

Vantage
GROUP

TRAVEL TRENDS

What's Driving Commercial Strategy at Airports

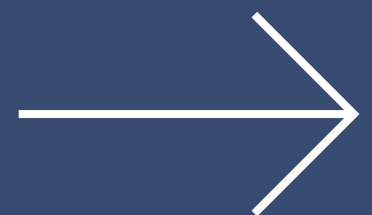
Here's how airports
are developing relevant
commercial programs





Passenger insights are fundamental to shaping commercial programs.

Passengers arrive for different reasons, and understanding how that shapes their experience is essential. Is this a traveler on vacation or on a business trip? Are they traveling solo or with a group? Airports use this context to determine what will resonate in a given space, whether that's coffee, a bar, or a retail concept. And with more data, airports are creating more personalized and engaging experiences. Sometimes that's the familiarity of Starbucks and other times it's introducing travelers to a local gourmet coffee concept.



Local experiences are becoming central to commercial strategy, but they have to be relevant.

A strong Sense of Place is one of the most powerful commercial differentiators for an airport. When done well, it's reflected in every layer of the passenger experience, from design to concessions and customer service. This approach creates opportunity for local businesses, while bringing the terminal to life through local culture, art, food, and design.

At Kansas City International Airport (MCI), 80% of the concessions are local to the region, including a replica of the city's historic City Market — giving passengers the same experience they'd have downtown.



“Creating fun, theater, and excitement for our passengers in their journey is key. We have proven over and over again that this drives passenger engagement, satisfaction, and in turn, commercial spend because happy customers spend more.”



Sammy Patel

*VP, Commercial at Vantage Group
and CEO, Midway Partnership*



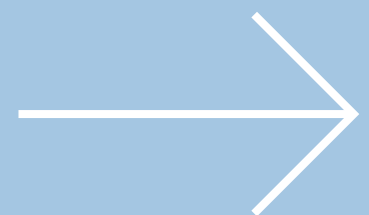


Commercial and operations teams are collaborating to optimize passenger journeys.

Successful redevelopments are a collaboration between commercial and operations teams, who both think about how to encourage passengers to engage with the commercial environment: what spaces should feel energetic, where people should pause, and more.

These teams work together to maximize the time passengers spend post-security. But the goal isn't just adding more time, but quality time, which starts with shorter security lines and continues with the right commercial mix and memorable pre-boarding experiences.

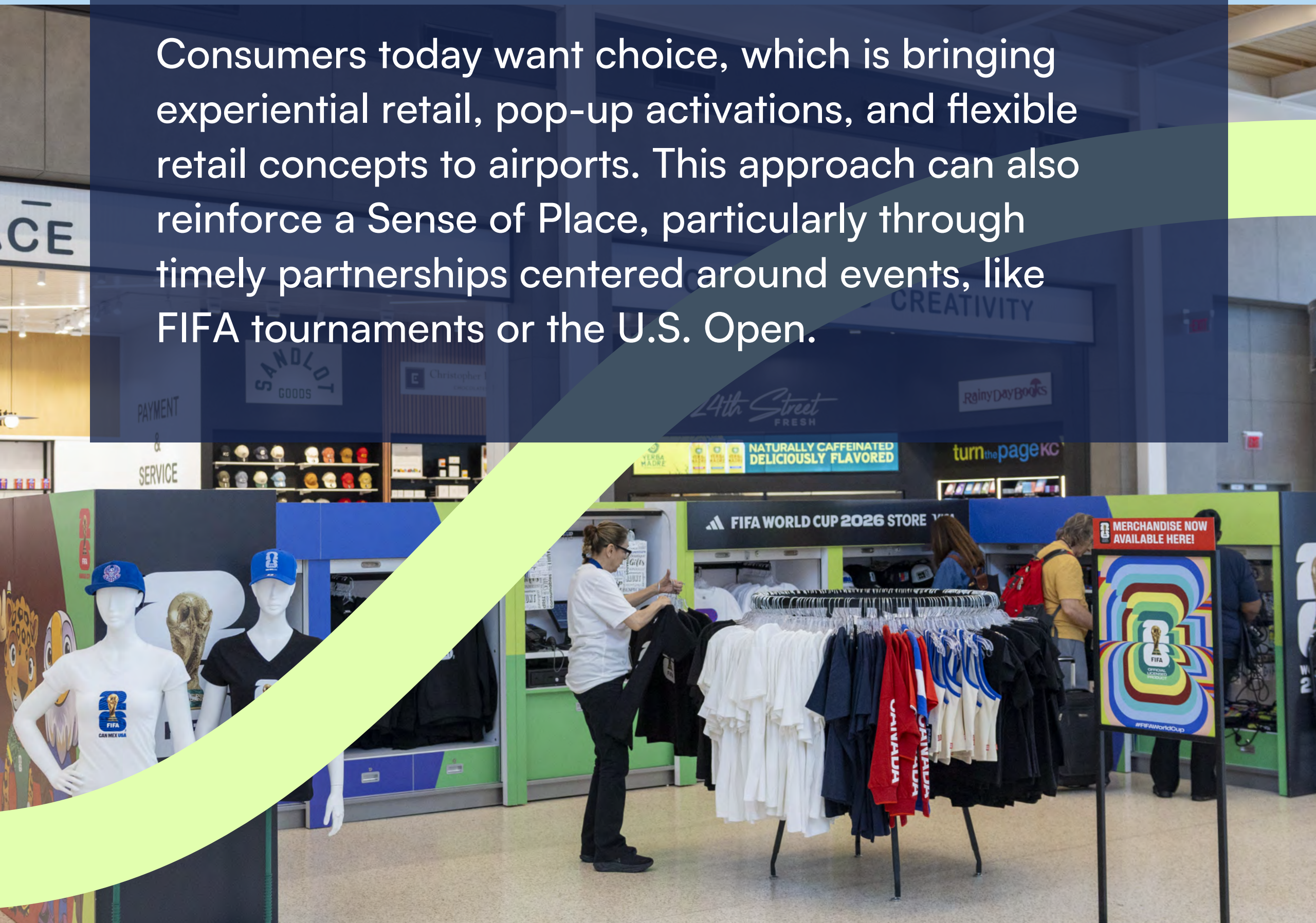
At LaGuardia Terminal B, the flight information displays are curated to anticipate the information our passengers want to see and know at that point in their journey, making the information more digestible and relevant, equipping them with the confidence to decide how they spend the time they have left in the terminal.

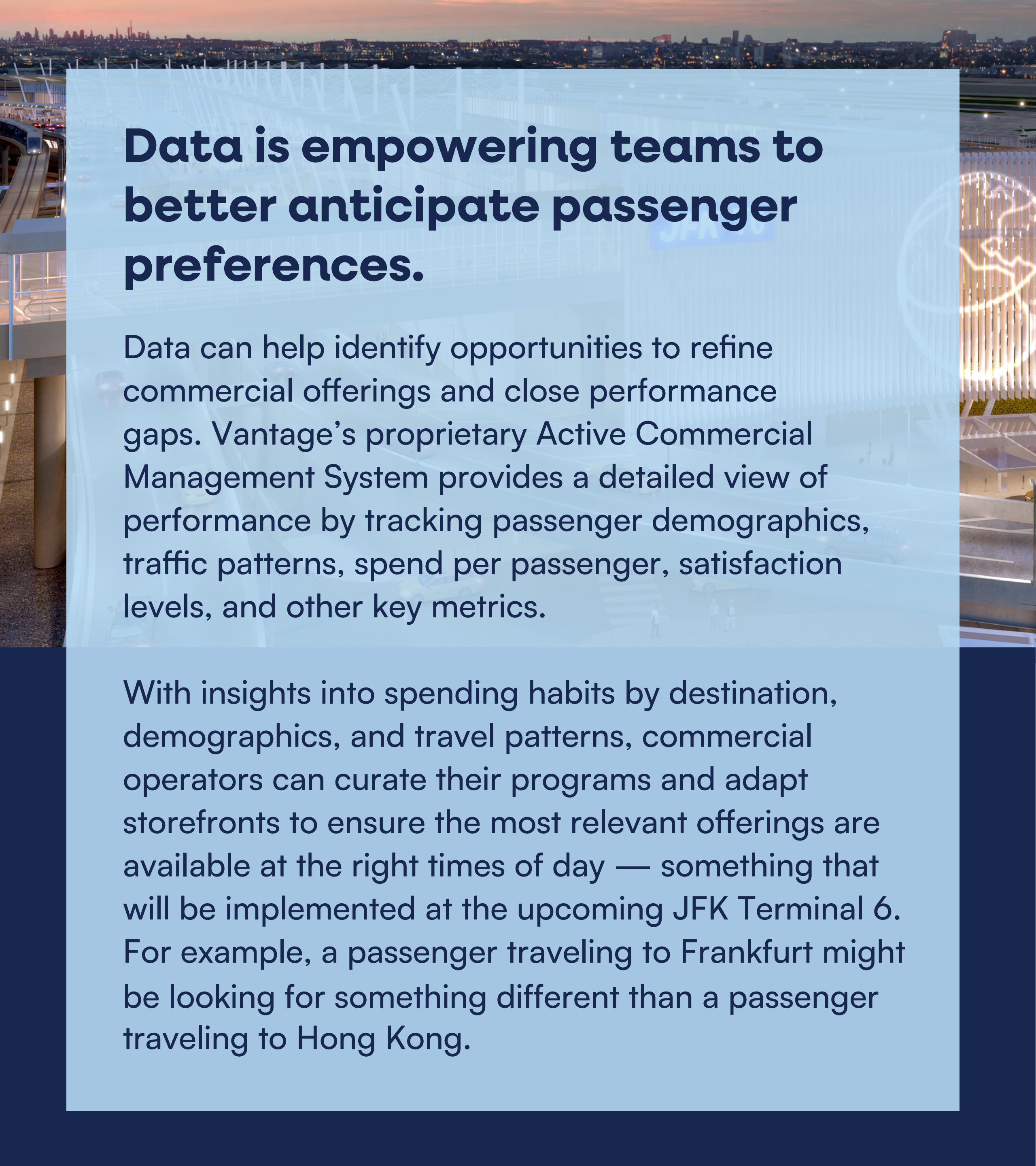


Airports are looking beyond aviation for inspiration.

Passenger expectations are constantly evolving, and strong commercial strategies with them. To meet those expectations, airports are looking beyond aviation for inspiration, including other hospitality sectors like food and beverage and retail.

Consumers today want choice, which is bringing experiential retail, pop-up activations, and flexible retail concepts to airports. This approach can also reinforce a Sense of Place, particularly through timely partnerships centered around events, like FIFA tournaments or the U.S. Open.





Data is empowering teams to better anticipate passenger preferences.

Data can help identify opportunities to refine commercial offerings and close performance gaps. Vantage's proprietary Active Commercial Management System provides a detailed view of performance by tracking passenger demographics, traffic patterns, spend per passenger, satisfaction levels, and other key metrics.

With insights into spending habits by destination, demographics, and travel patterns, commercial operators can curate their programs and adapt storefronts to ensure the most relevant offerings are available at the right times of day — something that will be implemented at the upcoming JFK Terminal 6. For example, a passenger traveling to Frankfurt might be looking for something different than a passenger traveling to Hong Kong.