

# #DutyFreeTales 1



It was my last day in the bustling city of Jakarta, having spent almost an entire week for an International Conference on Travel Retail and some meetings with my client network in Indonesia who too were a part of the conference.

After a wholesome week of work and networking, I packed up my stuff and headed to Jakarta International Airport for my flight home.

When I thought that my journey and purpose in Indonesia was done, I came across one more task to finish – and a critical one.

## Just Another Day at the Airport

I have finally arrived at the airport and checked in through all the necessary security checks. With little over 2 hours left for my flight, I decided to head for a proper cup of coffee.

Mine was a Friday evening flight when half of the world was leaving the city for a weekend, so finding a seat of my own was a challenge. Nonetheless, I managed to find a quiet corner...

***That's when I came across the next chapter of my journey!***



## The Anxious Traveler Looking for the Perfect Gift!



The first few minutes went just right. Just sipping on my coffee and scrolling through my email.

*"Nothing urgent there. Perfect!"*

Switch over to WhatsApp and...

There was the message that set me up. "Remember we have the party tomorrow and to get <exclusive item> from the Airport"

*Aah! Where do I find this gift? Should I buy it here or could I just pick it up in Singapore?*

*Would it be cheaper in Singapore or in Jakarta?!!!! So many thoughts ran through my head and I gulped down what was left of my coffee – burning my tongue but... there were more important matters on hand... the hunt began. And I relied on my trusted ally – Google!!!*

*Where would I find <exclusive item>?*

Results started popping up –

*"Shopee, Lazada, Amazon" -no no – I wanted Duty Free*

*Lets search for Jakarta International Duty Free & while I am at it Singapore Duty Free as well*

Okay, much better... mmm – the websites are so different. The search is so different. I keep navigating through these pages and cannot find what I want... *National Day Promotion – keep that in mind... but it doesn't help... why didn't I do this earlier?!!*

Which reminds me – just 50 minutes left ... okay – relax – go to the nearest duty-free shops and then walk towards the gate – if I see it on the way – great! If not, I will have to make an excuse and then buy it locally in the city.