

WHSmith North America announces two store openings at Salt Lake City International Airport



Public Market is located inside Concourse A of Salt Lake City International Airport

WHSmith North America, incorporating [Marshall Retail Group](#) and InMotion, has recently debuted the Public Market concept inside [Salt Lake City International Airport](#) (SLC). This unique space, featuring a dedicated news/convenience location on one side and a fashion/lifestyle concept on the other, is now open inside Concourse A.

The fashion/lifestyle concept is focused on Utah companies, and other regionally based businesses that have a common ethos around sustainability and share a goal of creating an array of active and sustainable lifestyle products. Travelers can shop well-known eco-friendly brand names like tentree, Herschel and Socksmith, as well as companies that give back like Parks Project, a lifestyle brand that's goal is to protect and preserve to national parks, pure vida, a bracelet and jewelry business that has donated over four million dollars to charity, and the Utah-based carry goods seller, Thread Wallets, which operates a non-profit, the Carry On Foundation, established to teach resilience and promote mental health through action sports.

In addition to reading material, snacks, gifts and other core travel essential items, the

news/convenience location carries a wide range of products from local Utah vendors. These vendors include a pure natural honey brand founded in the small farming community of St. George, Cox Honeyland, the family-run Avenue Sweets, V Chocolates, which specializes in toffees and caramels, the bold brand of popcorn based in Salt Lake City, Pop Art, and Gary's Gourmet Caramel Corn, founded in Pleasant Grove.

"WHSmith North America is passionate about tailoring each new concept to reflect its surrounding city," said Toby Keir, CEO of the company. "Public Market perfectly captures the essence and beauty of Salt Lake City. It has been a pleasure to partner with the teams at Salt Lake City Department of Airports, and we are thankful for the opportunity to provide such a unique concept to Salt Lake City travelers."

WHSmith North America is set to debut an additional concept at SLC later this year. This concept will be created in partnership with the Utah Jazz, offering travelers popular merchandise from the team.