

# Lagardère Travel Retail launches autonomous shop at Hong Kong International Airport



Travelwell is located near gate 24, at the entrance of Sky Bridge, in HKIA

[Lagardère Travel Retail](#) has launched Travelwell, its first autonomous shop, at [Hong Kong International Airport](#), located at the entrance of Sky Bridge connecting Terminal 1 to the Satellite Concourse.

According to the company, "The store deploys AI system and computer vision technology which streamline the shopping process in a brick-and-mortar store, enabling passengers to experience a real grab-and-go purchase without stopping for checkout at the cashiers. The intelligent AI system utilizes various types of algorithms to track the movement of the products as well as the gesture of the customers to ensure shoplifting is impossible and purchases are accurate."

Customers enter the store by tapping a credit card on or inserting it into the payment terminal. After they finish shopping, they simply exit the store with the items selected. The credit card will then be charged for the items purchased. Customers may print their receipts at the receipt printers next to the exit gate. There are illustrations of the shopping procedure inside and outside the store. In addition, staff is stationed at the store to answer questions and provide guidance to customers.

The 88-square-meter store is designed to be a one-stop convenience store where passengers can find pre-flight necessities such as packaged food, beverages, travel essentials, and local souvenirs.

Séverine Lanthier, Asia Chief Operating Officer & Group Chief Strategy and Development Officer at

Lagardère Travel Retail, commented, “We are grateful to have benefitted from the support of the Airport Authority Hong Kong and of business partners to pioneer this technology-led, innovative new store. Our Travelwell store and the beautiful Sky Bridge are a natural fit to each other. I hope the new shopping experience will appeal to travelers and become a memorable part of their journey. This project represents a key milestone in our ambitious roadmap to innovate to elevate the traveler shopping experience.”