 (Greece), £42.16 (Turkey) £— (Israel) and £40 (Shannon).
SMIRNOFF VODKA RED LABEL: £11.18 (UK),	SILK CUT: £14.56 (UK), £— (France), £11.76 (Portugal), £7.84 (Gibraltar), £14.79 (Italy), £12.18 (Greece), £7.39 (Turkey),	OPIUM: £47.04 (UK), £45.24 (France), £— (Portugal), £— (Gibraltar), £— (Italy), £49.59 (Greece), £39.70 (Turkey), £29.12 (Israel) and £37.75 (Shannon.)



Walker Jackson was a native of Co. Limerick