

LAX celebrates new Terminal 1 retail experience

By **Mary Jane Pittilla** on December, 4 2018 | Airlines & Airports



Pictured left to right: URW Airports President Jean-Marie Tritant, actor Danny Trejo, Los Angeles Mayor Eric Garcetti, Southwest Airlines CEO Gary Kelly, Los Angeles World Airports CEO Deborah Flint, and Board of Airport Commissioners Vice President Val Velasco

Los Angeles World Airports (LAWA) and Southwest Airlines have celebrated the grand opening of the new Terminal 1 at Los Angeles International Airport.

The US\$516.7 million redevelopment by Southwest introduces new dining and retail options, along with larger seating areas in gates, and a larger and more efficient centralized customer screening checkpoint.

The partnership with the terminal's commercial manager Unibail-Rodamco-Westfield's airports group, URW Airports, has increased dining and retail options, including local LA favorites Urth Caffé, Trejo's Tacos and Cassell's Hamburgers.

Mayor Eric Garcetti joined LAWA and Southwest Airlines to unveil the new terminal on November 30.

The T1 redevelopment comes as part of LAWA's multibillion-dollar Capital Improvement Program, the largest public works program in history for the City of Los Angeles.

"Los Angeles is a city of dreamers and doers, and the reimagined Terminal 1 reflects the creativity at the heart of our city," said Garcetti. "Working together with Southwest Airlines and our partners, what we have created is more than a terminal that connects passengers to flights — it's a destination in its own right."

The four-year project was completed with minimal impact to customer service and flight operations, keeping approximately 10 million customers moving through the facility each year of the redevelopment.

"The new Terminal 1 reflects Los Angeles World Airports' commitment to creating exceptional facilities and experiences for our guests," said Deborah Flint, CEO, LAWA.

"The T1 modernization has been a phenomenal effort by all partners at LAWA, Southwest, and URW Airports, and the results raise the bar for what guests can expect when they come to LAX."

Southwest CEO Gary Kelly said: "Southwest carries more California travelers to, from and within the Golden State every day than any other airline and is scheduled to offer a record 800 departures a day from California next summer.

"This redeveloped Terminal 1 facility at LAX will host many of those customers and is the perfect venue for our award-winning people to showcase their world-famous hospitality."

With 22 dining and retail destinations comprising 23,543 square feet, the new offerings introduce 13 brands new to LAX and eight that are making their airport debut.

Southwest, construction manager Hensel-Phelps and architects from PGAL worked closely with URW to integrate shopping and dining destinations throughout the terminal, giving airport guests greater options and more visibility to their gate.

As part of the T1 unveiling ceremony, Mayor Garcetti also opened the first long-term LA Original store, operated by Marshall Retail Group.

LA Original will be the first-year occupant of a retail space at the front of the terminal that will rotate regularly to introduce guests to trending brands and new products.

LA Original, a pilot program of the Mayor's Fund for Los Angeles and the Mayor's Office of Economic Development, provides a platform to showcase diverse makers and promote locally designed, assembled, or manufactured goods through a line of LA-branded products from across Los Angeles. Proceeds support creative entrepreneur programs.

"The Southwest brand is all about customer service and little surprise-and-delight moments, and today you can feel that energy pulsing in the new terminal," said Dominic Lowe, Executive Vice President and Group Director for URW Airports. "Terminal 1 is true testament to the results we can achieve in airports when we all come together with a shared vision."

The retail line-up also includes a Brookstone gift store for men, women and children; I Love L.A., a go-to spot to pick up must-have travel essentials, souvenirs and news and gift items; beauty stores for Kiehl's and MAC Cosmetics; and a New Stand store and kiosk carry a rotating mix of travel essentials, gifts and accessories.

Passengers can also buy surfwear and lifestyle items from the Southern California brand Sol Surf, its first airport store.