



**ACI**

AIRPORTS COUNCIL INTERNATIONAL

**MONETIZATION OF THE FAST GROWING ASIA PACIFIC & MIDDLE EAST  
AIRPORT COMMERCIAL SECTOR.**

**= TOP 5 ATTRIBUTES TO INCREASE SPEND.**

11 October 2018



## **top 5 attributes to increase spend**



## have we met?

rkd retail/iQ is a leading full service retail design consultancy specialized in creating complete retail environments across all retail channels and formats



retail planning + design / retail + environmental graphics / retail architecture / retail strategy

through our convergent process of retail strategy and retail planning + design, we partner with clients who share a common vision of positioning their retail F&B brand in the competitive omnichannel global market.

**why not.**



all too often we have all experienced poorly considered retail and food + beverage and as a passenger we can forget the missed opportunity as soon as the airplane door is closed and we snap our seat belt.

for the airport operator however, the missed opportunity is multiplied millions of times a year with a significant amount of lost revenue.

**could have, should have,  
if they would have only done that**

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# top 5 attributes to increase spend





## **1. TIME**

as frequent regional and international travelers we have all been trapped in long immigration and / or security lines only to clear just in time to board our flight with shopping time evaporated. this is a huge hit on the spend with no time to shop or enjoy F+B means no spend.



top 5 attributes to increase spend



**“more time  
= more spend”**

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# top 5 attributes to increase spend







## **2. CLEAR SIGNAGE**

a relaxed traveler who has clearly oriented themselves into the airport environment and referenced the commercial zones and their gate direction will be more willing to spend time away from their gate and more time in retail and F+B outlets.



# top 5 attributes to increase spend

Toiletten  
Toilets

Aspire Lounge  
SWISS Lounge D  
Dnata Skyview Lounge

Gates **B | D**

Gates **E**

Zoll Customs Tax Refund

Terrasse Terrace Information

Lift zu/to  
Gates E



“relaxed traveler  
= more spend”



top 5 attributes to increase spend





### **3. TENANT MIX**

a well considered business plan with core merchandise categories/tenant mix based on the appropriate passenger profiles and regional potential to attract spend. be mindful to remain grounded in the real potential and not in la la land with too much luxury and don't forget the F+B.

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top 5 attributes to increase spend



“wide appropriate offer

= more spend”



top 5 attributes to increase spend





## **4. CLEAR PLANNING**

there is no substitute for a great commercial plan, one with a clear circulation plan that promotes orientation, convenience and creates a reason to circulate with an enticing distribution of retail / F+B in clear zoning configurations.



top 5 attributes to increase spend







“convenient & clear circulation  
with obvious exposure to retail and F+B offer  
= more spend”



## top 5 attributes to increase spend





## **5. SERVICE & AMENITIES**

anticipate the needs of travelers before they know they need them.

based on the planned passenger profiles delightful amenities need not be expensive, just thoughtful and appropriate. enough seating areas at gate areas, well planned lounge areas, kids zones to burn off last minute energy.

all are a great way to express your culture, create an experience and a simple lasting impression.



# top 5 attributes to increase spend





top 5 attributes to increase spend





top 5 attributes to increase spend



“happy travelers

= more spend”



**TIME**  
is the new luxury



## **+ CLEAR SIGNAGE**

navigation without a GPS





## **+ TENANT MIX**

understand the  
traveler expectations



## **+ CLEAR PLANNING**

flow through retail / F+B  
offers without thinking



## **+ SERVICE & AMENITIES**

create a lasting impression



**= MORE SPEND**

**5** studios along the rim



**/ china**

shanghai  
shenzhen  
hong kong

**/ thailand**

bangkok

**/ usa**

pinedale

**+30** years of specific experience in international strategic retail F&B planning and design

**+40** awards from leading international retail industry organizations for retail planning and design excellence

**+3 million** m<sup>2</sup> of implemented retail across all channels and formats in more than **35** countries

**+3 billion** consumers

**one** philosophy

**retail clarity**<sup>sm</sup>  
everywhere



happy trails and  
thank you