Yesterday Lisbon Airport launched the first phase of its new Terminal 1, departures-only retail area, ‘Just For Travellers - Duty Free Store’.

Brands including Ermenegildo Zegna, Salvatore Ferragamo, Burberry and BeTrend store (an outlet retailing brands such as Armani Jeans, Guess, Furla, Michael Kors, and DKNY) will be on offer.

Lacoste, H.Stern jewellery, Ralph Lauren and Montblanc stores will also open at Lisbon Airport.

For its main retail area, the airport reveals it will be adopting the new walk-through concept, ‘previously unprecedented in Portugal’.

‘JUST FOR TRAVELLERS’

ANA, Aeroportos de Portugal, comments:

“Under the title Just for Travellers – Duty Free Store, the store displays a dynamic concept, highlighting the
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most attractive offers across its ranges of perfumes, cosmetics, drinks, chocolates and an entire area dedicated to regional Portuguese products (Taste Portugal).

“Special promotional facilities are given over to brands such as Dior, Lancôme, Emporio Armani and Chanel, with truly personalised studios alongside new brands: MAC, Kiehl’s, Body Shop, Sisley and Armani Cosmetics, staffed by beauty advisors who can counsel and guide passengers on the latest fashion trends.”

The store will feature tablet computers in different areas of the store (perfumes, cigars and whiskies), which enable consumers to learn more about products and brand history.

There is also a range of screens located throughout the store, informing customers on the latest products and promotions.

IMPORTANT OF NON-AVIATION REVENUES

During his opening speech, ANA’s CEO spoke of the company’s many investments to constantly modernise Lisbon Airport, stressing the importance of non-aviation revenues such as retail.

According to Luis Rodolfo, ANA’s Retailing Director, this new retail area will allow the company to better serve the needs of its passengers travelling to South America and Africa, generally perceived as having higher purchase power.

Broadway Malyan, international architecture firm, carried out the design of the interiors and the retail-


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planning layout of the airport’s new outlets. Stuart Rough, Lisbon Office Director, comments:

“The conclusion of this phase is another step towards completing the airport’s redesign project and bears witness to the partnership developed between our design specialists and the client.

TRAVEL RETAIL FOCUS

“We’re keen on supporting the implementation of the next project phases that should be completed by the end of the year and will completely transform the experience of passengers using the airport.”

ANA, Aeroportos de Portugal said that it sees the travel retail sector as strategic focus. “Airports make excellent national ‘showcases’ to the wider world and can be leveraged,” says ANA.

“On the one hand, for retailing national brands/products in our airports. On the other hand, this also provides the opportunity for these brands/products to access this new globally scaled distribution channel entitled [travel retail] that which creates a turnover of over $35 billion worldwide while nevertheless remaining one of the lesser explored options by many national retailers and brands.”

In 2011, retail activities ongoing at all the airports managed by ANA (Oporto, Lisbon, Faro, the Azores) produced revenues in excess of €50 million.

‘FLIGHT 555’

“However, looming over the horizon is the great challenge of boosting this level of earnings to reach retail
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turnover in excess of €75 million in 2016,” adds ANA.

This target stems from a strategic plan developed by the company last year and takes into consideration estimated traffic growth rates and the need to accompany and profit from the forecast increase in passenger numbers through developing the retail business (stores, restaurants, banks, services etc) across the ANA managed airports.

This strategic plan, internally named “FLIGHT 555”, seeks to implement five core concepts, at five Portuguese airports and over the next five years. “In fact, with a well-defined plan, with our team and stakeholder involvement in conjunction with our enormous desire and will to achieve and continue to make the difference at Portuguese airports, we are already half-way towards meeting this goal” concludes ANA.