

Malaysia Airports encourages passengers to 'Shop Like A Hero'



Malaysia Airports is encouraging passengers to reimagine the airport as a shopping destination that will attract them to shop like there's no tomorrow with its new #ShopLah campaign

Malaysia Airports has launched its new campaign titled 'Shop Like A Hero' or #ShopLah, to encourage passengers to shop like there is no tomorrow.

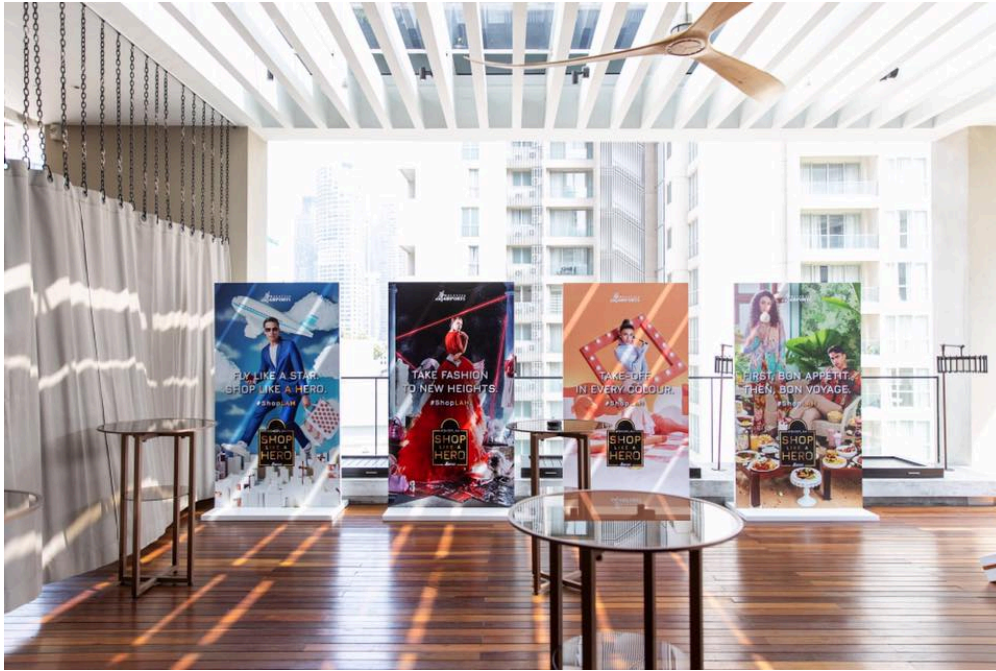
The campaign is part of the airport's commercial reset strategy that envisions its airports as vibrant, luxurious, and exciting destinations.

In a press release, Malaysia Airports said the campaign encourages passengers to reimagine the airport as a shopping destination with specially crafted premium shopping and dining experiences that will attract them to "arrive earlier at the airport so that they can shop like there's no tomorrow."

Commenting on the campaign, Malaysia Airports' senior general manager for commercial services, Nazli Aziz, said, "We have yet to realize the full potential of what our airports could be beyond our traditional revenue streams. Globally, retail concessions are the largest source of non-aero revenue

and we aim to emulate that with our airports. The downtown retail sentiment is very somber but travel retail at airports continue to go on an upwards trend. So, there is mass potential for us to leverage on this, while also addressing passenger behaviors that now value shopping experiences that provide a sense of exclusivity and personalization."

Beyond that, #ShopLah aims to elevate the retail, dining, and entertainment experience of its airport to a more premium stratum by featuring more 'firsts', brands and offering luxury goods exclusive only at its airports. Additionally, the airport plans to converge online and offline retail experiences by introducing e-reward programmes, cashless payment solutions, and ensuring reliable, free internet access in all its properties.



The airport plans to add more 'firsts', brands and offering luxury goods exclusive only at its airports, to make it a more attractive place for passengers to shop

"Our focus is to provide a retail experience like no other by designing every part of their journey – evoking a sense of excitement and wonderment as they pass through our terminals. Hence, we are revamping the retail make-up of our locations to close the gap between what the consumer demands and what Malaysia Airports can offer," adds Aziz.

Some of the new additions that passengers can look forward to after the revamp include various new retail zones that will simplify the shopping

experience at their airports. The retail space will be divided into a fashion avenue; duty-free, retail-tainment and dining zones. At the same time, Malaysia Airports' own chain of retail outlets named "Sense of Malaysia" will provide customers with a sense of place when it is launched in the second quarter of 2020.

Malaysia Airports also has plans to establish new retail and dining options in in Langkawi International Airport (LGK) and Kuala Lumpur International Airport (KUL), as well as retail-tainment attractions such as HIMPUN 2019, Dior Backstage, Hershey's Flotilla and Licence to Win (LTW). There will be more planned in the following months in its other international airports including Kota Kinabalu International Airport (BKI), Kuching International Airport (KCH), and Penang International Airport (PEN).