



香港
國際機場 | HONG KONG
INTERNATIONAL
AIRPORT

SUSTAINABILITY

GROWTH

INNOVATION





Terminal 1

Terminal 2

Third Runway
Concourse



Food Court



Over 70
Catering
Outlets

- Food Court
- Sit-down Restaurant
- Light Refreshment
- Coffee Shop





HONG
KONG

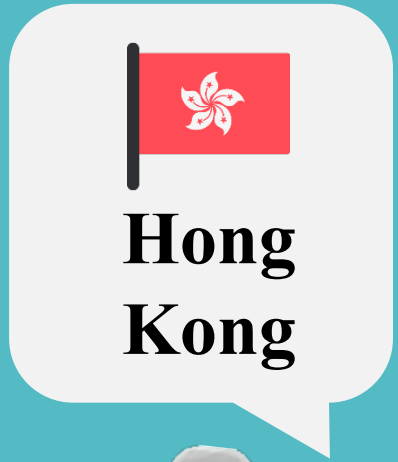


World
Renowned
Gourmet
Paradise





HKIA



**Hong
Kong**



**Place for
food**





Extend dwell time
with tantalizing
dining experience



Increase footfall
to benefit retailers



HOW?

A photograph of three people in business attire sitting at a bar. A man in a dark suit is on the left, a woman in a white top is in the middle, and a man in a light blue blazer is on the right, smiling. They are holding drinks and appear to be in conversation. The bar counter has various bottles and glasses. The background is blurred, showing a dimly lit bar environment.

Breaking conventional airport F&B paradigms



錦記

YUNG KEE RESTAURANT



天仁 茗茶
TenRen's TEA



TenRen's TEA
天仁茗茶

SINCE 1953





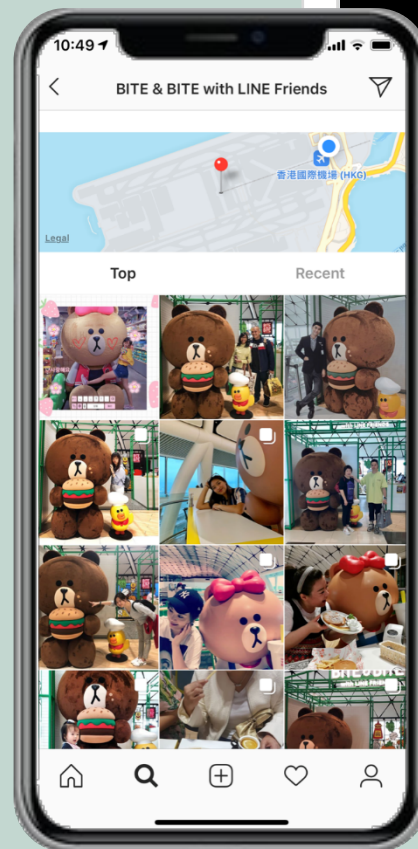




1.3K comments 594 shares

👍❤️😱 1.3K

YouTube
221,195 views



16,825 likes

Instagram



Strategic Segmentation

Consideration of market segmentation in
planning F&B mix and locations

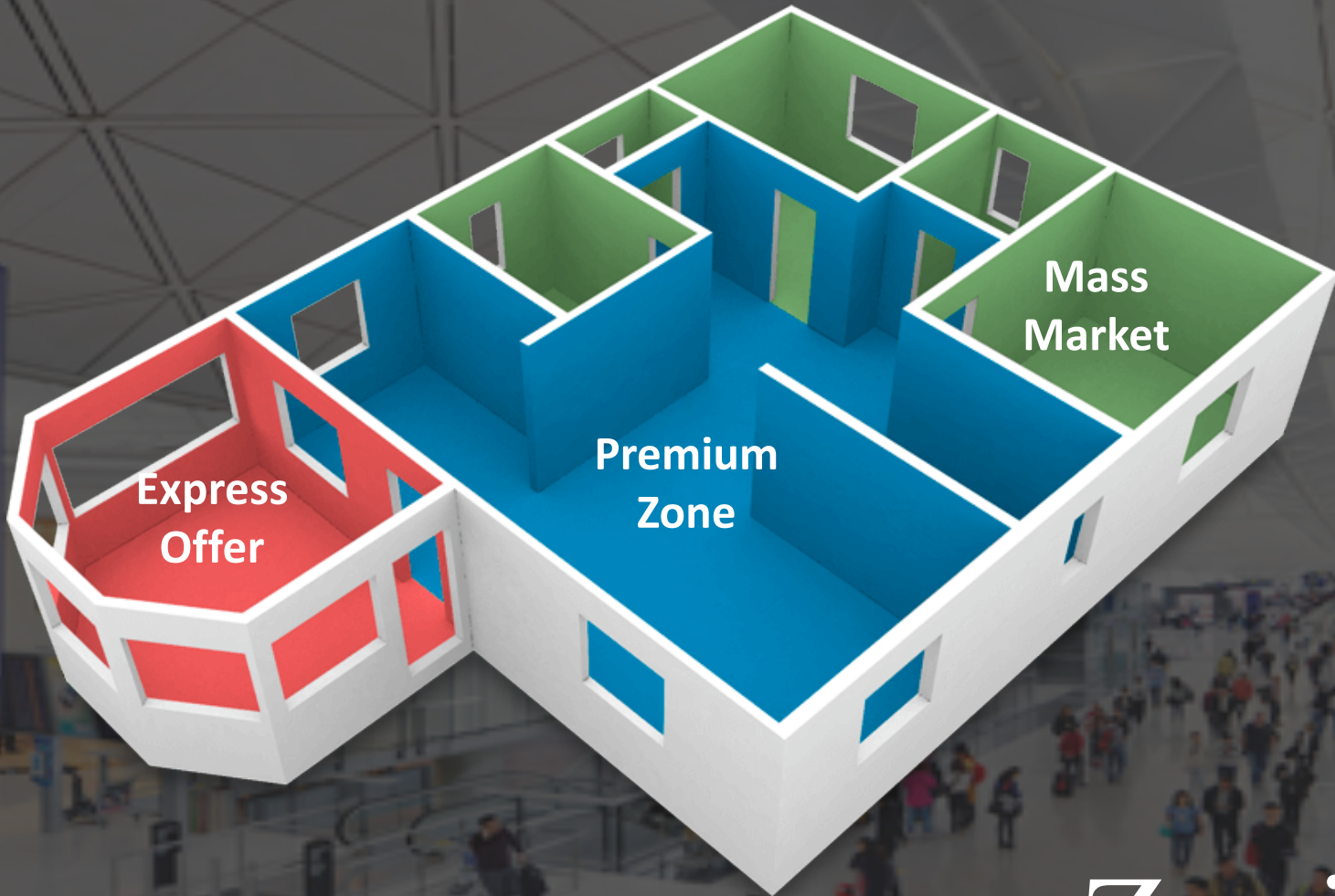
Frequent Travelers



Travelled over 8 times per year



26% 
of the HKIA users



Express Offer

Premium Zone

Mass Market

Zoning

40
80
201
230

→ 展位 1-4
→ 展位 15-19
→ 展位 20-36
→ 展位 40-80
→ 展位 201-230
→ 展位 501-530

?



Continuous upgrade in brands,
designs and food quality



GORDON RAMSAY

PLANE FOOD

GORDON RAMSAY

PLANE FOOD

To go

FRESHLY MADE FOOD & DRINKS

FRESHLY BAKED
CAKES & PASTERIES *To go*

EXPRESS PAY *To go*

FRESH HOT FOOD *To go*

PICK UP *To go*



CAVIAR HOUSE & PRUNIER

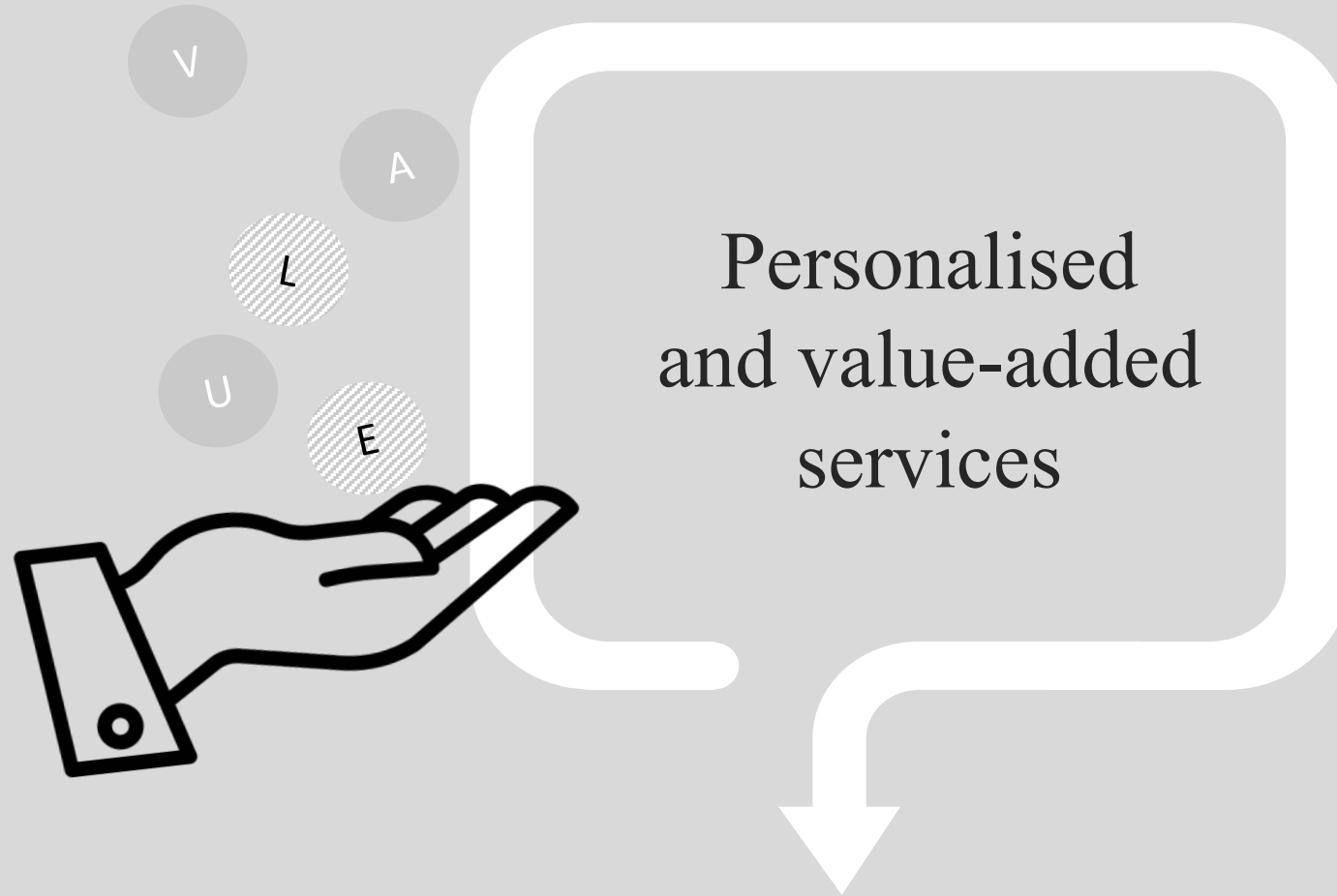




DEAN & DELUCA









230

36
←



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Now Shopping by **retailer:** Yung Kee [Clear All](#) **APPLY**

Food & Wine

2 ITEMS TOTAL SORT

- Asian Specialties
- Gift Sets

RETAILER

- Macau Koi Kei Bakery
- Bee Cheng Hiang
- Okashi Land
- Eu Yan Sang
- Fook Ming Tong Tea Shop
- Kee Wah Bakery
- Wing Wah
- Duty Zero

Yung Kee
Supreme XO Sauce
HK\$268.00

Yung Kee
Cured Goose Liver Sausage
Premium Gift Set 450g
HK\$388.00

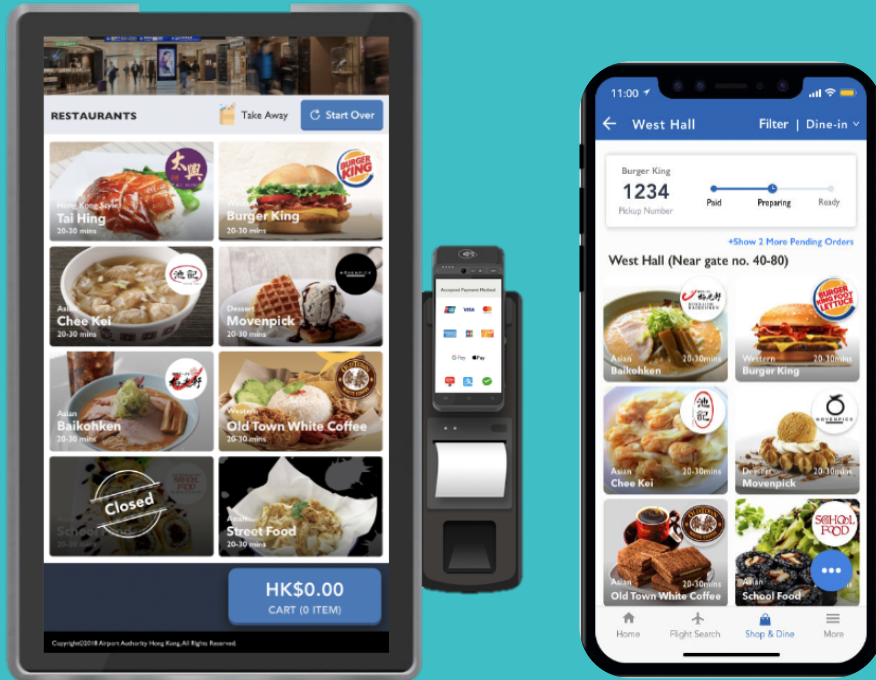




**Shop and Dine with
“Guaranteed Downtown Prices” at the Airport.**

Guaranteed
Downtown Prices

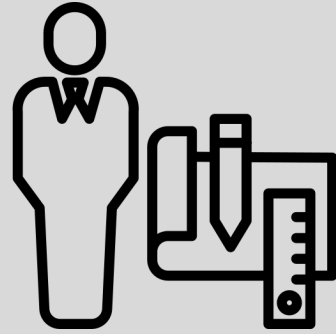
Exploring new food ordering technologies



Food Pre-ordering



Gate Delivery



New Projects





Sky Bar







han·gry

(han-gree) adj

a state of anger caused by lack of food; hunger causing a negative change in emotional state



CONNECTIVITY

Thank you 

SUSTAINABILITY

GROWTH

INNOVATION

