EUGENE BARRY EVP Commercial Dubai Airports CONNECTING THE WORLD

"Come Fly with Me"- Frank Sinatra





A FLYING START FOR TRAVEL-RETAIL







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"And I still haven't found what I'm looking for" - U2



"..... 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)

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"But the times, they are a-changing". Bob Dylan



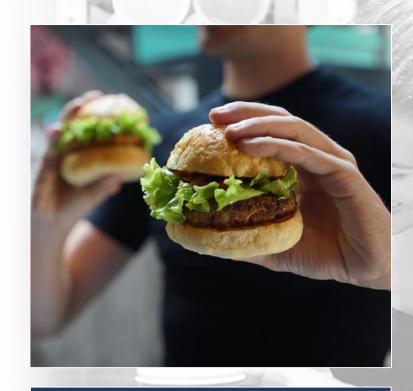




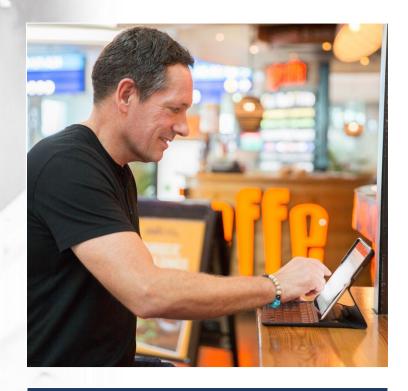
for time

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Key Role that Food & Hospitality plays at Airports







PROBLEM-SOLVER

CROWD-PLEASER

MULTI-TASKING

for time

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Airports as Brands - February 2019



EXPERIENCES - which are meaningful & memorable



PRODUCTS - which standout & are relevant



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



BASIC EXPECTATIONS

CONCEPTS – WHICH ARE UNDERSTANDABLE & RELEVANT

ACTIVATION – WHICH IS FRICTIONLESS & CONVENIENT







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"This is how we do" - Katy Perry



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



"Don't stop thinking about tomorrow" - Fleetwood Mac



THE AIRPORT'S RESPONSIBILITY



CREATE CONDITIONS FOR SUCCESS



ENABLE BUSINESS GROWTH



ANTICIPATE CHANGING BEHAVIOUR

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Winning the battle for Consumers' Attention



ADDRESSING A COMMON ISSUE







INSPIRE MORE



INFLUENCE MORE

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"I can see clearly now" - Hothouse Flowers



Harnessing the potential of 'Marketplace DXB'

SELECTION



FULFILLMENT

PICK-UP

DELIVERY





INTENDED COMMERCIAL BENEFITS:

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

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