

Heinemann Australia and Sydney Airport extend concession agreement until 2029

By **Mary Jane Pittilla** on February, 21 2020 | Retailers



Gebr Heinemann's Sydney Airport stores will include renovated perfumes and cosmetics areas and multiple new zones for customers to shop and dwell

Sydney Airport has extended its duty free concession to Heinemann Tax & Duty Free for an additional eight years from 2022 until 2029.

The German company started the contract five years ago.

"I'm delighted that we have attained this agreement extension, as it not only highlights our partner's trust in us, but it also reflects the success of our company, as well as our brand at Sydney Airport," said Marvin von Plato, Chief Executive Officer at Heinemann Asia Pacific.

"The new agreement is based on a collective shared vision concerning an evolution and optimization of the current space," said Richard Goodman, Managing Director at Heinemann Australia.

These include renovations of the perfume and cosmetics area and multiple new zones for customers to shop and dwell.

“We will start converting our Heinemann Tax & Duty Free stores accordingly in 2020,” said Goodman. “The new retail spaces will set a benchmark for modern duty free shops with an upgraded design and with the newest brands to offer our passengers the very best of airport retail.”

With the new agreement comes the exploration of data and technology initiatives. Both parties will work together to create an omnichannel approach to shopping, seeking to enhance both the digital experience of passengers and marketing strategies in relation to duty free products.

New zones

At the heart of the company’s plans to elevate the shopping experience at Sydney Airport is the introduction of new zones to create a more seamless customer experience. These areas will include spaces featuring on-trend and new brands targeting brand-driven passengers, giving them access to new luxury products.

In addition, Heinemann Australia will continue to differentiate its perfume assortment from the domestic market by providing exclusive access for travelers to some of the world’s most exclusive and sought-after brands. Beauty services will include women’s and men’s grooming for passengers to experience before embarking on their journey.

Another luxurious offering in the new shop layout will be a world-class promotional zone dedicated to fine Champagnes, caviar and some of the world’s best Cognacs.

This space will also act as a “parlour” for passengers to sit and enjoy a beverage before their flight, Heinemann said.