

Vienna Airport to launch 11,000sq m commercial tender in Q3 2020

Vienna International Airport (VIE) is currently preparing to launch a substantial commercial tender dovetailing with a new company blueprint aimed at reinventing the passenger experience.



Set to officially execute in the third quarter of next year, VIE is inviting interest from suitable brands and retail operators to run 23 retail units including high-street retail and luxury fashion as part of a 40-unit offer across four distinct, Viennese-inspired districts.

Details of the plans were announced by VIE during its traditional and convivial dinner for partners and industry colleagues on Monday evening (30 September) attended by *TRBusiness* during the TFWA World Exhibition & Conference.

The new quarters include Golden Platz (900sq m), Vienna Markt (3,200sq m), Vienna Platz (1,400sq m) and Style Strasse (1,200sq m), which are positioned to articulate a more seamless, centralised marketplace offer.

Recently, Lagardère Travel Retail unveiled its new **The Fashion Gallery** at the airport.



NEW BRAND IDENTITY

It is gathered that leasing terms for the retail units are likely to cover a period of five to seven years, with VIE interested in direct brand and/or multi-concession agreements.

The new zones are tipped to serve directly a forecast 11 million departing passengers travelling through VIE at the terminal, as the airport continues a significant expansion and refurbishment project over the coming years taking in Terminal 2, Pier East (*non-Schengen terminal*) and the south extension of Terminal 3.

Four districts will house new retail and F&B zones. These include Golden Platz (10 retail units, 1 F&B unit, 1 pop-up); Vienna Markt (7 units, 4 kiosks), Vienna Platz (1 bar, 1 restaurant, 1 cafe); and Style Strasse (11 units, 2 F&B, 1 pop-up).

During the dinner, VIE also took the opportunity to reveal a new corporate logo and vision under the strapline 'Freedom to Dream', which it says aims to reinvent the airport experience through archetypal Viennese cues highlighting sense of place.

As part of a project more than two years in the making, VIE has worked closely with architectural and design firm Portland Design to bring developments to the fore.

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Underpinning this is a new brand typology that blends together gold and green in a colourset paying tribute to elements of Vienna's rich tourist vein, such as the Belvedere Palace and the city's parks and green spaces.

Last year, VIE handled 27 million passengers across all three of its terminals and this is tipped to rise to 31 million in 2019.

We are having an exceptional year; two years ago we had 24 million passengers with additional low-cost and long-haul traffic.

Our aim in the future is to bring much more of Vienna's quality of living and its culture, history and its inhabitants to airport and make it a real showcase for Vienna and Austria.

More to follow...

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