

THE ART OF  
**RETAIL**  
IN THE **HEART**  
OF **EUROPE**

*Retailing,  
Food & Beverages,  
and Services  
at Frankfurt Airport*



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## INTRODUCTION

# WE CREATE UNFORGETTABLE EXPERIENCES

*Welcome to Frankfurt Airport and its unique retail world! Here everything comes together for running a successful retail business, with your core target group directly on site 365 days a year. It would be hard to find such concentrated, reliably strong demand and purchasing power anywhere else in the world. Here your brand gets the attention it deserves. You also benefit from partnering with a highly professional retail team that makes every effort to support your success.*

*Here we welcome people from around the world, day in and day out. Many passengers and guests spend several hours here, others only minutes. But all of them should have uniquely positive experiences they won't forget. We work hand in hand with our concessionaires to give them those special memories.*



JAN-DIETER SCHAAP  
SENIOR VICE PRESIDENT RETAIL

NINA KRISTIN GÜR  
VICE PRESIDENT RETAIL  
KEY ACCOUNT MANAGEMENT

KARL-HEINZ DIETRICH  
SENIOR EXECUTIVE VICE PRESIDENT  
RETAIL AND PROPERTIES



RETAILING AT FRANKFURT AIRPORT

# THE BEST PLACE FOR YOUR BUSINESS

*Located at Europe's heart, Frankfurt Airport is one of the world's busiest transportation hubs. And the cosmopolitan city of Frankfurt am Main combines charm, tradition, innovativeness, economic strength, and purchasing power. Frankfurt Airport embodies and helps drive this successful metropolitan region and make it an ideal place for doing business.*

Lively, cosmopolitan, multifaceted, fascinating – the airport's Terminals 1 and 2 throb with life. On peak days, more than 200,000 passengers pass through them, generating strong retail demand and substantial sales. International luxury brands and top regional concepts come together here, carefully planned and managed by us, in a harmonious and steadily growing mix of attractive shops, food & beverage outlets serving a wide variety of cuisines, and travel-related services.

## Bright Prospects

Above and beyond this, going forward we will continue to define new architectural standards with major projects to create new marketplaces and retail outlets that meet the highest expectations. Terminal 3 is ushering in a new era for the entire airport. And since no other European hub airport has such a high share of transferring passengers, our retail partners will continue to benefit from a large volume of deep-pocketed customers from around the world.

Around **300**  
shops, bars &  
restaurants

More than EUR  
**600 m**  
in retail sales  
in 2022

International hub  
Lufthansa home base  
Star-Alliance Hub  
oneworld  
SkyTeam

Europe's most  
populated  
two-hour airport  
catchment area





FRANKFURT AIRPORT IS NUMBER 1

# THE BEST-CONNECTED HUB AND GATEWAY TO THE WORLD

*As Germany's largest commercial airport and place of employment and the world's best-connected air travel hub, Frankfurt Airport is unique in every respect. And when the new Terminal 3 now under construction begins operating, the airport will expand its attractive offering for passengers, airlines, and retail customers into a new dimension.*

The 2023 Airport Industry Connectivity Report, published by Airports Council International Europe, has once again listed us (for the umpteenth time) as the "top airport globally for hub connectivity". We lead internationally in terms of the number of transferring options, a critical success factor for aviation hubs – and therefore thoroughly deserve our nickname as the "gateway to the world".

In an international comparison, Frankfurt Airport also comes out ahead with uniquely bright future prospects. A third terminal has been taking shape in the south of the airport since 2015, promising passengers a highly attractive travel experience as soon as it begins operating.

## **Terminal 3 – Europe's largest airport infrastructure project**

Three piers with a total capacity of up to 19 million passengers a year are being built on an area of 176,000 square meters (equivalent to 25 soccer fields). Current plans call for Terminal 3 to begin operating in the spring of 2026, making Frankfurt Airport one of the world's largest commercial airports and amplifying its already strong role as a major hub at Europe's heart.

1. FRA Frankfurt
2. IST Istanbul
3. DFW Dallas Fort Worth
4. AMS Amsterdam
5. DEN Denver
6. CDG Paris
7. LHR London
8. MUC Munich

Source: 2023 Airport Industry Connectivity Report, ACI



## FRA AS AN INTERMODAL HUB

Frankfurt Airport (FRA) is not only a gateway to the world but also Germany's best-networked transportation hub, owing to the fact that it is ideally located near the city of Frankfurt in the middle of the Rhine-Main region. It is also superbly integrated in the rail network of Deutsche Bahn, with around 220 long-distance and 250 local trains stopping daily at its long-distance and regional train stations. Buses serving both nearby and distant destinations additionally serve the terminal buildings. And because Frankfurt Airport is located close to the Frankfurt Interchange, where the major A3 and A5 motorways intersect, it is also optimally accessible from all directions by car. Its intermodal mix is supported by vehicle rental services and parking at both terminals as well as innovative car sharing schemes. This comprehensive transportation infrastructure, together with a dependable power supply and state-of-the-art digital connectivity, make Frankfurt Airport an intermodal hub that is excellently prepared to face the challenges of the ongoing transition to sustainable forms of mobility.



## CLIMATE PROTECTION AT FRANKFURT AIRPORT

The entire aviation industry has to live up to its environmental responsibilities, and we are no exception. Fraport AG, the airport's owner, will achieve completely carbon-neutral operation of Frankfurt Airport by the year 2045 without resorting to any form of compensation, and reduce its carbon dioxide emissions to 50,000 metric tonnes annually by 2030. In the future we will rely heavily on renewable electricity from wind turbines operated by the EnBW energy company. We have already installed photovoltaic systems of our own that generate 1.5 million kWh of solar power a year.





#### OUR PHILOSOPHY

# THE ART OF RETAIL IN THE HEART OF EUROPE

*The world is our guest at Frankfurt Airport. Every day we welcome passengers from around the globe to our terminals. We're committed to delighting them and giving them the reassuring feeling of being in good hands.*

At Frankfurt Airport we make every effort to ensure a top-quality, international travel retail offering. We want to give our discerning clientele – passengers, guests, and visitors – special experiences they will fondly remember for a long time to come, so that they will carry the special feeling of Frankfurt out to the world and want to keep coming back for more.

We work with our concessionaires to ensure these priceless moments. We have mastered the art of marketing and combine the most successful international and regional approaches in one place. We collaborate with a wide spectrum of services to support companies and brands in fully tapping their sales potential here at the Europe's heart.



## WHAT MATTERS TO US

# A PASSION FOR AIRPORT RETAILING

*We strive for success while focusing on our passengers. To achieve extraordinary results, it's essential to passionately and sincerely adhere to firm principles.*

## INVITING

*Every day a huge diversity of people from all over the world arrive at Frankfurt Airport. Some of them are only here briefly, while others stay for many hours. We want every single guest to feel welcome. How can we tell if we succeed in this? It shows in a satisfied smile and surprised delight at having had a wonderful experience, and in the lasting memories that visitors take away with them. To achieve this, we regularly meet with our most important partners – our concessionaires – to share and develop ideas. By working together as a team, we're enabled to ensure that our guests have unforgettable experiences.*

## RESPONSIBLE

*For us, practicing our responsibility has many facets. In our daily work with and for our guests, our concessionaires' representatives, and own teams, we address all of their needs, interests, and concerns and go out of our way to quickly find and offer pragmatic solutions. We take responsibility for our actions. This means following through on our decisions, agreements, and promises – and our partners know they can count on this. At the same time, we remain firmly committed to Fraport AG's medium- and long-term sustainability goals and consistently align our actions with them. We think ahead and consider how they will impact future generations.*

## INTERCONNECTED

*Great things can only be achieved together. We have to be able to rely on each other. Which is why mutual understanding, respect, and close cooperation are so important to us in our daily dealings with our concessionaires and other tenants. This has spawned a community in which everyone is wholeheartedly committed to working together and practicing solidarity.*

# WE ARE

## SMART

*Our fundamental values motivate us to consistently look for and find intelligent, sustainable solutions. We combine physical and digital approaches to create a complete customer experience. For us, being smart also means distinguishing between hype and long-term trends and taking approaches that work and leave room for accommodating future developments. We don't pursue digitalization as an end in itself, but as a means of adding value for our guests. Especially where information, processes, and payments are concerned. This enables us to show customers that we're uncompromising in our responses to their wishes and requirements throughout their journey.*

## PASSIONATE

*We act with great passion, a high standard of professionalism, and the determination to achieve outstanding results. We're happy to go the extra mile. We combine years of expertise in airport retailing with creativity and a critical eye to actively shape trends while steadily improving ourselves at the same time. Those who work with us know that we achieve great things as a team. We're passionate about Frankfurt Airport and the magic of this fascinating retail location. And we expect our partners to share this passion and endeavor to pass it on to our guests.*

THE ART OF  
RETAIL  
IN THE HEART  
OF  
EUROPE



## THE HEART OF EUROPE

*The Frankfurt metropolitan region combines the charm and tradition of a city that has a history reaching back more than 1,200 years and is internationally relevant as a financial center and plays a prominent role in research and development. Here both incomes and purchasing power are among Europe's highest, and the heart of Europe beats louder in Frankfurt, both geographically and emotionally, than in the vast majority of cities. In addition to being successful in business, we're passionate Europeans. And we also live these values when designing our retail and culinary offerings. We love to merge international brands with regional specialists in order to forge an unmistakable mix of professionalism, consistency, and innovativeness.*

## TARGET GROUPS

# INTERNATIONAL SPENDING POWER YOU CAN COUNT ON

*Few metropolitan locations can match Frankfurt Airport's productivity per unit of space. This is partly due to the extraordinarily high share of transferring international passengers and partly to the fact that well-heeled guests pass through here 365 days a year.*

The world comes together at Frankfurt Airport. Our terminals are visited by up to 200,000 passengers and more day after day – and this figure doesn't include guests, meeters & greeters, or the many thousands of people that work here at Germany's single largest place of employment. The Schengen zones of our piers are a hive of activity from morning to evening. The share of business travelers is highest there. Our passengers look for fast, innovative business models and expect smooth, problem-free service.

## AGES

69 % of passengers are between the ages of 30 and 59

## GENDER BREAKDOWN

43 % female, 57 % male

## PURPOSE OF TRAVEL

27,9 % business, 72,1 % leisure

SHARE OF TRANSIT  
PASSENGERS

50,4 %

Affluent travelers from Asia, the Arab world, and especially the USA ensure high levels of consumption and sales in our international market-places. With average layovers of nearly three hours, they have ample time to stroll, shop, and enjoy themselves. We work closely with our concessionaires to ensure unforgettable experiences for this highly attractive clientele and meet their every wish.

PASSENGER TRAFFIC  
BY DESTINATION

92 % international  
8 % domestic

## TOP SHOPPERS

- Vietnam
- China
- India
- UAE
- South Korea

EUR  
15.000 –  
50.000  
per sq m turnover  
per annum

185 minutes  
average length  
of stay per passenger

## A SPENDING MOOD

## MAGIC IN THE AIR

*Airports are fascinating places. Anticipation, excitement, and occasional stressful moments combine to put passengers in a spending mood*

It's now or never! Airports are unique: hardly anywhere else do people feel such a strong urge to surrender to the magic of the moment and indulge themselves. So it's no wonder that they channel that special feeling into shopping and dining. Especially in a cosmopolitan ambience like Frankfurt Airport's. Here customers are much more willing to take the plunge.

Our retailers and restaurant operators benefit from this day after day. They're positioned to systematically take advantage of these ideal conditions. They can motivate passengers to consume with tempting special offers, straightforward product ranges, and excellent multi-lingual customer services.



## OUR MARKETPLACES

# IDEAL FOR SELLING PRODUCTS AND FOOD & BEVERAGES

*Frankfurt Airport is more than an airport. It's a fascinating large-scale shopping world that meets our guests' individual needs and wishes in a considerable number of differently designed marketplaces. And when the new Terminal 3 begins operating, it will once again significantly expand the airport's capacity.*

The airport, with its unique atmosphere, is an exceptional environment for retailers and food & beverage outlets to operate in. Our terminals span a variety of marketplaces with a current total of about 300 shops, cafés, bars, and restaurants that are perfectly attuned to the needs and wishes of travelers, visitors, and airport employees. After all, business travelers flying via Frankfurt have different interests and

needs than a family going on vacation. But there's plenty for every taste: from Duty Free shops across luxury boutiques of the hottest brands to restaurants for every taste and service counters at exactly the right places. Our guests can also start or pleasurably continue shopping online.



## 100 % SUCCESS FROM LANDSIDE TO AIRSIDE

*Our marketplaces are smoothly integrated into the airport's architecture and located right on the walking routes that your customers use. While taking the foot traffic and passenger breakdown in each zone into account, we carefully select retail sectors and store layouts to achieve above-average sales per square meter.*

### LANDSIDE

Passengers, meeters & greeters, and employees all appreciate the variety of our landside services ahead of the security checkpoints. Here brands from around the world are on sale, there are innovative food concepts, and a large part of our services are provided, from car rentals all the way to currency exchange. Exciting views of the apron and runways also help make our landside marketplaces a favorite place for many residents of the surrounding region to visit.

### AIRSIDE

On the airside, and especially in the international departure areas, our passengers enjoy exceptional shopping on retail space spanning a total of about 22,500 square meters. A carefully selected mix of elegant shops and food services ranging from upscale cuisine to snack bars helps keep our guests in a spending mood and makes the time fly by for them.

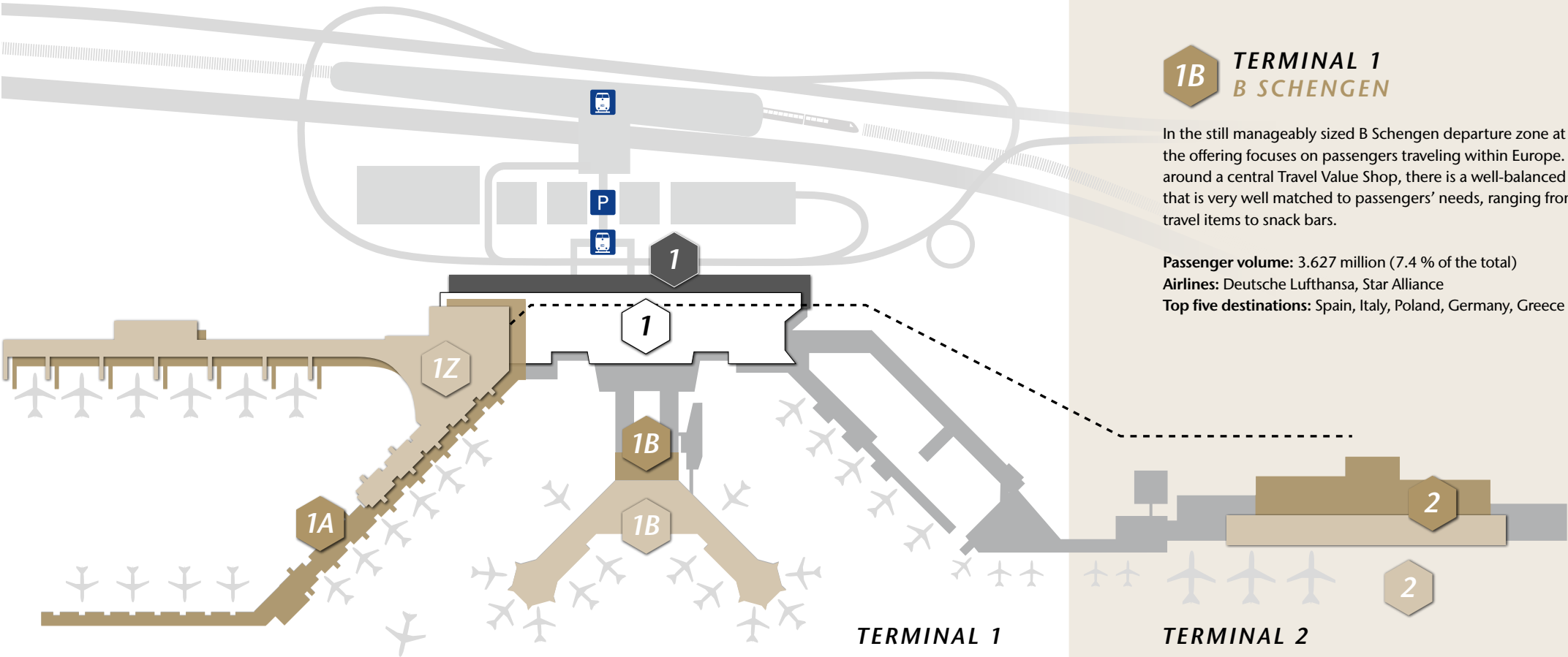
### DIGITAL

Passengers can conveniently shop from home and either pick up their purchases at the airport or have them delivered. Frankfurt Airport's online shop gives retail partners the opportunity to digitally present their product ranges, thus opening up additional sales channels. Around the clock and 365 days a year.



# OUR MARKETPLACES IN TERMINALS 1 AND 2

The various piers of Frankfurt Airport's Terminals 1 and 2 serve destinations all over the world, both within the 27 European Schengen countries and beyond. Terminal 1 is home to all of the member airlines of the Star Alliance, foremost among them its founder, Deutsche Lufthansa AG. Frankfurt Airport is Lufthansa's homebase and an important hub for many of its global connections as well as for other airlines including Emirates, Etihad, and TUI fly Deutschland. Starting in 2026, Terminal 3 will add to Frankfurt Airport's wide variety of marketplaces.



## 1 TERMINAL 1 PUBLIC AREA

The arrival levels and check-in areas of Terminal 1 contain a wide range of shopping and dining options for travelers as well as the numerous meeters & greeters that spend time there. Airport employees are another major target group for its commercial offerings. Over the next few years, this central area will be thoroughly remodeled, with a large part of it becoming a new B Schengen marketplace.

## 1 TERMINAL 1 AIRPORT CITY MALL FRANKFURT

The lively Airport City Mall Frankfurt is right at the entrance to Terminal 1. Walking routes to and from the check-in areas, parking structures, and long-distance and regional railway stations intersect here. The Car Rental Center and Deutsche Bahn Travel Center are important anchor points. Here, too, everything is designed to serve the needs of travelers, visitors, and employees.

## 1A TERMINAL 1 A SCHENGEN

The marketplace at Gate A Schengen in Terminal 1 has the highest passenger density and largest share of business travelers. Its retail and food & beverages mix, positioned in the premium segment, is designed to meet the wishes and expectations that cosmopolitan target groups have around major German and international brands and surprising and unusual products and services. A wide range of restaurants, bars, and cafés invite our guests to stay a while and enjoy themselves.

**Passenger volume:** 18.003 million (36.9 % of the total)  
**Airlines:** Deutsche Lufthansa, Star Alliance  
**Top five destinations:** Germany, Spain, Italy, France, Portugal

## 1B TERMINAL 1 B SCHENGEN

In the still manageably sized B Schengen departure zone at Terminal 1, the offering focuses on passengers traveling within Europe. Grouped around a central Travel Value Shop, there is a well-balanced mix of outlets that is very well matched to passengers' needs, ranging from stores selling travel items to snack bars.

**Passenger volume:** 3.627 million (7.4 % of the total)  
**Airlines:** Deutsche Lufthansa, Star Alliance  
**Top five destinations:** Spain, Italy, Poland, Germany, Greece

## 1Z TERMINAL 1 Z NON-SCHENGEN

Positioned in the luxury and premium segment, the retail and food & beverages mix in Pier Z, located on the level above Pier A, is designed to meet the wishes of passengers from around the world for both international and German brands. Since flights depart from here to top destinations in countries including China, Singapore, and Japan, it is also used by the most affluent passengers that come through Frankfurt Airport. It meets the needs of this discerning customer group with a varied mix of attractive food & beverage outlets.

**Passenger volume:** 6.206 million (12.7 % of the total)  
**Airlines:** Deutsche Lufthansa, Star Alliance  
**Top five destinations:** USA, South Africa, UK, India, UAE

## 1B TERMINAL 1 B NON-SCHENGEN

The B Non-Schengen zone of Terminal 1 is an international microcosm with flight connections to all over the world. Lufthansa and other Star Alliance airlines serve numerous long-distance destinations from here, so many members of deep-pocketed target groups spend time in this marketplace, including travelers to China and Japan. It includes the Goethe Bar, a lively focal point and the airport's leading restaurant in terms of sales; other very popular eateries; two highly attractive Duty Free stores; numerous luxury boutiques; and shops selling travel items. This marketplace's pleasant ambiance and facilities make it a very enjoyable place for passengers and visitors to spend time.

**Passenger volume:** 10.247 million (21.0 % of the total)  
**Airlines:** Deutsche Lufthansa, Star Alliance  
**Top five destinations:** UK, Canada, Turkey, USA, India

## 2 TERMINAL 2 SCHENGEN AND LANDSIDE

Terminal 2 is home to the oneworld and SkyTeam alliances as well as other important airlines including Etihad and Emirates. It has a highly international passenger mix with correspondingly great purchasing power. In the public areas, the sales potential is additionally boosted by meeters & greeters, visitors, and employees. Tourists from all over the region are also attracted by a food court on the top level with a large play area for children and access to the Visitors' Terrace, which features an incredible view of the airfield.

**Passenger volume:** 2.118 million (4.3 % of the total)  
**Airlines of the alliances:** Star Alliance, oneworld  
**Top five destinations:** Spain, Netherlands, France, Greece, Italy

## 2 TERMINAL 2 NON-SCHENGEN

Since a large share of the passengers here depart for other countries and Asian destinations including Vietnam and Hong Kong, the non-Schengen part of Terminal 2 combines especially high purchasing power with relatively long stays. On an area of 3,500 square meters, here we combine upscale retail and food & beverages outlets with an especially high level of quality and service.

**Passenger volume:** 4.027 million (8.3 % of the total)  
**Airlines of the SkyTeam and oneworld alliances**  
**Top five destinations:** USA, UAE, UK, Turkey, Egypt





4,335 sq m  
total  
retail area

29  
units

Areas  
with view  
of the apron

Promotion and  
pop-up spaces

MARKETPLACES OF THE FUTURE

## THE NEW B SCHENGEN MARKETPLACE IN TERMINAL 1

*Within the scope of a comprehensive remodeling project lasting several years, central parts of Terminal 1 are being thoroughly transformed. One special focus is on redesigning the marketplace in Concourse B, which will include lucrative airside shopping areas.*

This will be a milestone for the future customer journey in Terminal 1. The plans include relocating the state-of-the-art security checkpoints to the northern end of the building on the same level as the current check-in area, which will make the overall departure process considerably more pleasant.

In addition to significantly faster and more efficient security checks and a new airside link between the A and B departure areas, there will be a spacious B Schengen marketplace with over 4,000 square meters of attractive space for stores and restaurants. Numerous premium retail and food & beverage outlets will be located around a central Travel Value shop and along the routes used by passengers.

This means that passengers and transferring passengers will have more time to relax and enjoy shopping and dining. The project is kicking off in 2023 and the first shops are scheduled to open in 2025. Current plans call for the security check areas to be completely moved in about three and a half years.

T1



# T3

## THE FUTURE OF RETAIL IN TERMINAL 3

*The inauguration of Terminal 3 in 2026 will usher in a new era at Frankfurt Airport. The marketplaces being created there promise to give passengers a first-class travel retail experience.*

Featuring an impressive architecture, around 60 new shops, and 12,000 square meters of space for retail and food & beverage outlets, Terminal 3 will combine a special ambiance with enormous sales potential. Up to 19 million passengers a year will pass through its three gate areas. The new SkyLine people mover will have capacity for transporting 4,000 persons an hour among Terminals 1, 2, and 3, with the journey between Terminals 1 and 3 taking just under eight minutes; the automated vehicles traveling will travel at a top speed of 80 km/h.

The highlight of the new terminal complex is an impressively designed marketplace spanning a total area of 6,000 square meters. It will welcome air travelers right after the security check area. The non-Schengen marketplace will mainly contain premium and luxury outlets for particularly well-heeled, high-spending international passengers.



3  
gate areas:  
G, H, J

Terminal building with  
**176,000** sq m  
of floorspace

Up to  
**19 million**  
passengers per year  
(phase 1)

**12,000** sq m  
retail and  
gastronomy space

**6,200** sq m  
of lounge space

**8,500**  
parking spaces  
in a multistory  
parking facility



## OUR RETAILING APPROACH

# PREMIUM PRODUCTS, FOOD & BEVERAGES, AND SERVICES

*Every detail of our retail strategy reflects our role as the airport of the prominent city of Frankfurt am Main at Europe's heart. It's as international as we are, and as integral to our hometown as our heartbeat. Frankfurt Airport is unique in the world.*

In first-class company with successful shops and businesses: at Frankfurt Airport, our concessionaires benefit not only from perfectly designed marketplaces, but also from a functional mix that blends cosmopolitan glamour and regional charm in a fascinating offering. We and our partners share a goal: to create special experiences and offerings that our guests will recall with pleasure.

While (re-)designing our existing and new marketplaces, we have therefore paid special attention to ensuring that the concessions granted and the range of retail offerings at Frankfurt Airport meet and hopefully surpass our passengers' expectations. We work constantly with our 80+ concessionaires to optimize our services. Will you soon be joining them?





RETAIL AND DUTY FREE

# THE BEST LOCATION FOR YOUR SHOP CONCEPTS

24.000 sq m  
of retail space

85  
shops

22  
Duty Free and  
Travel Value shops

*The retail offering at Frankfurt Airport is uncompromisingly geared to travelers' needs and therefore highly diverse and inspirational. We make a point of clearly gearing our marketplaces to the target groups that pass through them: luxury and upper premium for international departures, premium for Schengen traffic, and premium and commercial in the public areas*

Up-to-date concepts and a diversity of brands are what make shopping at Frankfurt Airport such a thrilling experience. The retail outlets here combine the fascination of the airport with attractive shopping opportunities to ensure that Frankfurt Airport stands head and shoulders above the competition. Thanks to clear positioning in the marketplaces, the retail offering shapes the airport's face with shops' designs and the brands on sale. Diverse concepts for apparel, accessories, electronics, jewelry, watches, and souvenirs motivate travelers to spend a large part of their time shopping, with positive effects on the entire airport.

The sales staff in shops provide excellent advice on products to customers. Together with the outstanding services offered, this defines the world of Frankfurt Airport and beyond. We strive for a mix of concessionaires that meets these expectations, working exclusively with partners who share our passion for the extraordinary and for providing excellent service, day in and day out.





FOOD & BEVERAGES

# RETAIL SALES POTENTIAL TO MATCH OUR GUESTS’ EXPECTATIONS

*The diversity of our passengers and guests is reflected in the food & beverage outlets in our terminals. But independently of whether a given establishment specializes in regional cuisine or international convenience food, at Frankfurt Airport all of our food & beverage concessionaires profit from high customer frequencies and above-average sales.*

Hundreds of thousands of passengers from around the world, as well as many visitors and airport employees, visit our terminals every day. They have widely varying needs and wishes: to satisfy their hunger with a delicious snack, to savor haute cuisine, to find a suitable setting for a successful business lunch, or to enjoy a quick ice cream with their kids before boarding.

We offer our food & beverage partners harmonious, proven concepts for creating an ideal setting to satisfy these needs. Here we strive for a mix of regional and international operators with product ranges that sell, consistently backed by a customer service that reflects our high expectations.

110  
restaurants,  
bars and cafés

14.000 sq m  
of space  
for offering  
food & beverages



SERVICES

# STRONG DEMAND NONSTOP

*Nowhere else is there such great demand for travel-related services – like car rentals, currency exchange, or value-added tax refunds – as at airports. And our service partners derive substantial benefits from this fact.*

We do everything in our power to provide our concessionaires the best possible platforms for successfully doing business, and therefore only work with the very best providers in the car rental and financial services sectors. The counters we place at their disposal are ideally integrated in the paths that passengers follow within our terminals and precisely designed to cater to the needs of more than 200,000 travelers a day.

55  
service shops





SPEAKING UP

# WHAT OUR CONCESSIONAIRES SAY ABOUT RETAILING AT FRANKFURT AIRPORT

## UNIQUE FOOD & BEVERAGE CONCEPTS

*'The food offerings at Frankfurt Airport are unique. Different cultures and widely varying tastes and cuisines are represented here. We've been partnering with Fraport AG for decades to implement successful food & beverage concepts and give our guests enjoyable culinary experiences.'*

**Catrin Cichon**  
Director of Business Development & Properties SSP DACH



## SOPHISTICATED SHOPPING EXPERIENCE

*'We've worked with Fraport's retail key account management department to create and implement lastingly successful shop concepts for Frankfurt Airport. Whether it's about Duty Free or Travel Value shops, luxury boutiques, or whatever, here we can be innovative and succeed. The marketing support we receive lets us position trending themes and campaigns even better. We can therefore consistently offer travelers unforgettable shopping experiences.'*

**Richard Hoyer and Georg Fuhrmann**  
Managing Directors of FAR



## GLOBAL BENCHMARK

*'Gebr. Heinemann is one of the market leaders in travel retail. We launched a high successful joint venture with Fraport AG that has now been setting standards in global travel retail for more than six years. And going forward we want to continue inspiring passengers at Frankfurt Airport with our spectacular product range.'*

**Florian Seidel**  
Chief Sales Officer

**HEINEMANN  
DUTY FREE**



## HIGH-SPENDING RESTAURANT GUESTS

*'We greatly value the professional and fair collaboration that we've enjoyed with Fraport AG for decades, and are looking forward to more new projects.'*

**Stephan Kuffler**  
Chief Executive Officer Kuffler & Bucher



## PERFECT POP-UP SOLUTIONS

*'For us, the pop-up solution at Frankfurt Airport is ideal for calling the attention of new target groups to our products and making ourselves better known. Here a huge number of people experience our brand and then spread the word internationally.'*

**Dirk Schmidinger, General Manager for Germany**  
Samsonite Group

**Samsonite**

## GERMANY'S MOST SUCCESSFUL LOCATION

*'This is one of SIXT's most successful locations. Worldwide FRA is our number four.'*

**Oliver Kuhlmann**  
Executive Regional Director, Central Region





# OUR CONCESSIONS TEAM

Those who work with us know that our approach to partnering with concessionaires and our promise of achieving great things together are virtually unique in the industry. What sets us apart?

- Many years of experience in retail and competent teams for every sector and segment
- Successful sales support for making the most of your business model
- Cooperation in a spirit of partnership
- Solution-oriented, pragmatic approaches. We're always available to support our concessionaires!
- Openness and enthusiasm for new ideas and approaches
- Passion

'We do everything in our power to ensure that our concessionaires fully tap their potential at Frankfurt Airport. This includes professional support from our team and often amicable cooperation on equal terms that has grown and developed over the years.'

NINA KRISTIN GÜR  
VICE PRESIDENT RETAIL  
KEY ACCOUNT MANAGEMENT  
FRAPORT AG







OUR SERVICES FOR YOU

## GOING ALL OUT FOR YOUR SUCCESS

*We're strong together! We pave the way for our concessionaires to exploit the potential of their retail and food & beverage concepts at Frankfurt Airport and provide additional tailwind with 360° support.*

Designers, architects, key account managers, sales experts, marketing professionals: Fraport Retail is proud of its team of highly qualified experts who work hand in hand. In us, our concessionaires can rely on a sparring partner that challenges and inspires them and provides strong support for everything from creating shops all the way to sales promotion.

### **Support from planning to operation**

- Planning and modernization of concession spaces
- Center management available around the clock
- Ongoing marketplace management
- Market research and passenger data analyses
- Mystery shopping and quality assurance
- Workshops and trend scouting trips

### **Marketing and sales support**

- Airport advertising
- All-year campaigns
- The #beforetomatojuice B2C campaign
- Passenger information system
- Personal shopper service
- Online and social media marketing
- Miles & More customer loyalty program

## PERSONAL SHOPPERS FOR OUR ASIAN PASSENGERS

Personalized service in customers' own language: our team of friendly personal shoppers assists passengers from China, Vietnam, South Korea and other Asian countries during their visit to our terminals. This free service ranges from helping travelers find their way around the airport to assisting them in choosing the right products and dealing with customs and taxes. It enables us to add real value for both our Asian passengers and our rental partners, since the service literally puts wings on retail revenues from supported purchases.





## DIGITAL OFFERINGS

# THE FRANKFURT AIRPORT ONLINE SHOP

*We take Frankfurt Airport into homes! Our “Frankfurt Airport Shopping” online shop at [www.fra-shopping.com](http://www.fra-shopping.com) is an excellent way for our partners to effectively present and sell their products beyond the airport and take advantage of additional sales channels. We also provide other valuable services via our digital channels.*

Shopping at Frankfurt Airport is extremely attractive, with many exclusive products offered across a wide range of categories. Our Frankfurt Airport Shopping online shop adds real value for our partners and offers passengers a time-saving and highly entertaining shopping experience. Click & Collect lets them browse and order at home and then collect their purchases from the shop at the airport prior to departure.

Besides our online shop, our digital team is responsible for the content and ongoing further development of our website at [www.frankfurt-airport.de](http://www.frankfurt-airport.de). It also makes sure that passengers can easily find relevant information about their journey and how to make the most of their time at Frankfurt Airport. This includes support from digital chatbot assistants, WhatsApp, and email services to ensure that they are comprehensively informed and that retail offerings are optimally presented. Passengers and guests can of course also take advantage of free, dependable Wi-Fi everywhere at the airport.

These services, together with the extensive marketing, sales support, and customer loyalty activities that we carry out for our partners, result in an effective overall package with high potential for generating sales.

1.7 million  
visits in 2022

## Miles & More

### WE'RE A STRATEGIC PARTNER OF MILES & MORE

In 2022, Fraport AG became the first non-airline co-publisher of the Miles & More awards program. This close strategic partnership with the globally established customer loyalty program and Lufthansa is allowing us to make Frankfurt Airport even more attractive as a shopping venue and offer countless advantages to our retail partners and guests. Because passengers and visitors can have a Miles & More mile credited to them for every euro they spend, participating partners benefit from being more attractive to the particularly affluent target group of mile collectors. In addition, the entire marketing world of the Miles & More and Lufthansa channels is opened up for our retail partners to take advantage of.

As a co-publisher and cobranding partner, we're the first point of contact for interested individuals, and when they get in touch we make sure that they join this attractive program. It is already accepted at more than 70 places around Frankfurt Airport, including physical shops and the VIP and visitor services as well as digital channels like our online shop and the online function for booking parking spaces.





## YOUR APPLICATION

# YOUR ROUTE TO SUCCESS AT FRANKFURT AIRPORT

*We love adding globally recognized, passenger-focused concepts to extend and enhance our marketplaces. Which is why we warmly welcome brands and operators to Frankfurt Airport who practice the triad of professionalism, consistency, and innovativeness as enthusiastically as we do.*

We're constantly on the lookout for outstanding retail, food & beverage, and service companies interested in competing for our sought-after concessions: partners who are committed to the same uncompromisingly high standards and want to create attractively designed, high-quality retail outlets. Retailers and food & beverage outlet operators who perfectly align their products and services with the needs of international guests. People who inspire passengers and guests with first-class customer service day after day and share Frankfurt's lifestyle with the world.

*Are you interested?*

*If so, apply to join our  
Frankfurt Airport retail family today!*

## OUR BIDDING PROCESS

The first port of call for interested partners and current concessionaires is Fraport AG's retail key account management team. It is responsible for bidding processes and planning and managing the operational retail business.

If you convince us with your brand and concept, we'll invite you join one of our bidding processes. If you win a concession, our experienced category management team will then actively support you with its expertise for everything from concluding the contract to preparing and launching your outlet.





FRANKFURT AIRPORT RETAILING

# YOUR ADVANTAGES AT A GLANCE

*There are many good reasons for airport retailing, but Frankfurt Airport has even more going for it thanks to its premium location and topnotch concessions team. Your retail business stands to turn a handsome profit at Frankfurt Airport!*

ABOVE-AVERAGE  
POTENTIAL SALES  
TO AFFLUENT CUSTOMERS

HIGH CUSTOMER  
FREQUENCY 365  
DAYS A YEAR

LARGE SHARE OF  
TRANSFERRING  
INTERNATIONAL  
PASSENGERS

HIGHLY  
PROFESSIONAL  
KEY ACCOUNT  
MANAGEMENT TEAM  
WITH MANY YEARS  
OF RETAIL EXPERIENCE

360° SUPPORT  
AND PARTNERSHIP  
WITH THE RETAIL  
KEY ACCOUNT  
MANAGEMENT TEAM

PORTFOLIO  
OF HIGH-QUALITY,  
TARGET GROUP-  
ORIENTED  
CONCESSIONAIRES

IDEAL LOCATIONS  
ALONG HEAVILY  
TRAFFICKED  
PASSENGER ROUTES

HIGHLY ENJOYABLE  
MARKETPLACES

CONSTANT FURTHER  
DEVELOPMENT OF THE  
MARKETPLACES

AVAILABILITY OF OVER 100  
ATTRACTIVE NEW SITES  
IN TERMINAL 3 AND THE  
B SCHENGEN PASSENGER  
AREA OVER THE NEXT  
THREE YEARS





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