

CPH Shopping Centre revenue lifts 4.8%; Advantage programme dropped

Shopping centre revenue at Copenhagen Airport (CPH) grew by 4.8% to DKK 917.3m/\$137m, while total non-aeronautical revenue grew by 3.2% to DKK 1,930.5m/\$288m in 2019.

In 2019, CPH said it actively pursued improvements in the retail experience for passengers by offering travellers a number of new services and options.

According to the airport operator, 86% of passengers surveyed said they were satisfied or very satisfied with the level of service, the facilities and their journey through the airport in 2019.

CPH boasts 76 shops and 48 restaurants and cafés in the terminals, plus a wide range of activities designed to 'engage and entertain travellers'.

CPH DISCONTINUES ADVANTAGE PROGRAMME

"We ran a Lego campaign at the security checkpoint during the summer," said CPH. "In the tax-free area passengers were met by Pepper, a robot shopping assistant. And in collaboration with Copenhagen Cooking, Mikkeller and Aamanns, CPH arranged a long-table dinner at the bridge in Terminal 3 connecting the metro and the central security checkpoint.



Copenhagen Airport says it is having to adapt its retail offer to suit a younger customer base.

However, at the end of the year, the decision was made to discontinue the CPH Advantage programme due to a 'lack of active users'. "Instead, we are planning to design customised offers for as many travellers as possible," said CPH.

"Identifying products and offers that are relevant to passengers is key. In 2019, we implemented a new

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Salesforce CRM system that will better accommodate CPH's vision of becoming a data-driven and customer focused airport. The system can also be used to refine the business and develop digital user journeys for the future."

In its annual report, CPH did note that the 'lack of growth in passenger numbers' posed a challenge for the shops and restaurants in 2019.

"In addition, travellers have become younger," said CPH. "As consumers they are different and generally do more of their shopping online. Once past the passport checkpoint, passengers heading for a Pier C gate can now also visit Lagkagehuset and Joe & The Juice."

OPTIMISING PASSENGER FLOW

Since CPH expanded the passenger area between Piers A and B, travellers are now using alternative pathways through the airport.

"We are still working to optimise passenger flows in the area, giving travellers natural and intuitive routes as they make their way through the airport," said CPH.

The airport operator claims shopping centre revenue to be 'essential' as it accounts for lion's share of the airport's non-aeronautical business.

Interestingly, in the expanded area connecting Piers A and B retail and F&B revenue lifted by 11%. The higher number of specialty shops also meant that revenue from that segment grew by 13% year on year.

A GREEN TRANSITION

As reported, **CPH is working on a green transition of the airport** and Danish aviation at large. We are focused on providing a healthy and safe working environment for our employees, and we contribute to the positive development of our local community, it said.

In 2019, Copenhagen Airports A/S introduced a new strategy with the aim of leading the way in creating a future-proofed and visionary airport in close collaboration with its partners.

While building on its existing platform – efficient and safe operations and high customer satisfaction – its new strategy aims also to enhance the passenger experience, strengthen its role in society and promote sustainable aviation.

The aviation industry is changing rapidly these days, and we are facing new regulations, growing climate awareness, new technologies and changing consumer patterns, added CPH. Against this background, our strategy also sets out to accelerate and execute the airport's transition.