

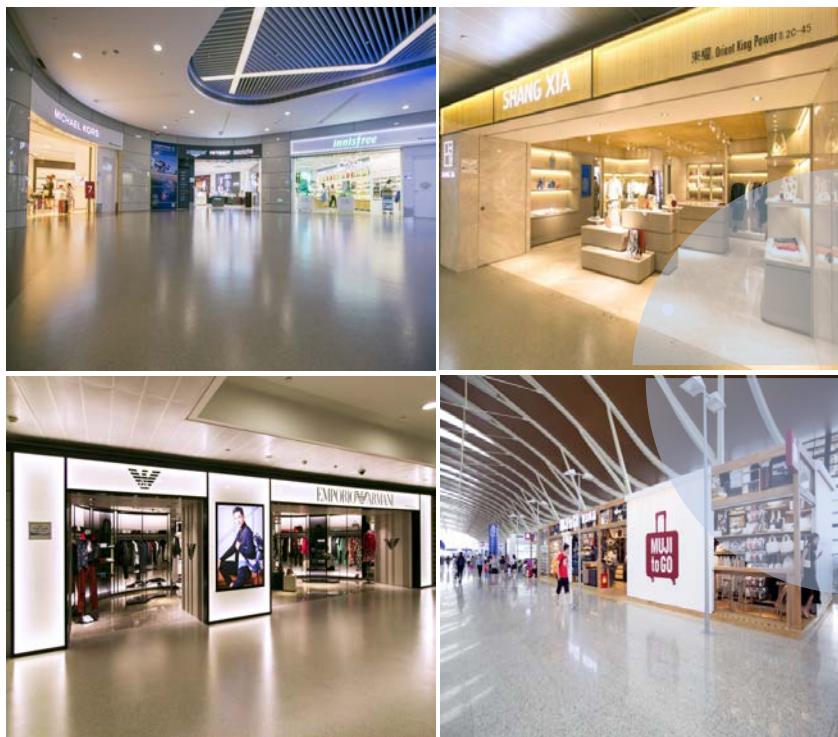
2030年 旅游零售下一站

2030: the Next Stop of Travel Retail

贾锐军 上海机场集团副总裁

Jia Ruijun

Vice President, SAA



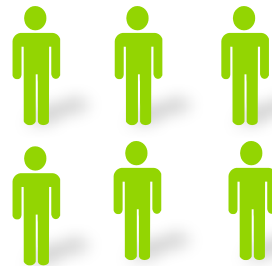
Looking forward to the next step of travel retail, SAA will seize the opportunity of smart airport construction and revolution of consumption model, to ensure growth and to improve level of service, with the application of big data and broader partnership strategy, to capture the future development opportunities and challenges of the travel retail industry.

① 旅客代际更替引导销售模式变革

Intergenerational change of passengers
leading to the sales model revolution



The millennial generation's consumption value orientation



Communitarianism + Individualization + Experience



offline experience + online shopping
online booking + offline pickup





⊕ The function of future airport stores will change from mostly sales to both sales and experience.

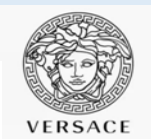
- On-site sales will certainly maintain a significant proportion, as on-site shopping experience is pleasant.
- With online product display, off-line sales tactics of emphasis on experience delivery and logistics solutions provision, value-added shopping experience can be delivered.





⊕ The format and brand mix for future travel retail will become more individualized, culture-focused, and diversified.

In recent years, affordable luxury brands, designer brands and local cultural brands have been frequently introduced into the airport. Restaurants and leisure businesses have become more popular, and increased their proportion among all airport retail business. In the future, this trend will become more obvious.





智慧机场实现智慧零售

Smart airport realizing smart retail



建设智慧机场，提高乘客消费体验

Build smart airport to improve the passenger shopping experience



Technologies including digitization, automation, and bioinformation will be widely used.

It is foreseeable that more and more passengers in the future can use their smart devices such as mobile phones to control the check-in procedures.

Simplify boarding procedure

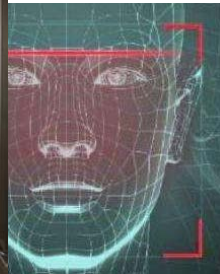
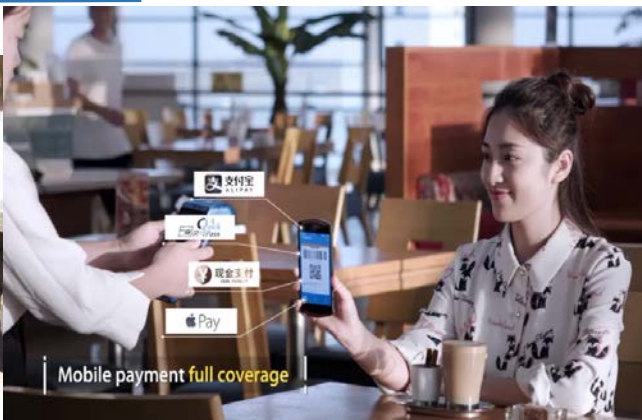
Save more time for passengers so they can spend more time on experiencing shopping





实现精准营销，带来更高的流量转化率

Precision marketing strategy brings higher conversion rates



- A variety of mobile payments have been introduced, such as Alipay, WeChat Pay, Apple Pay, and Union Pay, to provide passengers with more convenience and choices.
- The application of new technologies not only helps the airport to monitor the real-time operation status, but also help to better deploy the staffs and to understand more of the consumer behaviors and shopping preferences, so that the retail and catering brands can be adjusted and optimized.



运用机场数据资源，实现商业服务能级提升

Use airport data resources to improve business service level



⊕ The predictability and controllability of consumer data is important to travel retail business

passenger
consuming habit
portraits

defining the target
consumer group

Optimizing the
commercial resources

Promoting potential
consumption





战略合作共绘发展蓝图

Strategic partnership mapping for future development blueprint

World-class air hub

World-class travel retail

Collaboration mutual benefit

Carry out broader strategic cooperation, explore and adapt more business models, establish a new and more dynamic travel retail business benchmark.



谢谢!

Thank you!

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Thank you!