

# inSites

Unlocking Insights from the World of Placemaking

No. 8

## AIRPORTS OF TOMORROW


The travellers of tomorrow shape  
the airport of tomorrow



**umdasch**  
THE STORE MAKERS

# 5 TRENDS ↗

## SHAPING THE AIRPORT OF TOMORROW

 Destination	Status
Experience-orientation	ON TIME
Digitalisation	ON TIME
Sustainability	ON TIME
Authenticity	ON TIME
Selfcare & individuality	ON TIME
Pure transit location	CANCELLED
Classic stationary business	CANCELLED
Focus on consumption	CANCELLED

With Gen Y set to account for the largest share of global air travel spending by 2035, travel retail must do all it can to remain relevant to this demographic. Millennials' **hunger for experiences** is also shaping their shopping and travel behaviour, forcing retailers to rethink their store design and marketing strategies. Together with Gen Z - whose values are driven by issues such as **digitalisation, authenticity and sustainability** - these generations are influencing not only retail in general, but also the concept of the airport of tomorrow.

### GOOD TO KNOW:

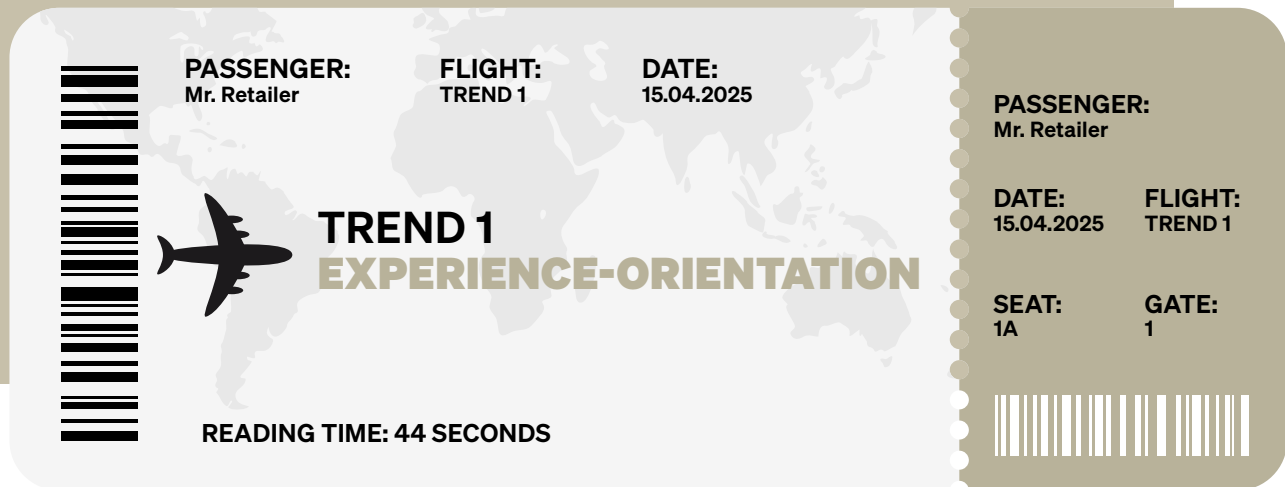


<b>Babyboomer</b>	ca. 1946–1964
<b>Generation X</b>	ca. 1965–1979
<b>Millennials (Gen Y)</b>	ca. 1980–1995
<b>Generation Z</b>	ca. 1996–2012
<b>Generation Alpha</b>	ca. 2013–2029

The eighth issue of inSites therefore looks at what the airport retail of the future will need to look like in order to counter current developments, and is dedicated to current trends that travel retailers should be aware of.



## From transit centre to experience destination



Travellers often spend several hours at the airport. To make the waiting time more exciting for passengers, airports are increasingly transforming their areas into **entertainment hubs that combine retail with experiences**. This creates places where brands are presented in a tangible, interactive and emotional way.

Through shopfitting, we have the opportunity to help travel retailers create this quality of experience - through **immersive store concepts**, customised **pop-up formats** as temporary stages and the targeted use of **interactive technologies**. Whether through the use of virtual reality or more traditional store elements: The aim is to create retail spaces that are memorable.

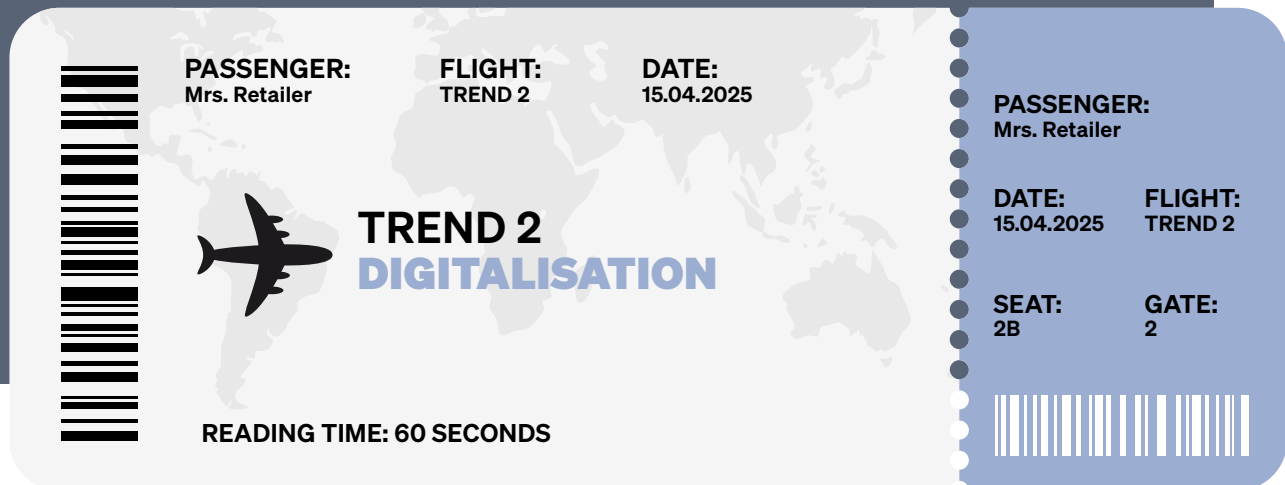


### FAST LANE

- Bringing brands to life through retailtainment & immersive stores
- Driving the use of interactive technologies
- Pop-up stores as staging platforms
- Best practices: Doha Hamad International Airport or Changi Airport (both winners of the Skytrax Airport of the Year Rankings 2024)



## From traditional stores to smart stores & omnichannel



Digitalisation is transforming the airport shopping experience. Especially in highly frequented locations where time is of the essence, smart stores offer customers unbeatable efficiency and an innovative shopping experience. **Autonomous shops and smart shopping concepts** such as the cashierless REWE To Go at Frankfurt Airport or the robot restaurant SELF in Lisbon are examples of how technology is already revolutionising travel retail.



MORE INFORMATION

IN INSITES NO. 7



You can read all about the checkout zone of the future in our inSites issue no. 7.

Travellers are also looking for maximum flexibility and convenience. The **need for a seamless shopping experience** is particularly strong among younger audiences: For Gen Y and Gen Z, who are used to being digitally connected anytime, anywhere, an omnichannel strategy is not a nice-to-have, but a must-have.

**Sophisticated store concepts** allow physical spaces to be combined with digital experiences in shopfitting: Whether it is **automated self-checkout, digital product information or furnishing elements for click & collect solutions** - by integrating holistic concepts and one-stop shop solutions, umdasch supports travel retailers in the realisation of future-proof stores.



Gebr. Heinemann Vienna Plaza © umdasch

**Digital services need to be carefully integrated into the store design - ideally in a way that invites customers to explore further.**



DANIEL HUNDEGGER  
KEY ACCOUNT MANAGER &  
TEAMLEAD PROJECT MANAGEMENT  
UMDASCH THE STORE MAKERS DACH

**Gebr. Heinemann** - a long-standing customer of umdasch The Store Makers - operates duty-free shops and brand shops at airports around the world and shows how it can be done. With its **Click & Collect service**, the travel retailer offers its customers a relaxed shopping experience from the first to the last second: products can be pre-ordered online and collected on the day of travel or conveniently delivered to the customer's home.



**FAST LANE**

- Offer travellers maximum efficiency with phygital experiences
- Omnichannel as a duty, not an optional extra
- Best practice: Gebr. Heinemann with relaxed click & collect



## From showing off & boasting to luxury for the environmentally



“Both millennials and Generation Z show a buying behaviour that is characterised by **climate awareness**. This is why **resale concepts** need to find a place in travel retail,” says expert Michael Ripfl.



MICHAEL RIPFL  
SALES DIRECTOR TRAVEL RETAIL  
UMDASCH THE STORE MAKERS

In addition to sustainability issues, the **decline in affluent business travellers** is also driving this trend. At the same time, more young travellers are looking for affordable, sustainable shopping alternatives. **Store concepts** that not only incorporate sustainability into the product range, but also in the construction and design, are becoming more popular: **through resource-saving materials, modular construction and design**. The result is travel retail that makes sense in the long term - both ecologically and economically.



### FAST LANE

- The concept of sustainability shapes purchasing behaviour
- Classic travel retail reinterpreted: Luxury shops at airports such as Lisbon and Copenhagen



## From standard to unique



The generations that are becoming increasingly relevant to airports expect **more than just functionality and supposedly lower prices**: For them, brands are not just the sum of their products, but must convey a holistic and **authentic image** in all its facets. Travel retail has a unique opportunity here with the concepts of “**Sense of Place**” and “**Sense of Belonging**” to emotionally connect travellers from all over the world to the destination with local flair.



MAIK DREWITZ  
DIRECTOR SHOP CONSULT  
UMDASCH THE STORE MAKERS

**Maik Drewitz, Director Shop Consult at umdasch The Store Makers, shows how this can be achieved with the Setur Duty Free project:**

**Maik, what makes the Setur store concept in Cologne/Bonn so special?**

↳ We have brought the culture of the Rhineland into the culture of the Rhineland into the terminal and created a place with an identity: With ‘Kölner Brückengrün’, the integration of Beethoven - who was born in Bonn - and the typical ‘Kölsch’ dialect.



## What added value do you see in the project for the customer?

↳ Our strength was to offer the customer a complete solution from a single source - from design and shopfitting to general contracting and digital services such as self-checkout. At Setur, we combined all this to create a modern and unique shopping experience that also appeals to the young target group.



## And last but not least: What advice would you give to a travel-retail client planning a new project?

↳ In travel retail, in particular, it pays to rely on an experienced partner who understands the target group and the entire life cycle of a shop and can thus create unique experiences - from storytelling to technical implementation.



**Setur in Cologne/Bonn © umdasch.** With the striking shelf in the shape of Cologne Cathedral, the designers at umdasch The Store Makers have added another regional accent to the duty-free shop at Cologne/Bonn Airport.



**FAST LANE**

- **Authenticity and individuality as success factors**
- **Sense of place through local elements in store design**
- **Sense of belonging through personalised offers**
- **Best practice: Duty-free operator Setur in Cologne/Bonn**





## From shopping frenzy to self-care



The trend towards **wellness, sports and mindfulness offerings** at airports is a response to the values of Millennials and Gen Z. These generations place a high value on self-care and mental health - not only in everyday life, but also when travelling.

Travellers expect services that are good for both body and mind, such as nap cabins, yoga lounges and relaxation oases. Rather than focusing exclusively on premium lounges, the aim is to create **relaxation areas** for everyone.



### FAST LANE

- Travellers want to bridge long waiting times in a meaningful way
- Improving the quality of the retail experience
- Self-care at the airport: e.g. napcabs in Munich or yoga and regeneration rooms in Helsinki

**Wellbeing zones** can also be integrated into the retail environment through **innovative space concepts**, special furnishings and **multi-sensory design**. And it is precisely this that is becoming a decisive factor in the competition for travellers: Where people feel good, they stay longer.

# WELCOME TO TOMORROW

The airport of tomorrow will be more than a transit point - it will be a destination that enriches the travel experience and seamlessly adapts to the needs of a new generation of travellers.



## PASSPORT



umdasch The Store Makers accompanies travel retailers on their way to the airport of the future and is at your side as an experienced concept partner, shopfitter and general contractor with international experience.

**Are you ready to take off? Get in touch with our travel retail experts:**

✉ [Michael.Ripfl@umdasch.com](mailto:Michael.Ripfl@umdasch.com)

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**Let's build the Airports of Tomorrow - together.**

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