

Lagardère Travel Retail France renewed at Marseille Provence Airport



A rendering of a Lagardère Travel Retail France space at the Marseille Provence Airport

[Lagardère Travel Retail France](#), which has been operating at [Marseille Provence Airport](#) for over thirty years, has won both the Travel Essentials & Duty Free tenders at the airport, as well as a 500-square-meter restaurant located in the central building.

According to the company, the tender by Marseille Provence Airport covered several major contracts, with an eight-year term for the Travel Essentials and Duty Free activities and a ten-year term for the Foodservice unit. The project is part of the overall overhaul of the airport's Terminal 1, including the centralization of passenger flows to a single screening system for the restricted area. Marseille Provence Airport, which celebrated its hundredth anniversary in 2022, is the second largest regional airport in France, with 9.1 million passengers in 2022.

A 1,000-square-meter store is located in Terminal 1 past the security checkpoints, optimizing passenger flow and allowing them to discover the Duty Free Perfumes & Cosmetics, Gastronomy & Confectionery, and Alcohol & Tobacco segments. In the new commercial area that is opening up at the exit of the large walk-through store, Lagardère Travel Retail France will offer a new multi-brand fashion universe, over more than 140 square meters. Finally, in the extra Schengen zone, a large Core Duty Free area will enable travelers to complete their purchases.

The area dedicated to Travel Essentials will cover more than 1,000 square meters divided into four Relay stores, including a new boutique in the public area at the heart of the Terminal 1 traffic flow, also featuring a local offer through the "GRAND LARGE" concept, bringing together souvenirs and fashion items.

In the domestic flights area, Lagardère Travel Retail France is innovating by offering travelers the first

walk-through Relay store. In Terminal 2, the stores will be given a facelift, with a completely revamped Duty Free area of over 400 square meters. A 300-square-meter space dedicated to Travel Essentials will focus on a wide range of products offering maximum efficiency to passengers in a hurry.

Vincent Romet, CEO of Lagardère Travel Retail France & Regional COO, Middle East said, "Marseille Provence Airport is anchored in a region with a strong identity and a particularly dynamic tourism and economic development; we have therefore designed a global commercial offer that provides the creativity and efficiency needed to support the ambition of Marseille Provence Airport.

"The new environment offered to passengers by the airport is exceptional and ambitious. We had to offer an innovative, highly authentic offer, through the local and artisanal brands that were carefully selected by the Lagardère Travel Retail France teams, who were keen to offer passengers at Marseille Provence an experience and services that aim for excellence and surpass the best international standards, for a unique trip!"

Julien Boullay, Sales and Marketing Director of Marseille Provence Airport added, "We are very pleased to renew our confidence in Lagardère Travel Retail France. The group has reinvented itself by proposing innovative concepts and a renewed commercial offer. This ambitious project has perfectly met our requirements, especially by highlighting the varied riches of our region."

Lagardère Travel Retail France will also deploy its expertise in Foodservice by opening a 500-square-meter restaurant, strategically located in a public area in the heart of the central building. This new living space will have a large surface area, including an indoor/outdoor terrace of nearly 200 square meters, allowing for seated tastings. With a focus on French-style bakery and pastry, this space will offer a range of local products and a view of the kitchens, allowing customers to discover how the products are made.