

Malaysia Airport starts tender process for retail outlets at KLIA

By **Rebecca Byrne** on August, 5 2015 | Airlines & Airports



KLIA, Malaysia Airport Holdings Berhad's flagship airport, has just announced a tender for 11 of its retail outlets. This is the first phase of its strategy to transform the retail experience at the airport to a premium lifestyle shopping destination where the shopping atmosphere is 'elegant in spirit, opulent, stylish and tech-friendly'. There will be tenders for klia2 later this year.

The tenders must be in by August 27, 2015 with the successful bidders being informed before end of the year. These tenders include food outlets, fashion and accessories outlets and a sunglasses outlet, providing both designer and premium local brands, and cover a total of 532.44 square meters. The shops range in size from 218 square meters to 11.56 square meters. Seven of the 11 outlets are in the Passenger level, Satellite building with the rest spread out over the departure and arrival terminal buildings.

Commenting on the tenders a spokesman for Malaysia Airport Holdings Berhad said: "We are offering spaces in a prime retail location. We are looking for new partners who will embody our brand principles initiated in klia2. The proposed outlets shall incorporate features designed to engage, entertain and convert the passenger into a satisfied consumer. Our new partners' philosophy must be aligned with our KLIA brand pillars by being experiential, liberating, innovative, thrilling and ever-changing, in other words ELITE."

KL International Airport, one of the top airports in the world for service excellence, opened in June 1998 with the capacity to handle as many as 35 million passengers. KLIA is now recognized as one of Southeast Asia's leading aviation hubs offering flight connections on 57 carriers to 126 destinations. The airport is the only one in the region to offer three independent runways and is now ranked the 11th busiest in the world in terms of the number of international passengers it handles.