

## Duty Free Americas and WH Smith open seven stores in RIOgaleão International Airport

By **Mary Jane Pittilla** on November, 19 2018 | Retailers



WH Smith's stores at RIOgaleão International Airport carry books, magazines, travel accessories, souvenirs, confectionery and drinks, with tailored ranges for passengers and staff

Duty Free Americas (DFA) and WH Smith have officially opened seven WH Smith stores in RIOgaleão Tom Jobim International airport, heralding the news and books retailer's entry into South America.

WH Smith and DFA were awarded the contract earlier this year.

All of the stores, which are located across International Departures, Domestic Departures, and the main entrance areas of the airport, include a wide range of books, magazines, travel accessories, souvenirs, confectionery and drinks, with tailored ranges for RIOgaleão's passengers and staff.

The stores feature WH Smith's latest store design, creating a contemporary look and feel, with elements of localization reflecting Rio de Janeiro's cultural status, WH Smith said.

Leandro Dantas, RIOgaleão's Head of Commercial, said: "We are very satisfied with the final result and believe that the outcome is synonymous with the airport's commercial strategy. Specified design,"

and advertising play important roles in attracting the public, and adding to this the excellent product offer WH Smith has, we believe that passengers arriving or departing from Rio de Janeiro will feel that all of their needs are fully met. This is beneficial for both the passenger, and the airport.”

WH Smith’s International Managing Director, Phil McNally added: “Our business in Tom Jobim International Airport marks the entry of the WH Smith brand into South America and we are very excited about the future prospects in this market. We have worked in close collaboration with the team at RIOgaleão Airport to design stores and a customer offering that we jointly believe will please all passengers at the airport.

“The stores at RIOgaleão also mark the beginning of the WH Smith and Duty Free Americas’ joint venture partnership in the region and we are delighted to be working together and look forward to growing our partnership in the South American market.”

Duty Free Americas President Leon Falic commented: “We are very excited about this first opening as it marks the beginning of a fruitful and prosperous relationship between WH Smith, RIOgaleão and DFA teams. With the opening of these seven specialist convenience stores, together we will offer the Brazilian market a new concept and customer experience that will add appeal and value for airport operators.”

RIOgaleão Tom Jobim International airport is Brazil’s third largest international airport and served over 16 million passengers in 2017.