

“The changing airport and travel retail commercial eco-system”



John McDonnell  
Managing Director - International  
31 October, 2018



# Let's Create a Trinity Win-Win-Win!



# Digital Information Age



WHAT WE ARE BECOMING.....

ROBERT HART  
2017



THE WALKING DEAD

Tito's



Handmade

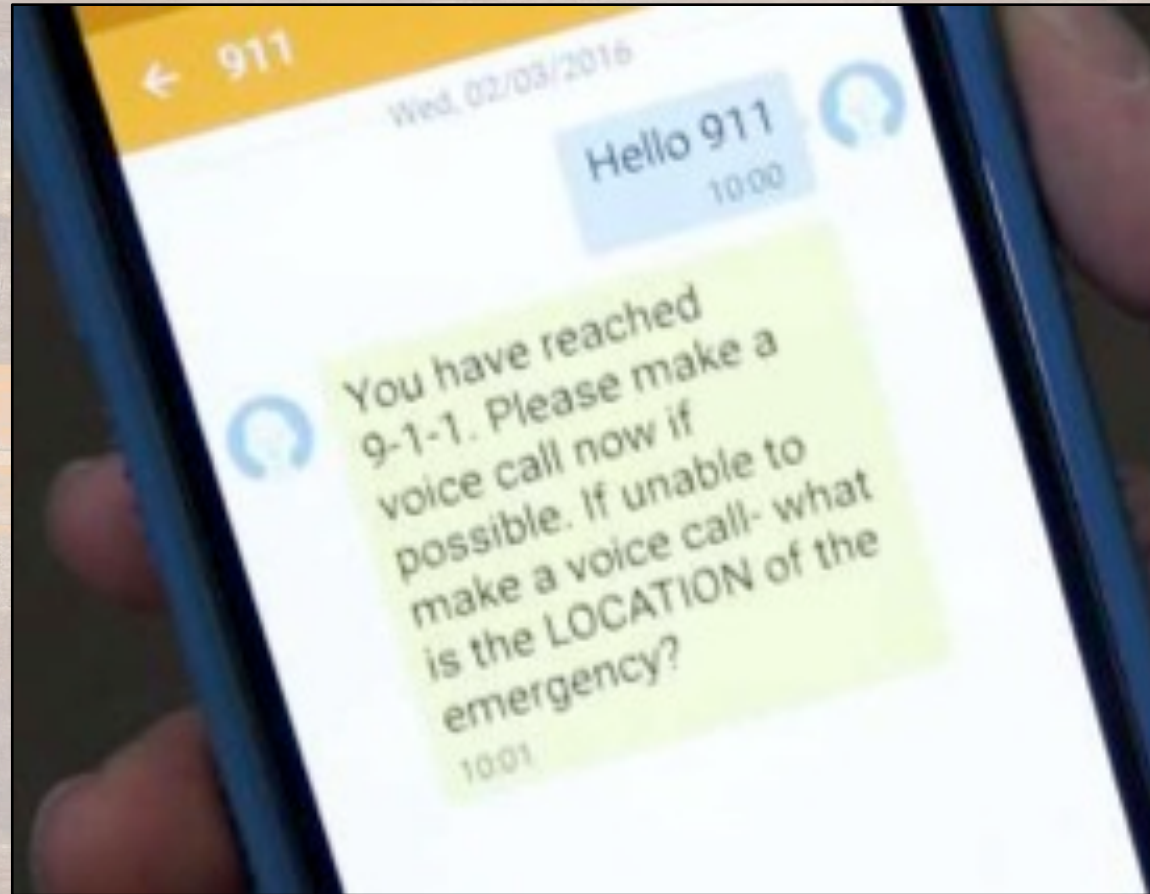
VODKA

AUSTIN, TEXAS

# Millennials & iGen: Always on Their Phones!



# Up To US To ADAPT!



# Younger Generations TEXT !

	Ambulance	Fire	Police
Chad		18	17
Chile	131	132	133
China, The People's Republic of	120	119	110, 122 (traffic accident)
Colombia	119		



# Digital Business Models





# Amazon Innovation: In-Store EXPERIENCE + Digital Power



**“Store Without Walls”**

# How to Win?



# Duty Free Must Do Better

The logo for Drinks International, featuring the word "Drinks" in a large, white, serif font and "INTERNATIONAL" in a smaller, white, sans-serif font, both set against a dark teal rectangular background.

“The travel retail business is increasingly having to battle to remain relevant for any traveler aged below 40.”

**“Why duty free must do better”**

By Joe Bates – 25 May, 2018

# Digital Food Delivery = Everywhere



# Ask Jerry: Spirits Delivery Service in China

向调酒师要吸管了。



毕竟这口盐，必须得用亲吻的方式，

才能令眼前这鸡尾酒，

散发灵魂的真正魅力。

## Ask Jerry



每天从 Cocktail Hour 下午5点至午夜12点, Jerry 在线和你聊鸡尾酒、酒吧、精彩活动等——畅所欲言!

Jerry温馨提示: 乐享美酒需理性。

Read more

Views 14297

♡ 52

Tito's



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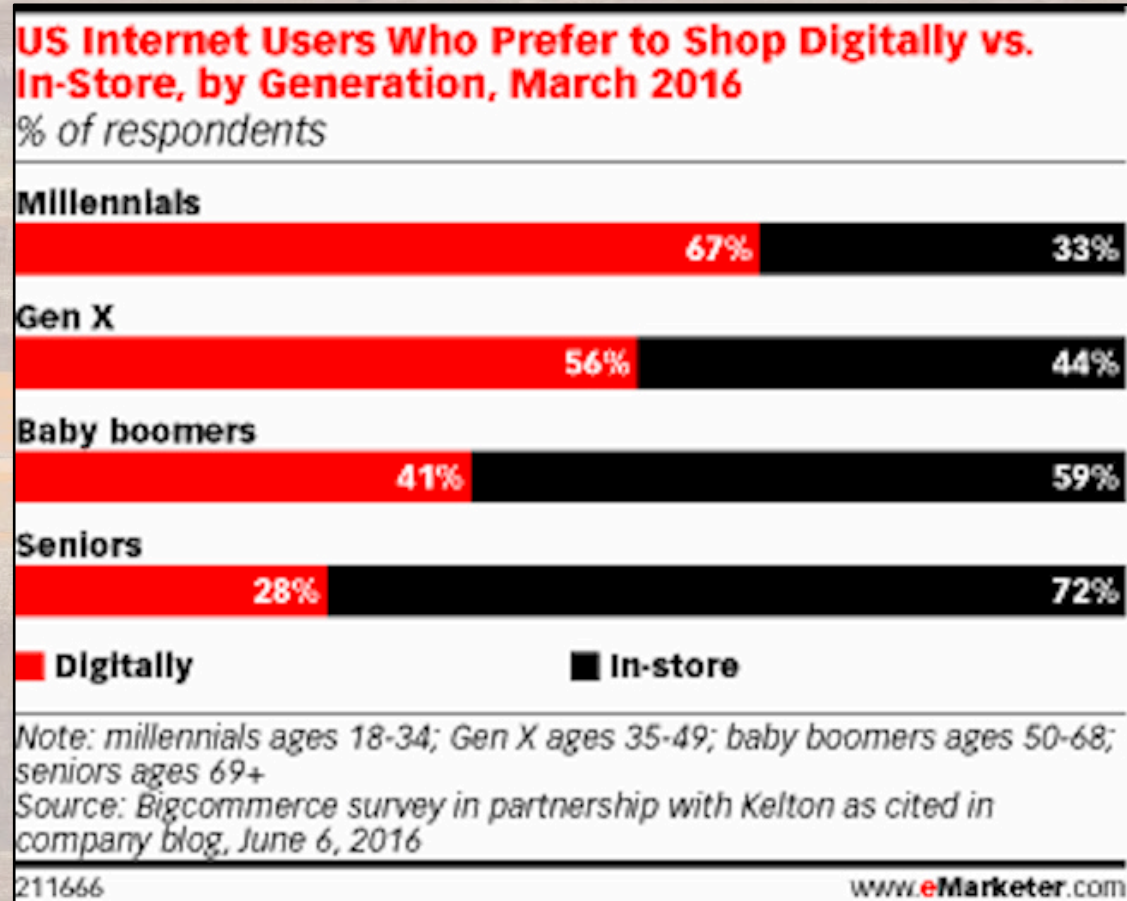
# DRIZLY

Convenience Works  
(even from 3 fights down!)

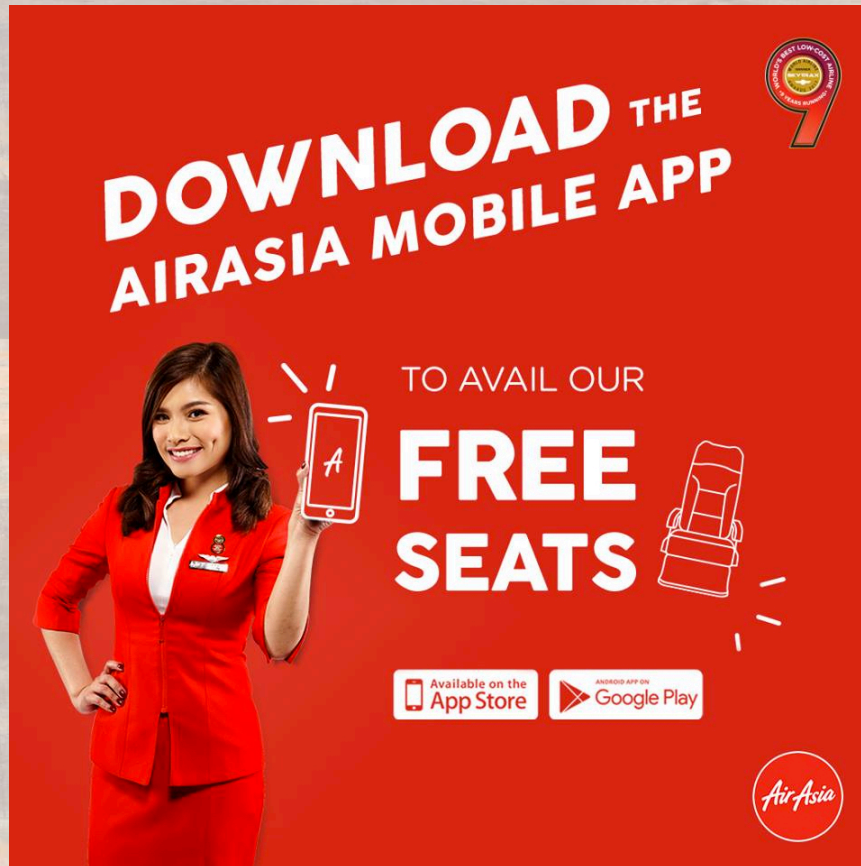
Over half the business  
from customers under 35!



# The Future of Shopping is DIGITAL!



# AirAsia Pioneering Mobile App



**DOWNLOAD THE AIRASIA MOBILE APP**

TO AVAIL OUR **FREE SEATS**

Available on the **App Store** and **Google Play**

*AirAsia*

9

A flight attendant in a red uniform is holding a smartphone displaying the AirAsia app logo. The background is red with white text and icons. A gold award ribbon in the top right corner says '9' and '2015 BEST LOW-COST AIRLINE APP'. The AirAsia logo is in the bottom right corner.



DOWNLOAD THE **AirAsia Mobile App** NOW!

Book, Manage & Check-in anytime, anywhere!

Download on the **App Store** or **Google play**

*AirAsia*

9

A hand is holding a smartphone displaying the AirAsia mobile app interface. The background is light pink with white text. A gold award ribbon in the top right corner says '9'. The AirAsia logo is in the bottom right corner.



# Emirates Building Its Own Info System



The company wants to reinvent what an airlines does, selling services for your whole trip



*'We have rewritten our business model.'*

**CHRISTOPH MUELLER**

# Google Sees the Digital Opportunity, Too!



**GLOBAL SHOPPING FORUM**  
WHERE TRAVEL MEETS SHOPPING

## Google meets Travel Retail

09:00 - 18:00, 7. June 2018  
Google Germany GmbH, ABC Str. 19, 20354 Hamburg

# Travelling Millennials & Younger



## Only 4 airport “look-ups”

- 1 – Exit car
- 2 – Check in
- 3 – Security
- 4 – Restroom

Walk past  
Duty Free



# Travelling Millennials

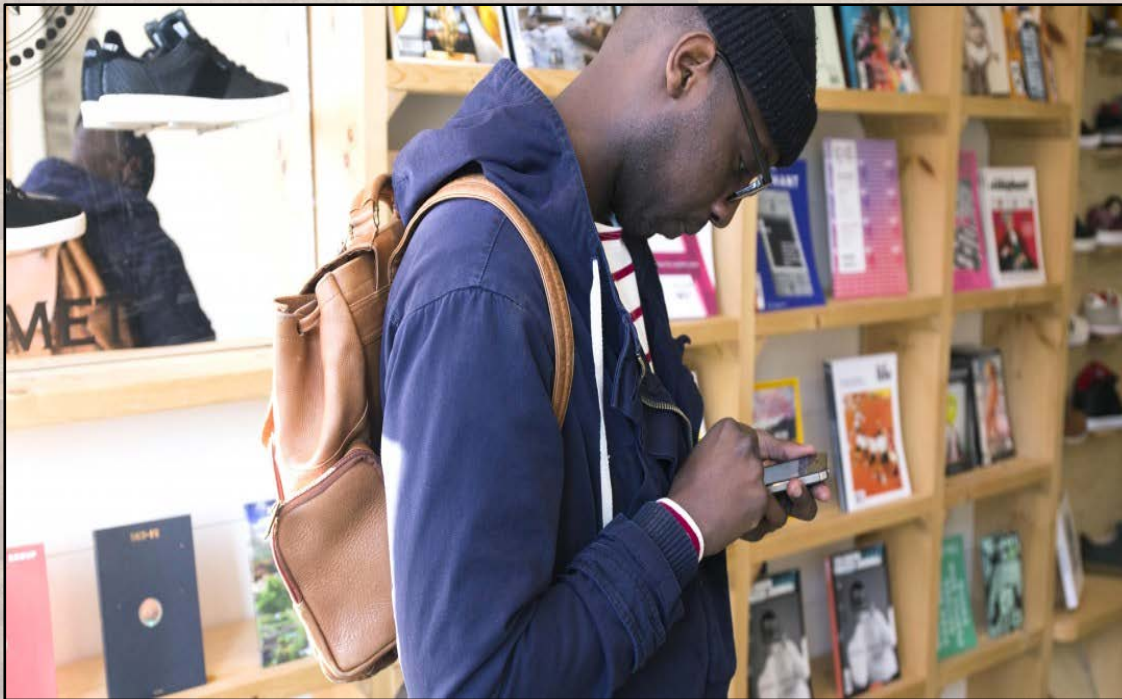
**68%** prefer **DIGITAL** airline purchases:

- Seat upgrades
- Baggage Fees
- Inflight Meals
- Inflight Entertainment
- WI-FI
- Duty Free



Askmen.com – NCR Research

# Travelling Millennials



**77%** prefer **DIGITAL** airport purchases:

- Parking
- Meals
- Souvenirs
- Reading Material
- Spa Service

Askmen.com – NCR Research

# New Digital Partnerships Are Everywhere

## Uber Examples



**Teaming with Starbucks & OpenTable**  
Diners order rides to & from Restaurants



**Teaming with United Airlines**  
Passengers order rides to & from Airport



# QUESTION: Why Not Global Duty Free App?



*Tito's*



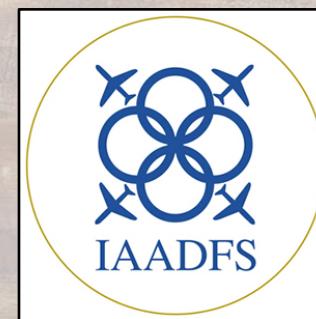
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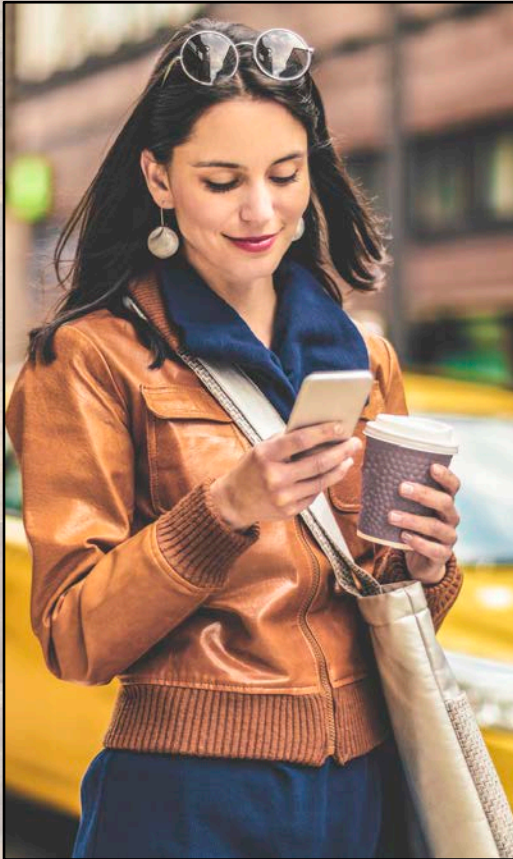
# Challenge: Create New Platform TOGETHER

Not as competitors but as **PARTNERS**  
in reaching new consumers digitally





# Global Duty Free App!



Order Duty Free **BEFORE** airport

Airport Authority

Airlines

Duty Free Stores

Reach Millennials/iGen on their digital media  
Entice with **incentives, savings, special deals**

Good for business

Good for us ALL!

# New Ideas Already Underway!

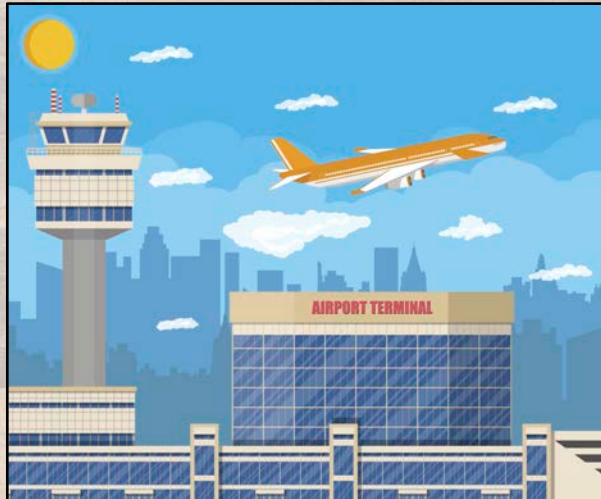


- None yet globally adopted
- All represent positive new approaches
- Illustrate potential of global duty free app
- All use today's Digital Data Analytics



# Trinity Win-Win-Win!

## Airport – Supplier - Retailer



- Airport Authority Drives Passengers to App for Purchase Incentives
- Suppliers advertise on app and on POP materials
- Cost of customer acquisition = LOW through cooperation
- Profits + Better inventory management + Opens more retail space

# More Retail Space = Opportunity

## Example of Potential: Logan Airport

Massport Opens new Food Court

Creates more

- Theater
- Traveler Experience
- Retail \$\$\$

If we work together, new Trinity app can reduce need for on-site inventory & increase space for new opportunities



**SANTARPIO'S PIZZA**

**Sullivan's**  
CASTLE \* ISLAND

# Let's Turn Vision Into Action as an Industry



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