

# Groupe ADP selects Lagardère Travel Retail as partner for Extime Travel Essentials Paris joint venture



A RELAY store offering travel essentials at Paris-Orly Airport

[Groupe ADP](#) has selected [Lagardère Travel Retail](#) to become its co-shareholder in the future Extime Travel Essentials Paris joint venture at Paris Charles de Gaulle and Paris Orly airports.

Earlier this year, Groupe ADP launched the advertising and competitive bidding procedure for its Travel Essentials activities (including books and press products, gifts and souvenirs, grocery products and take-away snacks, and travel accessories) for the two Paris airports.

Part of the [Extime](#) universe (Groupe ADP's hospitality and retail brand), Extime Travel Essentials Paris will operate over sixty points of sale for a period of ten years from February 1, 2024 under the RELAY banner and in partnership with a large number of brands, subject to regulatory approvals.

The joint venture will be equally owned by Groupe ADP (50%) and Lagardère Travel Retail (50%). The two companies have confirmed the renewal of the partnership initiated in 2011 within Relay@ADP, which was also equally owned by the two partners.

According to the company, the ambition of the two shareholders is to deploy a new dynamic on the Travel Essentials market, on a network of outlets which will be renovated and rich in innovation, on the eve of the Paris Olympic and Paralympic Games in 2024. The stated aim is to reinvent tomorrow's Essentials every day. The revitalization of RELAY, Lagardère Travel Retail's international brand of French origin, is a response to the multiple expectations of travelers, who have both essential needs and emotional desires, as part of an increasingly responsible and sustainable approach to consumption. To integrate CSR challenges and expectations, a program of in-depth transformation of the commercial offer will be tested in "RELAY le Lab," then rolled out across the entire Extime Travel

Essentials Paris network.

The extension of brands and concepts portfolio deployed, some of which are exclusive to Paris, will aim to offer a local and singular experience, fully in line with Exttime's hospitality and retail strategy.