

EUGENE BARRY
EVP Commercial
Dubai Airports



مطارات دبي

DUBAI AIRPORTS

CONNECTING THE WORLD

“Come Fly with Me” - Frank Sinatra



A FLYING START FOR TRAVEL-RETAIL



“And I still haven’t found what I’m looking for” - U2



FOOD TAKES A DIFFERENT ROUTE!



“..... approved sandwiches will avoid the use of materials which could be considered luxurious, and a visible part of each sandwich will consist of bread (or a bread-like substance).....” (IATA sandwich regulations 1958)

“But the times, they are a-changing” - Bob Dylan



Key Role that Food & Hospitality plays at Airports



PROBLEM-SOLVER



CROWD-PLEASER



MULTI-TASKING

Airports as Brands - February 2019



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EXPERIENCES - which are meaningful & memorable



DXB

**المبنى ٣
T3**

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PRODUCTS - which stand out & are relevant



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

1

BASIC EXPECTATIONS

CONCEPTS – WHICH ARE UNDERSTANDABLE & RELEVANT

ACTIVATION – WHICH IS FRICTIONLESS & CONVENIENT



"This is how we do" - Katy Perry



2

SPECIALIZATION

AIRPORT DIFFERENTIATION & EXPERIENCE

PRODUCT / CONSUMER RELEVANCE



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

3

INTEGRATION

SINGLE CONCESSION WITH MULTIPLE GOALS

CROSS-CATEGORY SALES POTENTIAL



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

THE AIRPORT’S RESPONSIBILITY



**CREATE
CONDITIONS
FOR SUCCESS**



**ENABLE
BUSINESS
GROWTH**



**ANTICIPATE
CHANGING
BEHAVIOUR**

Winning the battle for Consumers' Attention



ADDRESSING A COMMON ISSUE



**INTEGRATE
MORE**



**INSPIRE
MORE**



**INFLUENCE
MORE**

“I can see clearly now” – Hothouse Flowers



Harnessing the potential of ‘Marketplace DXB’



INTENDED COMMERCIAL BENEFITS:

- ***Extend business/service boundaries across the Airport***
- ***Capitalize on real-time sales opportunities inside the Airport***



SHAKE SHACK

BURGERS FROZEN CUSTARD FRIES SHAKES HOT DOGS CONCRETES FLOATS CONES BURG



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