



Airport Retail & Commercial Consultancy Services

Challenges

Originally, airports focused on the aviation sector of the business. Nowadays, non-aviation activities like airport retailing, airport advertising, parking and real estate have become more important due to economic reasons.

Revenues in the non-aviation sector of airport operations are highly dependent on the quality of aviation processes as well as on a perfect infrastructure set-up.

We understand the biggest challenge for airports in increasing the dwell time while decreasing the stress level of passengers with the main goal to achieve the highest penetration power for shopping and maximize sales per passenger in each category.

Our Services

- Airport commercial strategy and planning
- Market research & analysis
- Design of commercial and public spaces
- Development of revenue model
- Development of concession master plan and commercial mix
- Tender management
- Advertising concepts
- Signage and way finding

Our References

- Project Management Retail Area Development for FRAPORT
- Retail Advisory Services for Sibiu Airport
- Management of the retail operations at Sydney International Airport
- Retail, car parking and property business at Brussels International Airport
- Retail, commercial strategy, business plans and forecast for Chicago Midway Airport
- Analysis of future retail trends for Heathrow Airport T2
- Modernization and refurbishment concept including market research, concession master plan and business plan for Munich Airport Center (MAC) and MAC Forum
- Benchmarking Study "Identification and valuation of success factors in non-aviation business for German airports" including expert interviews with airport managers and retail operators of ten main German airports as well as advertisement companies and the German Airport Association (published in DFNI online, February 2013)

