

Lagardère TR opens in Peru with new business model



In Peru, Lagardère supports the community not only by carrying a vast array of local products but also by employing 100 people plus 20 youth from the “Tu Futuro” program and by producing all uniforms and shop furniture locally

Lagardère Travel Retail has announced the opening of three Aelia Duty Free stores at Jorge-Chávez international airport in Lima, Peru. Visitors are now able to shop at these stores, which cover a total commercial surface of 3,000 square meters, at departures and arrivals. With these openings, Lagardère is taking its first steps into Latin America; soon they will be followed by several F&B openings in Santiago de Chile’s airport.

With virtually all retailers expressing the need for a new airport business model, Lagardère has made this a reality. These stores are the first under the ground-breaking profit-sharing agreement with Lima Airport Partners (LAP), which we reported on last year.

The stores offer all Duty Free core business categories plus travel accessories, souvenirs and snacks. “Lagardère Travel Retail’s differentiating approach is to combine the highest international standards with a commitment to promote and leverage local expertise and know-hows,” the company stated.

Lagardère and LAP will be working closely together in coming months to improve the passenger

experience and diversify the offer, leveraging existing infrastructure and embedding key features of the Aelia concept in all stores being created.

The stores will feature a “sense of place” dimension, with a broad range of local goods making up 15% of the available items, with 15 new local brands added to the portfolio and more than 20 new local brands being added in the coming months.



Along with all the local brands, the stores will offer an unrivalled range of international brands, animations and experience for travelers

The retailer will support Peru in other ways as well. In addition to the 100 jobs being created locally to run the operations, the staff will include 20 young people from the “Tu Futuro” programme, developed by LAP in partnership with the Association Forge to promote the employment of the youth in the Callao region where the airport is located. Over 40 local suppliers have been referenced, staff uniforms and shops furniture are 100% manufactured locally.

Commenting on this announcement, Cyril Letocart, CEO of Lagardère Travel Retail Peru said: “It has been a great challenge to start operations in just a few months and we are so happy to finally be open to passengers traveling to and from Lima. We are very grateful to our partners at LAP for such a fruitful collaboration and for their support. Our mutual understanding and shared vision delivered value far beyond the terms of our contract! We have opened our office in Lima four months ago with four staff and we have built a dynamic team of 120 staff ready to provide the highest standards of customer service to passengers. Our focus for the coming months will be to enhance the customer experience and bring the best of Peru to Lima Airport!”

Lucio Benavente, Retail Manager, Lima Airport Partners, also commented: “We are very glad to start operations of the Aelia Duty Free stores at Jorge Chávez Airport, hand in hand with an experienced and renowned company as Lagardère Travel Retail, also being a strategic partner for LAP's business relationships and new business models. This alliance responds to our commitment to offer a unique and innovative experience to passengers, with rapid responses to user needs, adapting to the new and changing demands of the industry.”