

EUGENE BARRY
EVP Commercial
Dubai Airports



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DUBAI AIRPORTS

CONNECTING THE WORLD

Billionth Customer – December 2018



Brand Promise – February 2019



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Experiences



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Product Relevance



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"I see it, I like it, I want it, I got it" - Ariana Grande

EXPECTATIONS

① CONCEPTS – UNDERSTANDABLE & RELEVANT

② ACTIVATION – FRICTIONLESS & MEMORABLE



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“This is how we do” - Katy Perry

SPECIALIZATION

1 AIRPORT DIFFERENTIATION

2 PRODUCT/CONSUMER RELEVANCE



Asian Street Kitchen
Concourse A



The Daily DXB
Concourse B



Treehouse
Concourse A



S34
Concourse C

"It's the end of the world as we know it (and I feel fine)" - REM

INTEGRATON

① SINGLE CONCESSION, MULTIPLE GOALS

② CROSS-CATEGORY SALE POTENTIAL



*Hard Rock Café DXB
Concourse B*



*Nutella Café DXB
Concourse B*



*Jack's Bar & Grill
Concourse A*

“Don’t stop thinking about tomorrow” – Fleetwood Mac

RESPONSIBILITY

1 CREATE THE RIGHT CONDITIONS

2 MAXIMISE BUSINESS POTENTIAL

3 RESPOND TO CONSUMER VALUES



The Opportunity for Food at Airports (W.A.C.D.)



Superior R&B standards & experiences at airports can:

- greatly influence overall traveler engagement through instant gratification,
- create a unique competitive & reputational advantage for airports,
- potentially contribute more to airport success than any other consumer touchpoint at this moment.

pressed
for time



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