



**MEDIA KIT  
2018**

**TaxFree**<sup>sm</sup> *Shopping* **ltd.**  
www.TaxFreeShopping.com



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# ABOUT US

## ABOUT US

TaxFree Shopping is based in Dallas, TX and offers over 17 refund locations across the state.

We have simplified the sales tax refund process into three easy steps. TaxFree Shopping Ltd. is the only customs broker in the world to enable clients to process and receive their refund in one location without having to go back to the retailers to receive their refund.

Once a client visits a TaxFree Shopping location with their purchased merchandise from participating retailers and required travel documents, a customer service representative completes the necessary paperwork, inspects the merchandise and processes the customer's refund, less our processing fee, with an option of refund via cash, check or PayPal.

TaxFree Shopping utilizes an international marketing campaign to boost shopping tourism into Texas. We are proud to be recognized as the recipient of five SASI-ONE Awards for our outstanding achievement in tourism.



[Facebook.com/TaxFreeShoppingLTD](https://www.facebook.com/TaxFreeShoppingLTD)

[Weibo.com/TaxFreeShopping](https://www.weibo.com/TaxFreeShopping)



[Twitter.com/ShoppingTaxFree](https://twitter.com/ShoppingTaxFree)

[YouTube.com/TaxFreeShoppingLTD](https://www.youtube.com/TaxFreeShoppingLTD)



[Instagram.com/TaxFreeShoppingLTD](https://www.instagram.com/TaxFreeShoppingLTD)

[Linkedin.com/company/TaxFree-Shopping](https://www.linkedin.com/company/TaxFree-Shopping)



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# QUICK FACTS

## HOW IT WORKS

TaxFree Shopping offers one stop, quick and easy processing of your Texas sales tax refund. Pre-Register at [www.TaxFreeShopping.com](http://www.TaxFreeShopping.com) for a faster processing time.

Step 1: Shop at over 6,500 participating stores.

Step 2: Process your refund at one of our many locations.

(U.S. Citizens may only process at airport locations on day of departure.)

\*Bring:

- Purchased merchandise for inspection
- Original Receipts
- Passport
- I-94/Entry Stamp/ESTA, Visa, IFE (if required)
- Transportation Information

Step 3: Receive your refund by Cash, Check or PayPal, less our processing fee.

\*For more details, please visit [www.TaxFreeShopping.com](http://www.TaxFreeShopping.com)



Customer with Cash Refund on hand at Round Rock Premium Outlet Location



Business Men Getting Their Sales Tax Return at NorthPark Center Location

## LOCATIONS

TaxFree Shopping Ltd. currently has 17 locations across the state. TaxFree Shopping is the largest customs broker in Texas and third largest in the world.

### Dallas:

- DFW International Airport - Terminal D North-Near American Airlines Check In
- Dallas Galleria - 3rd Floor Near Old Navy
- Grand Prairie Premium Outlets - Near Customer Service
- Grapevine Mills – Near Customer Service
- Highland Park Village- In the Management Office, Level 2
- NorthPark Center: Suite 1416 by Salvatore Ferragamo

### El Paso:

- The Outlet Shoppes at El Paso - Inside Food Court

### Houston:

- George Bush Intercontinental Airport (IAH) - Terminal D and Terminal E
- Houston Galleria - Luxury Row on Rink Level next to Post Office
- Houston Galleria Center - 1st Floor, next to Simon Guest Service
- Houston Premium Outlets - Inside Food Court
- River Oaks District- iPic Theater, 1st Floor

### McAllen:

- La Plaza Mall - Macy's 2nd Floor

### North Austin:

- Round Rock Premium Outlets - Suite 227 next to Journeys

### San Marcos:

- San Marcos Premium Outlets – Inside Food Court
- Tanger Outlet –Near Reebok

\*All locations offer instant cash refund service, subject to availability

## Retailers

TaxFree Shopping has more than 6,500 participating stores across Texas. From stores like Coach, Macy's, Dillard's and Neiman Marcus to Burberry, Tiffany, Apple and Microsoft; TaxFree Shopping offers an array of options for customers.

### BECOMING A PARTICIPATING RETAILER

TaxFree Shopping has developed a simple form (Retailer Registration) that must be filled out by a retailers' corporate office. Upon receiving completed Retailer Registration, TaxFree Shopping provides a complimentary listing on TaxFreeShopping.com and includes the retailer in their international marketing program.

Additional opportunities for participating retailers are:

#### **Free:**

Educational Sessions  
In-Store Promotions  
VIP Group Receptions

#### **Paid:**

International Advertising / Magazine  
Trade Show/Sales Mission Inclusion  
Trade show/Sales Mission Sponsorship

### EDUCATIONAL SESSIONS

TaxFree Shopping offers free educational sessions to select participating stores ensuring the program is understood at a store-level. A TaxFree Shopping member will present program information and tools to sales associates and managers. This procedure, added to general participation in TaxFree Shopping's program, enables international sales to grow more rapidly at the store level.

# TOURISM

## TOURISM

Through extensive international marketing, TaxFree Shopping focuses on capturing growing inbound markets like Mexico, China, Brazil, India, Japan, Australia, Korea, The United Kingdom and more. By educating top international tour operators and media on shopping destinations, low price points, sales tax refunds and designer fashion accessibility in Texas, shopping tourism has become the #1 leisure-recreation activity for overseas visitors to the state.

## TRAVEL

TaxFree Shopping attends multiple national and international trade shows every year. They include, but are not limited to:

### National:

- IPW (International Pow Wow)
- Go West
- Active America China
- Select national sales missions with Texas Tourism

### International:

- WTM (World Travel Market) Brazil and Latin America
- CITM (China International Mart)
- JATA (Japan Association of Travel Agents)
- Visit USA Australia
- Select international sales missions with Texas Tourism

## TOP COUNTRIES

### By Clients Processed

1. Mexico
2. China
3. Brazil
4. India
5. Russia
6. Australia, Columbia, Korea and Taiwan

### By Average USD\$ Spent per person \*YTD

1. China
2. Mexico
3. Brazil
4. India
5. Korea

# BENEFITS

## RETAILERS

- Data collected by TaxFree Shopping shows for every **\$1 of Texas sales tax refunded, shoppers spend \$12.64 in additional purchases at retailers.**
- Simple sign-up
- Inclusion in international marketing campaign
- Exclusive opportunities for sponsorship at select trade shows and sales missions
- Benefit from TaxFree Shopping's partnership with leading international tourism entities like Texas Tourism, Brand USA, etc.
- Benefit from TaxFree Shopping's partnerships with international airlines, Texas convention & visitors' bureaus, shopping entities, etc.
- Up-sell opportunities for sales associates and stores.

## SHOPPERS

- TaxFree Shopping offers high level customer service and care.
- Simplified one-stop refund process
- Conveniently located refund centers in shopping centers and international airports.
- Refunds payable in: cash, check or PayPal.
- Exclusive offers and discounts on select participating stores.

## STATE OF TEXAS

- The Texas shopping tourism industry generates a 44 x 1 return on every dollar invested in the export sales tax rebate.
- TaxFree Shopping's offers a track-able revenue source for the state of Texas via cash refunds.
- Approximately 67% of refunded cash is spent in additional retail sales and the remaining 33% is spent in local restaurants, attractions and clubs.
- For every \$1 in sales tax refund, the shopper will spend an additional: \$12.64 in Retail Sales or \$11.92 on other Tourism-related expenditures.
- TaxFree Shopping creates more jobs.
- Sales Tax Refunds Supports **25,802 jobs** in Texas.
- Sales tax refunds promote more spending and longer stays for international visitors
- **For every \$1 of sales tax returned, shoppers will spend an additional \$11.92 in other taxable tourism related areas.**



# TAXFREE SHOPPING LOCATIONS

## TAXFREE SHOPPING LOCATIONS

### DALLAS

- Dallas Fort Worth Airport, International Terminal D-North near American Airlines check in and Starbuck:** DFW International Airport is America's largest hub with a landmass of roughly 18,000 acres (larger than the island of Manhattan). 3200 East Airfield Drive, DFW Airport, TX 75261. [www.dfwairport.com](http://www.dfwairport.com)
- Galleria Dallas, 3rd level near Old Navy:** From the moment you arrive at Galleria Dallas, you'll know you're in for an experience unlike any other. The unequalled shopping environment includes a unique collection of 200 boutiques, restaurants and experiences, plus an iconic ice skating rink, an award-winning Westin Galleria Dallas hotel and discounts and special offers for international shoppers. 13350 Dallas Parkway, Dallas, Texas 75240. [www.GalleriaDallas.com](http://www.GalleriaDallas.com)
- Grand Prairie Premium Outlets near Customer Service:** Offering 110 outlet stores including Banana Republic, Bloomingdale's The Outlet Store, Coach, Saks Fifth Avenue Off 5th, Tommy Hilfiger, Cole Haan and more. Centrally located between Dallas and Fort Worth, just 15 miles for DFW airport, Grand Prairie Premium Outlets is the newest shopping outlet mall in Texas. 2950 W. Interstate 20, Grand Prairie, TX 75052. [www.premiumoutlets.com/grandprairie](http://www.premiumoutlets.com/grandprairie)
- Grapevine Mills in Neighborhood 1 near Ross:** Grapevine Mills, the largest outlet and value retail shopping destination in North Texas, showcases more than 180 stores including Neiman Marcus Last Call, Saks Fifth Avenue OFF 5TH, Banana Republic Factory Store, Gap Outlet and Coach. Shoppers can also enjoy great restaurants like Rainforest Cafe and family entertainment options such as SEA LIFE Grapevine Aquarium, LEGOLAND® Discovery Center and AMC® 30 Theatres. 3000 Grapevine Mills Pkwy, Grapevine, TX, 76051. [www.simon.com/mall/grapevine-mills](http://www.simon.com/mall/grapevine-mills)
- Highland Park Village in Management Level 2:** located in Highland Park, Texas, the upscale shopping center is one of the most historical in the nation.  
47 Highland Park Village, Dallas, TX 75205 [www.hpvillage.com](http://www.hpvillage.com)
- NorthPark Center in corridor by Salvatore Ferragamo near Center Park Garden:** A trip to Texas must include a visit to Dallas' finest shopping destination, NorthPark Center, which offers more than 235 stores and restaurants, and a celebrated cultural experience with fine art, award-winning architecture and beautiful landscaping. NorthPark Center is renowned for its exceptional collection of luxury boutiques, including Burberry, Louis Vuitton, Neiman Marcus, Salvatore Ferragamo, and more.  
8687 North Central Expressway, Dallas, Texas 75225. [www.northparkcenter.com](http://www.northparkcenter.com)

## EL PASO

- **The Outlet Shoppes at El Paso located in the Food Court:** The Outlet Shoppes at El Paso is the place to bag a bargain. Over 95 famous name-brand stores include A/X, Coach, Brooks Brothers, and Michael Kors. Along with incredible gifts and savings of 20% to 70%, the Outlet center features a dancing water fountain, TaxFree shopping, and gift certificates to make your shopping experience convenient and enjoyable.  
7051 S. Desert Blvd, Canutillo, Texas 79835. [www.theoutletshoppeatelpaso.com](http://www.theoutletshoppeatelpaso.com)

## HOUSTON

- **George Bush Intercontinental Airport offers two TaxFree Shopping locations:** International Terminal D and Terminal E. Spanning more than 11,000 acres, IAH currently ranks 5th in the United States among U.S. airports with scheduled non-stop domestic and international service (over 170 destinations). 2800 North Terminal Road, Houston, TX 77032.  
[www.airport-houston.com](http://www.airport-houston.com)
- **The Galleria in Houston offers two TaxFree Shopping Locations: One on the Rink Level near the U.S. Post Office and the second on the 1st Floor, next to Simon Guest Service:** The Galleria in Houston, Texas is the 4th largest mall in the United States and THE luxury shopping destination not only for Houston but all over the world. Nearly 400 stores offer the consumer everything under the sun and The Galleria shines with exclusive luxury offerings such as Fendi, Chanel, John Varvatos and many more. The Galleria is the number one tourist destination in Houston! 5085 Westheimer Rd, Houston, TX 77056. <http://www.simon.com/mall/the-galleria>
- **Houston Premium Outlets inside the food court:** Upscale, fashion conscious shoppers who prefer designer labels have found that all outlet centers are not all the same. With 145 outlet stores like Burberry, Kate Spade, TAG Heuer and Tory Burch with extraordinary savings of 25% to 65%, Houston Premium Outlets is always worth the trip. 29300 Hempstead Road, Cypress, TX 77433. <http://www.premiumoutlets.com/houston>
- **River Oaks District near iPic Theater, 1st Floor:** Houston's newest high-end lifestyle experience. 4444 Westheimer Rd, Houston, TX 77027 [www.riveroaksdistrict.com](http://www.riveroaksdistrict.com)

## MCALLEN

- **La Plaza Mall located inside Macy's on the 2nd level:** La Plaza Mall is the premier shopping destination in the Rio Grande Valley. With retailers that include Marciano, Michael Kors and Kay Jewelers, Gap, Victoria's Secret and Sunglass Hut. 2200 S 10th St, McAllen, TX 78503.  
<http://www.simon.com/mall/la-plaza-mall>

## NORTH AUSTIN

- **Round Rock Premium Outlets located next to JOURNEYS:** Round Rock Premium Outlets in North Austin is bringing you fashion, culture and beauty. With exceptional brands like Burberry, Coach, Oakley, and Tommy Hilfiger at discounts up to 65% off Round Rock Premium Outlets combines value at a price you can afford. 4401 N Interstate Hwy 35, Round Rock, TX 78664 <http://www.premiumoutlets.com/outlet/round-rock>

## SAN MARCOS

- **San Marcos Premium Outlets in the Food Court:** San Marcos Premium Outlets is an outdoor shopping center with over 145 luxury and name brand stores offering fashions for men, women and children as well as jewelry and housewares items. Some of their exclusive brands are Gucci, Victoria Secret, Carolina Herrera, Movado, Michael Kors and more. 3939 S Interstate 35, San Marcos, TX 78666 <http://www.premiumoutlets.com/outlet/san-marcos>
- **Tanger Outlets located near Reebok:** Tanger Outlets San Marcos is committed to bringing you the ultimate shopping experience. That means guiding you towards the best deals at over 100 stores such as Adidas, Banana Republic, Forever 21, Kenneth Cole, LOFT, Old Navy, Reebok and Tommy Hilfiger. When you're looking for the best value and the best brands think outlets, think Tanger. 4015 IH-35, exit 200, in San Marcos, TX. <https://www.tangeroutlet.com/sanmarcos>

[Visit TaxFreeShopping.com](http://www.taxfreeshopping.com) for a list of Participating Stores.