

Shopping and dining options expanded at Dubai Airports



Twenty-five restaurant partners are part of DXB&more

[Dubai Airports](#) today launched a regional first mobile food, beverage and retail ordering service that provides a smooth, convenient alternative to dining in or waiting for an order to go, without the need to download an app.

The development of DXB&more has been in partnership with US-based [Servy](#), an enterprise self-service platform for hospitality which launched in 2015 as an airport digital commerce solution. The company provides technology to enhance the hospitality experience, not replace it, and has been adopted by a number of companies including airports, railway stations and sports arenas across North America.

DXB&more allows guests and airport employees to view a selection of Duty Free shopping and restaurant menus and place shopping and food and beverage orders on the [DXBmore.com](https://www.dxbmore.com) website. They then have the option of picking up their order at the retail outlet or restaurant, or having it delivered directly to their chosen location across DXB's Concourses B and C.

The delivery service, which is being fulfilled by [Dubai Duty Free](https://www.dubaidutyfree.com) links airport guests and employees to more than 25 retail and restaurant partners who have already signed up to be a part of the offering – including The Daily DXB, Tranzeet, Costa, Fix and McDonald's.

“For Dubai Airports, the creation of DXB&more was in direct response to the ever-evolving needs of the busy traveller, providing a convenient alternative to shopping and dining before a flight,” said a release from Dubai Airports. “The service is available to guests of DXB's Terminal 3 and can be accessed via the WiFi landing page, through QR codes around the airport or by visiting [DXBmore.com](https://www.dxbmore.com). Plans to extend the offering to the airports other terminals are in place and will be announced in 2022.”

“At Dubai Airports, we are focused on improving our guests' experience across all physical and digital touchpoints through DXB. Clearly, the events of the past 18 months have accelerated key consumer trends and raised customer expectations around choice and convenience,” said Eugene Barry, Executive Vice President Commercial at Dubai Airports

“Sery is beyond thrilled to partner with Dubai Airports and power DXB&more, a new digital marketplace at the world's busiest international airport,” said Jeff Livney, Chief Experience Officer at Sery. “By expanding DXB's physical commercial real estate into the digital realm and enabling guests to discover, curate and transact across a wide range of restaurant and duty-free offerings, DXB&more sets the stage for a seamless airport experience. DXB&more meets the changing needs of passengers as we emerge from the pandemic, providing them with a modern, contactless service that will enhance their overall experience during their departing or transit journey through DXB.”

Behind the scenes, the Sery platform brings together digital guest experience with point of sale integrations, business intelligence and insights, global payment services in partnership with [Adyen](https://www.adyen.com), and the leading digital airport map and wayfinding experience in partnership with [Atrius Personal Wayfinder](https://www.atrius.com) (formerly known as LocusLabs), a product of [Acuity Brands](https://www.acuitybrands.com).