



INMOTION

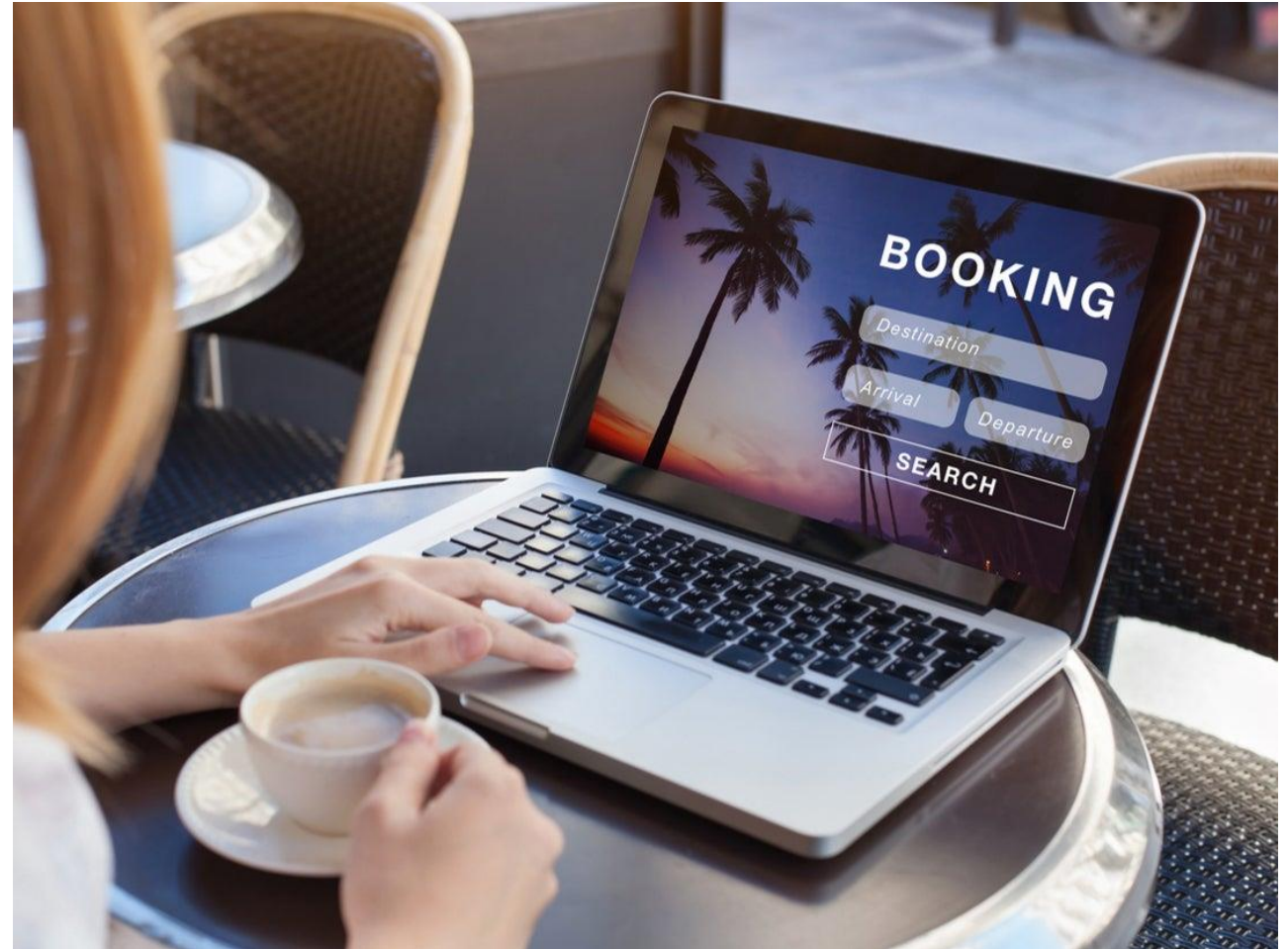
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Electronics and Travel Accessories in Travel Retail

What is your most intimate relationship?



Consumers are
engaging with
Technology at
every stage of
their journey



From booking to checking in

From airport WiFi to your loyalty program

From your inflight shopping to your Uber

From staying connected to switching off



A man in a blue shirt and glasses is sitting on the floor, looking at his phone. He is wearing a blue shirt, a dark tie, and dark trousers. He is sitting on the floor with his legs crossed. A black suitcase and a black bag are next to him. A white charging cable is plugged into a wall outlet behind him. The background is a dark, industrial-looking setting.

We all know this
guy, don't we?

Younger consumers don't have the hang ups and apprehensions that older consumer groups have about buying technology products.

Tech and travel accessories are for EVERYONE.

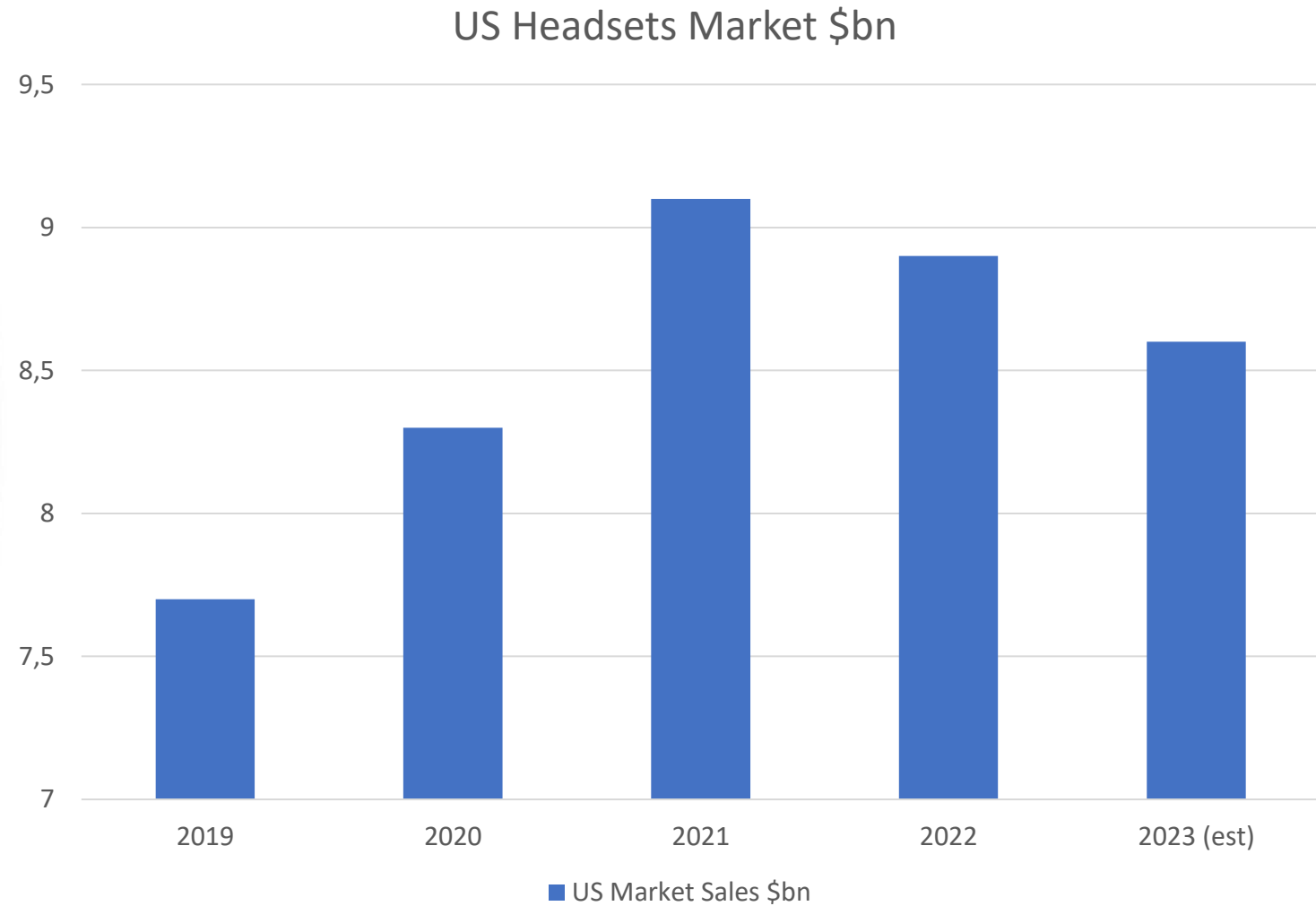


What does that mean for us?

- Tech and Travel Accessories are under-represented in most airports.
- Much more opportunity for Impulse / Prompted sales
- Traditional Duty-Free categories don't have same appeal to younger consumers – but Tech does!
- A variety of store types are needed to engage with all consumer groups
- We need to think more broadly about Tech and Travel Accessories as being anything which makes your journey better



The period of exponential growth in Headsets is over...



Innovation is needed...

... but traditional travel retail % rent structures and user clauses are a barrier to retailers investing in

- Relevant, lower margin hardware categories
- Introducing Tech Beauty and Wellness
- Showrooming innovative, new Tech products





Tech and Travel represents a huge opportunity for airport retail

Consumers are changing... we need to Innovate...

- Retail Innovation is needed in the number and types of outlets selling Tech and Travel Accs.
- Category Innovation is needed to replace the exponential growth in Headsets
- Commercial Innovation between retailers, suppliers and airport operators will unlock the opportunity