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# A 360° ANALYSIS OF THE PRESENT AND FUTURE POTENTIAL OF AIRPORT FOOD & BEVERAGE

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Q: How do Airport food and beverage stakeholders need to take into account the evolving customer profile, new behavioural trends and expectations?

# THE OPPORTUNITY



1M passengers per hour will walk past our outlets throughout the world



...but HALF will walk past and not go in

This is **HUGE** missed opportunity and this is only going to grow

# THE BARRIERS

Understanding the Customer



Changing the way we collaborate with stakeholders



Creating a stress free travel experience



# CHANGING CUSTOMER BEHAVIOURS AND EXPECTATIONS



F&B Experiences



Instaworthy



Digital



Sustainable



Customisable



# UNDERSTANDING THE COMPLEX CUSTOMER NEEDS & WANTS



**Business**



**Business**



**The Friends**



**The Family**



**The Friends**

# HOW WE CAN UNDERSTAND OUR CUSTOMERS?



Airport Insights



Airline Insights

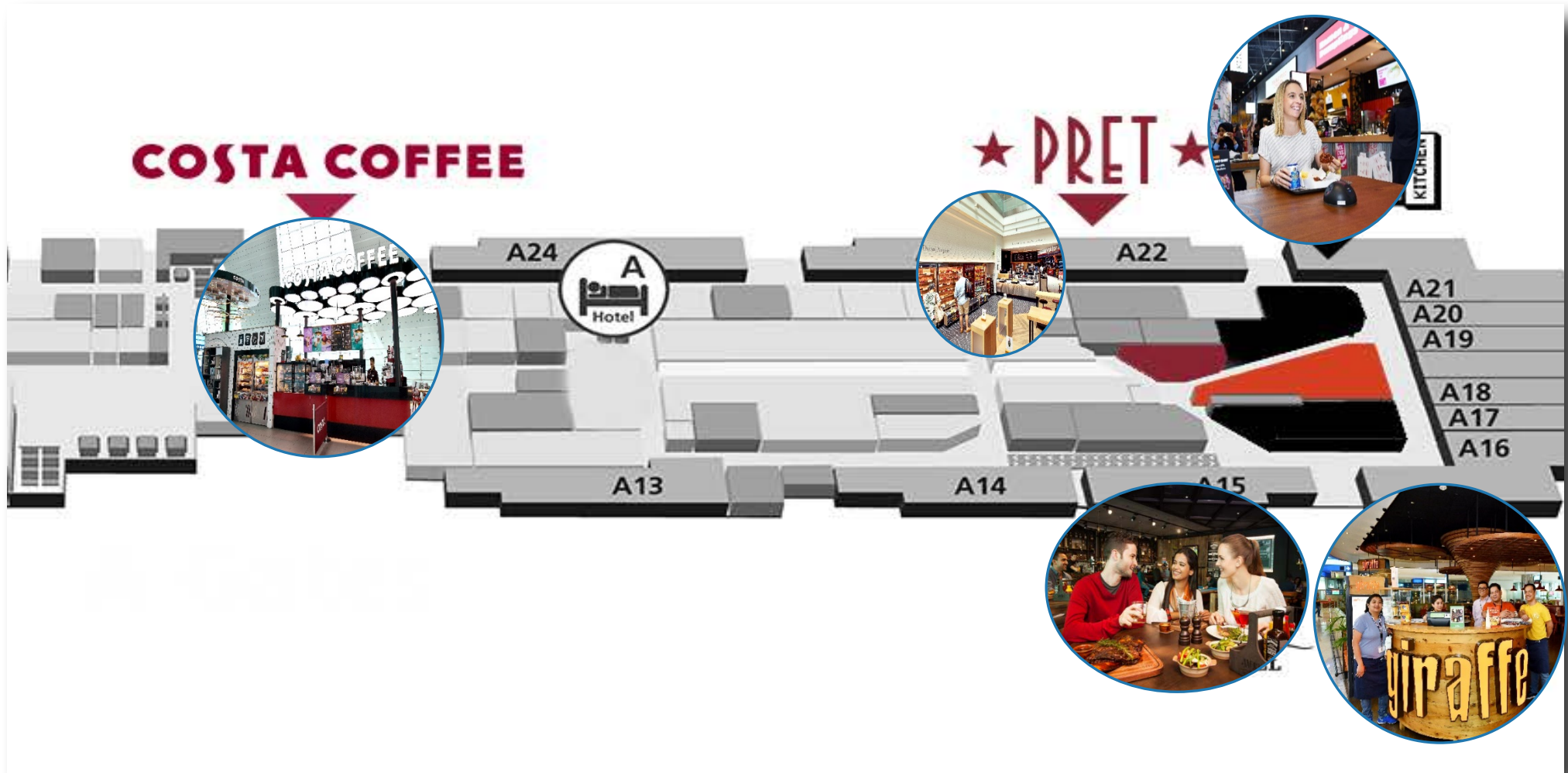


Qualitative Research



Net Promoter Scores

# TERMINAL 3, CONCOURSE A





# CHANGING THE WAY WE COLLABORATE WITH STAKEHOLDERS



Share the data



Customer first



Retail and F&B



Reimagine the space



Make mistakes



Delighting our customers

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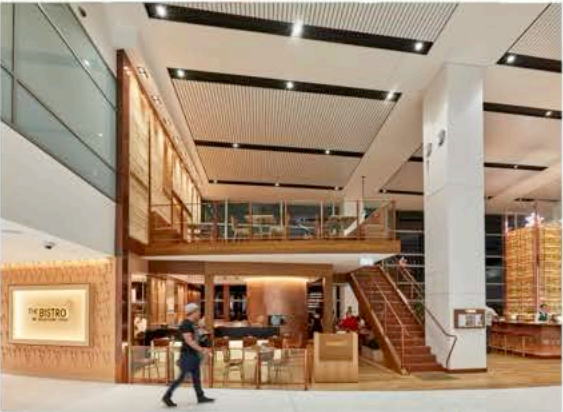
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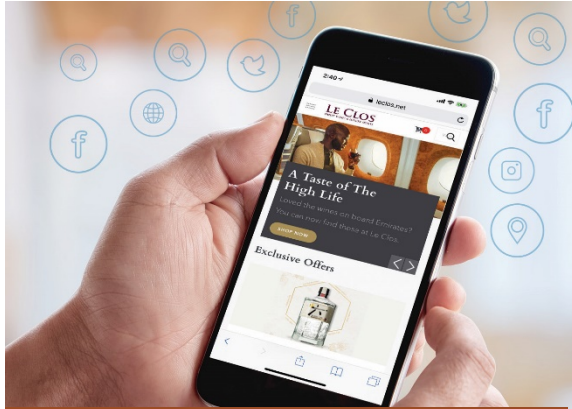


Make mistakes



Delighting our customers

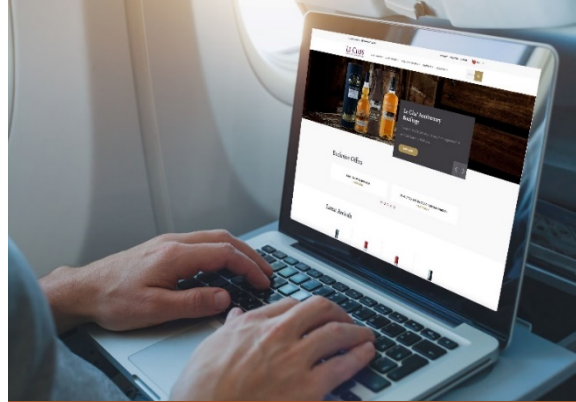
# PHYGITAL – COMBINING PHYSICAL & DIGITAL INTERACTION'S TO DELIVER WORLD CLASS EXPERIENCES



## Attract

Targeted messages during traveler journey cycle

Social Media  
SEO  
Geo Fencing



## Engage & Interact

Seamless customer experience browse from anywhere “drives spend”

E-commerce Website



## Physical

Provides final interaction and opportunity

Airport Outlets



## Feedback

Customer – NPS  
Le Clos follow up – email / call / invitation -  
Drives Lead Generation

Online NPS Customer Survey

# THE MANCAVE



# THE ROASTERY BY HUDSONS COFFEE



**ROASTING ON SITE - COFFEE EXPERIENCE**

# HUDSONS & LE CLOS



**F&B RETAIL**

**DELIGHTING OUR CUSTOMERS THROUGH WORLD  
CLASS EXPERIENCES**



**Emirates**  
LEISURE RETAIL

**LE CLOS**  
FINEST WINES & LUXURY SPIRITS

# THE VISION FOR A ONE PARTNERSHIP MODEL

