

Lagardère doubles retail space in Belfast International expansion



With the doubled footprint in Belfast, Lagardère Travel Retail will help ensure passenger equality in Northern Ireland

Lagardère Travel Retail is set to transform the retail and dining landscape at Belfast International Airport with a new 1,600-square-meter space that doubles the current footprint. The milestone contract, announced February 3, builds on the company's longstanding partnership with VINCI Airports while introducing several firsts for Northern Ireland's largest airport.

The expanded offering will integrate duty free, food & beverage and travel essentials under one roof when it opens in April 2025. Global brands including Rituals and MINISO will make their airport debut, with MINISO securing its first dedicated corner in Northern Ireland within a new walkthrough transition zone designed to increase dwell time in the primary duty free area.



The expanded offering will integrate duty free, food & beverage and travel essentials under one roof, and will feature local companies

Local heritage features prominently in the plans through a Whiskey Apothecary concept showcasing regional distillers like McConnell's, Bushmills and Boatyard Distillery. A partnership with Tourism Northern Ireland will highlight the region's spirits trail, complemented by an international tasting bar offering sampling opportunities.

The development introduces interactive "hotspots" focused on clean beauty, local fashion and F&B selections. A key element is the transition zone, created in collaboration with the airport to optimize passenger flow and shopping engagement. This space will house Lagardere's Discover Belfast and Tech2Go concepts alongside fashion and travel essentials shop-in-shops.

"We are proud to partner with the Belfast International Airport team to bring a rich variety of global and local brands to travelers at Belfast for the first time," says Peter Newbould, CEO of Lagardère Travel Retail UK & Ireland. "Our vision is to create an exceptional and dynamic experience that goes beyond the traditional airport journey, combining innovative concepts with a strong sense of place."

Daniel Owens, CEO Belfast International Airport, notes current duty free limitations facing Northern Ireland travelers compared to other UK and EU airports - an issue he indicates will be addressed in coming months to ensure passenger equality.

The contract expands Lagardère Travel Retail's UK and Ireland portfolio to 26 stores across duty free, travel essentials and F&B categories.