



DUTY FREE AMERICAS
VIP PROGRAM

VIP Loyalty Program — Frequently Asked Questions

Duty Free Americas · LAX & SFO

Everything you need to know about the VIP loyalty program at Duty Free Americas LAX and SFO stores.

Getting Started

What is VIP?

VIP is Duty Free Americas' loyalty program for shoppers at our Los Angeles International (LAX) and San Francisco International (SFO) airport stores. You earn points on qualifying purchases and can redeem those points toward future purchases.

How do I join?

You can register at <https://passes.dutyfreeamericas.com/register> from your phone, tablet, or computer, or scan the QR code in-store at checkout. Registration takes about a minute: enter your name, a contact method (email or WhatsApp), and your country, state/province, and city, then confirm a 6-digit verification code we send you.

Is there a cost to join?

No, VIP is free to join.

Is there a minimum age to join?

You must be at least 16 years old to enroll in VIP.

I was a DFS Circle member. What happens to my account?

Your DFS Circle tier and point balance carry over automatically into VIP. If you also had signed up for VIP separately using the same phone number or email, we combine both accounts and honor whichever tier is higher.

What if I don't finish verifying my account?

If you don't enter the verification code, your registration isn't complete and you won't be able to earn or redeem points yet. You can go back and finish the process at any time using the same registration link.



Tiers and Points

What are the VIP tiers and how do I earn points?

- Silver – your starting tier. Earn 2 points per US\$1 spent.
 - Gold – reached after US\$1,500+ in purchases within a rolling 365-day period. Earn 2 points per US\$1 spent.
 - Platinum – reached after US\$5,000+ in purchases within a rolling 365-day period. Earn 3 points per US\$1 spent.
 - Diamond – reached after US\$15,000+ in purchases within a rolling 365-day period. Earn 4 points per US\$1 spent.
- Your tier is based on your total qualifying spend over the trailing 365 days, so it updates automatically as you shop.

How do I redeem points?

Once your account balance reaches 2,000 points or more, you can use points toward a purchase at checkout. Every 100 points is worth US\$1.

Do points expire?

Yes. Points are valid for 24 months from the date they're earned. We'll notify you before a meaningful balance is about to expire.

What if I return an item I paid for with points?

Your points are restored to your account, whether you paid for the item entirely with points or with a mix of points and cash/card. It may take up to 30 days for the restored points to appear in your balance.

Are there any products I can't earn or redeem points on?

No – you can earn and redeem VIP points on any product purchased at a participating store.

Your Membership Card

How do I use my membership card at checkout?

After you register, you'll receive a digital membership card you can add to Apple Wallet or Google Wallet. Show the card's QR code (or your card number) to the associate at checkout to apply your points.



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I don't have my card with me. Can I still earn points?

Yes – just give the associate your name, phone number, email, or card number, and they can look up your account.

Communications

How will VIP contact me?

We'll send your welcome message, points updates, and (if you've opted in) offers by email and/or WhatsApp, depending on what you selected when you registered.

Can I change how I hear from VIP, or opt out?

Yes. You can update your communication preferences at any time, or unsubscribe from promotional messages using the link or instructions included in those messages. You'll still receive essential account notices, like points-expiration alerts, unless you close your account.

Your Data

Is my information safe?

Yes. We use administrative, technical, and physical safeguards to protect your information, and we limit who at DFA can access it. Full details are in our VIP Privacy Policy.

What are my privacy rights?

California residents and residents of several other US states have rights to know what information we hold, correct it, delete it, and more. See the VIP Privacy Policy for the full list and how to submit a request.

What if I don't live in the US?

You still have meaningful privacy rights. If you're in the European Economic Area, the UK, or mainland China, specific laws (GDPR, UK GDPR, or China's PIPL) apply to how we handle your information, and we describe those rights in detail in the VIP Privacy Policy. If you're elsewhere, we extend the same core protections as a matter of policy. Contact us using the info below if you're ever unsure what applies to you.



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Contact Us

Questions about VIP? Reach our Concierge team at concierge@dutyfreeamericas.com.