

# Travelex opens cricket-themed store at Adelaide Airport



A photo of the store opening at Adelaide Airport

[Travelex](#), a foreign exchange brand in Australia, has launched the first phase of its operations at Adelaide Airport with the opening of a new store and ATMs.

The store, located in Departures, marks the first Travelex airport store launched since COVID-19, while the ATMs, located in Arrivals, form a key part of Travelex's new 'digital airport' strategy at Adelaide Airport, the company tells *Global Travel Retail Magazine*.

The strategy places a greater emphasis on click and collect and self-serve, while still providing traditional walk-up stores allowing customers to choose how they purchase their foreign exchange. The digital airport strategy also ensures there are no commission fees charged.

The second phase of Travelex's Adelaide Airport operations, which is set to be completed by the end of this year, will see the opening of the brand's first-ever self-serve store in Departures alongside a traditional Arrivals store, which opens this week. The self-serve store will be manned by a Customer

Service Ambassador (CSA), who will provide tips and assistance to customers undertaking transactions themselves – thereby streamlining the purchase process and saving time.

The ‘digital airport’ strategy forms part Travelex’s broader ongoing digital transformation in Australia. Last month saw Travelex launch the world’s first ATM click & collect service at Brisbane Airport, which enables customers to pre-order foreign cash online at Travelex’s best possible rate before collecting it contact free from an airport ATM.



The ATMs at Adelaide Airport

The new Adelaide store also uniquely features a collection of signed cricket bats and jerseys from the Australian men’s cricket team which Travelex sponsored between 2001-2010. As part of the brief from Adelaide Airport, stores must incorporate a ‘Sense of Place’ – something that brings South Australia to life in the store. The collection of cricket memorabilia – which comes from this sponsorship period – includes a signed bat from the England vs. Australia 2005 Ashes series, rated by the BBC as the most thrilling Ashes series ever, reads the Travelex press release.

The opening of the Adelaide store comes as Travelex opens three more stores in Queensland, Australia this week: in Carindale, Brookside, and at Cairns Airport. The Cairns Airport store features a store, ATMs and the same no-fees-fair-pricing as Adelaide.

Darren Brown, Managing Director ANZ, Travelex, said, “Adelaide is the gateway to South Australia. We’re therefore delighted to have won the RFP at Adelaide Airport, and to have been able to produce such a visually unique store filled with Australian cricket history. Our launch in Adelaide represents the latest step in our digital journey, and we look forward to serving customers from around the world in the way that most conveniently suits them.”

Brenton Cox, Managing Director, Adelaide Airport said, “Travelex is a global retail foreign exchange leader and we are excited to have Travelex launch at Adelaide Airport. As we rebuild to facilitate over 1 million international passengers a year again, it’s important that we provide a wide range of solutions to our customers - we welcome Travelex’s products including traditional walk-up stores, self-serve and ATMs – which ensures greater choice for our customers.”