

Lagardère Travel Retail partners with TAV Airports to expand Relay presence



Relay stores are set to open in airports in Croatia and Kazakhstan

Lagardère Travel Retail has announced a franchise agreement with TAV Airports, and its subsidiary BTA Food & Services, to introduce the Relay brand to Croatia and Kazakhstan, further expanding the Relay network.

By joining forces, Lagardère Travel Retail and TAV Airports, a member of Groupe AD, aim to enhance the travel experience for customers with the opening of six new Relay stores including three at Zagreb Franjo Tuđman International Airport in Croatia and three additional ones at Almaty International Airport in Kazakhstan. The partnership is said to leverage TAV Airports' deep understanding of local consumer needs and Lagardère Travel Retail's global expertise in Travel Essentials.



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These new stores showcase the strengths of the brand's one-stop-shopping concept. Featuring an attractive design, clear customer journey, the stores have a flexible layout that adapts perfectly to the unique spaces in each airport. Travelers will find a comprehensive range of products, from best-selling travel essentials alongside to locally sourced products, catering to the diverse needs of travelers.

The expansion into Croatia and Kazakhstan brings Relay's global footprint to 30 countries across all five continents. This growth follows a successful year for the brand, which saw openings in new markets such as Peru in South America and the renewal of strong partnerships in key locations including Paris Aéroport, Auckland Airport and Prague Vaclav Havel Airport.

Nathalie Simon, EVP Retail Lagardère Travel Retail, said, "We are thrilled to partner with TAV Airports to bring Relay to these new markets. At Relay, we are dedicated to providing advanced convenience to our customers and anticipating travelers' needs. Our new signature, 'Relay, What Moves You,' unveiled earlier this year, reflects our commitment to transforming travel into enjoyable and personalized experiences in an era of fast-paced journeys and ever-changing consumer demands."

Baha Bülbül, CEO BTA Food & Services, added, "We are excited to expand our offer mix to passengers with the valuable partnership of Lagardère Travel Retail. The new locations in Zagreb and Almaty airports allow us to serve a broader audience and provide travelers with high-quality products and services that meet their needs on the go."