

Lagardère Travel Retail wins nine-year Duty Free and F & B concessions at Adelaide Airport



Lagardère Travel Retail will be introducing Aelia Duty Free in Adelaide Airport's arrivals and departures



An artist's impression of Lagardère Travel Retail's flagship bar and café within the international departures area

Lagardère Travel Retail has announced that it won a nine-year Duty Free and International Food & Beverage concession at Adelaide Airport, today.

The new concession covers 1,700 square meters, which is more than double the existing retail space for duty-free.

Lagardère Travel Retail said that it will bring Aelia Duty Free in both arrivals and departures and introduce 'Hills Kitchen & Bar' as a flagship bar and café within international departures. The new stores will open throughout 2020 and early 2021. According to Lagardère, the new offerings will showcase the best of the South Australian region, together with the best national and international global brands.

Commenting on the win, Przemyslaw Lesniak, CEO of Lagardère Travel Retail in Pacific, said it was a milestone for the company as it had enjoyed a strong and successful partnership with Adelaide Airport since 1997.

"The trusting partnership is strong, and together with Adelaide Airport's vision to bring an innovative and unique retail experience to showcase the best of SA, we look forward to delivering exactly that to the travelers through Adelaide Airport in the major terminal redevelopment," he said.

Paul Ryan, Chief Strategy & Development Officer for Lagardère Travel Retail in Pacific region, shared that every detail was considered when tendering for multiple concessions.

"We look at how a connected retail journey would be experienced in such a unique airport as Adelaide Airport, both in-store and online. We worked very closely with our local product partners to ensure our offer showcases the best of the best of South Australia's regions, and with our global partners to bring the best of the world," he said.

"The offer is tailored specifically to bring the unique experience of visiting South Australia through store design, in-depth product ranging, visual merchandising and outstanding customer service engagement."

Lagardère Travel Retail currently operates 13 stores within Adelaide Airport covering Travel Essentials, Duty Free & Fashion and Foodservices.