

CONNECT

INSPIRATION FROM AIRPORT SALES / 02-15



AIRBUS A380:

**A WORLD SENSATION
LANDS IN CPH**

**CPH CELEBRATES ITS
90TH ANNIVERSARY**

WHAT THE CUSTOMERS SAY:

**NEW SURVEY ON CUSTOMERS'
SHOPPING HABITS IN CASC**

*Gorm's on CPH:
- A huge springboard to the
rest of the world*

WORLD-CLASS OPEN SANDWICHES

– ADAM AAMANN OPENS RESTAURANT ON NYTORV



A WINDOW TO THE WORLD

Gourmet pizza and pasta are a reality in CPH now that the Copenhagen-phenomenon Gorm's has opened a restaurant in T3. The founder himself, Gorm Wisweh, considers this to be a great acknowledgment and an opportunity for international recognition.

Gorm Wisweh, pizza-nerd, founder, and co-owner of Gorm's did not need much persuading to agree to establish a restaurant in the airport in partnership with SSP. If the airport's general food-profile was not reason enough, the opportunity to become part of a huge international show room certainly was.

"It's a big pat on the back when SSP and an international organization like the airport ask us to join them.

The only possible answer is yes. We're clearly in it for the adventure, and even though we don't have any concrete plans, we see this opportunity as a giant springboard to the rest of the world," he explains.

PIZZA IN JAPANESE

There are indeed indications that Gorm's – with its gourmet pizzas and pasta dishes – is very ambitious. At any rate, this month they have also opened a franchise in Fukuoka in Japan. They call it their 'just for fun-franchise' because it is still surreal to think that a Danish pizza-concept has now been launched over 8,500 kilometers away. In fact, though, it was precisely this Japanese business partnership that meant Gorm Wisweh dared risk opening a branch in the airport.

"I was nervous about whether it was possible to turn something over to someone you can't be there for 110%. Gorm's is my baby. How I manage to communicate everything in my head to someone else who is responsible for daily operations may seem abstract; but it has turned out that it easily can be done."

NEW MENU

Even though love of raw materials, culture, style, and the quality are the same, one thing is very different from the restaurants in Copenhagen. The menu. The customer segment in the airport is significantly different from that in the city, so the people behind Gorm's have worked with various taste combinations.

"SSP has survey tools that we have never before had access to, tools with which we can specifically examine the airport market. In addition, we have been able to take our point of departure in international food trends when we have structured the menu. It is important for us that the menu is familiar, yet challenge the guests' comfort zone."

In Gorm Wisweh's own words, the next couple of months will be 'extremely exciting'.

"Our 'drug' as chefs is to create and prepare food and see the satisfaction it results in. I am wildly looking forward to this and to seeing if we can live up to our goals."

90 YEARS OF THE JOY OF TRAVEL

From grassy fields and airplanes that only flew in summer to flight attendants, charter trips, and a prize-winning shopping center. Since Copenhagen Airport sent the first plane into the air in 1925, progress has been rapid for Northern Europe's largest hub.

THE PIONEER YEARS 1925-1939

A terminal built of wood, a couple of hangars, a balloon pylon, a seaplane bridge, and a series of grassy fields used as runways. This was what Copenhagen Airport looked like when it opened in 1925. The grass on the runways was kept short

by a flock of grazing sheep, which were shooed away when the aircraft took off.

In the pioneer years, you had to be a bit of a daredevil to fly. Both pilots and their few passengers sat in the fresh air, and during the first years, flights took place only in summer and preferably in good weather. However, in 1930, radio- and weather technology was sufficiently developed to make it possible to fly all year – even at night. Larger aircrafts were used and passengers sat in a closed cabin (as did the pilots a few years later); and from here on things developed quickly.

New fields and a new, hypermodern terminal were added, and 1939 was a record-breaking year for airport traffic. New direct routes were opened, and The Danish Airline Company purchased two large, four-motor Condor aircrafts, which, as something entirely new, had a stewardess on board to serve refreshments during the flight.

INTERCONTINENTAL 1940-1972

On 9 April 1940, war came to Copenhagen Airport. Fortunately, the airport avoided acts of war, and in 1941, the first runway made of concrete was constructed. In subsequent years, three other runways appeared along with a trim system of taxi strips. When WWII was over, Copenhagen Airport was, therefore, one of the most modern in Europe.

The year 1946 was another epoch in the history of the airport. It now became intercontinental, after opening flight routes to North America. Ten years later, in 1956, the number of annual airport passengers passed



1958 Food stand

the million mark. Jet aircrafts came on the scene and replaced the propeller aircraft. This paved the way for a completely new type of Airline Company: charter airlines, which flew tens of thousands of Scandinavians to Southern Europe every year.

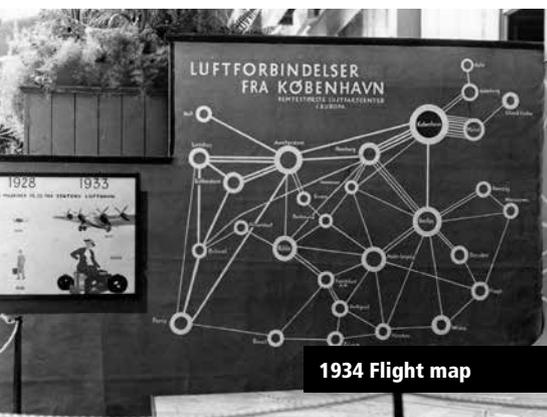
In 1960, the large, new airport terminal we know today as Terminal 2 opened. Jet planes now departed 28 times a day, and there was soon a shortage of space. An extensive construction was started: a new domestic terminal, Terminal 1's eastern section, a new pier (C), and a separate arrival hall (the building between Terminals 2 and 3).

In 1972, the number of take-offs and landings had increased to over 180,000, and the number of passengers passed the 8 million mark.

HUB 1973-1999

During the 1970's traffic continued to increase, but the airport was not extended further until 1982. This time it was to meet the needs of a

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1934 Flight map



1975 The Royal Family

steadily increasing number of transit passengers. Copenhagen Airport had to be their favourite. Time spent in the airport was to be an integrated part of the actual travel experience, and emphasis was placed on creating a relaxed oasis for international travelers. Beautiful architecture, Scandinavian design, friendly, light, and comfortable surroundings with lots of shopping- and amusement possibilities. In 1986, the transit hall was also expanded and modernized – with the world's first 'real' airport shopping center. The seeds of CASC were sown.

In 1989, a new main domestic terminal followed (Terminal 1, western section), and finally, in 1998 a number of important construction projects were completed: a new arrival hall, a new modern baggage sorting system, and an underground international train station to name just a few.

THE AIRPORT TODAY 2000+

Today, Copenhagen Airport is Denmark's largest workplace, with 23,000 employees. In 2014, 25.6 million passengers passed through the airport, and every day 70,000 travelers pass through the terminals. There are routes to 157 destinations, of which London, Stockholm, Oslo, Amsterdam and Paris are among the most popular; and more than 70 different airline companies take-off and land on the Amager runways. CPH is also one of the most punctual airports in Europe. Over 90 percent of all flights depart on time, and 87 percent of all passengers are through Security in less than five minutes.

In fact, Copenhagen Airport ranks at the top of many surveys. For the past couple of years, it has been crowned as Northern Europe's best airport, Europe's most efficient airport with the best baggage reclaim, the world's best security, and world champion in route development. In addition, Copenhagen Airport Shopping Centre has been named the best airport shopping center in Europe for five successive years (2008-2013) and is among the best in the world. In other words, Copenhagen Airport has many things of which to be proud.



LOVE OF THE TRADITIONAL DANISH LUNCH 'SMØRREBRØD'

In order to create open sandwiches on a high gastronomic level, such as at Aamanns, requires being able to be as enthusiastic about a piece of pointed cabbage as about a veal tenderloin. Guests and employees in CPH now have the opportunity to taste for themselves at Aamanns newly opened restaurant on Nytorv.

Some things are just not right when open sandwiches are on the menu. For example, lemon grass and coriander, which are simply not in harmony with the base: rye bread. It is here that the secret behind any good open sandwich lies, says Adam Aamann, the man behind Aamanns restaurant, which serves modern versions of traditional open sandwiches, 'smørrebrød'. In fact, you do not need to turn to other world cuisines – the Danish lunch cuisine is rich enough in itself, he says.

"In general, Denmark is extremely strong on the lunch front, and in my opinion, open sandwiches are our greatest contribution to world gastronomy. We have so many fantastic ways to prepare the food, from various methods of pickling to smoked products and fermentation."

Until now, Aamanns has specialized in traditional Danish lunches in their two restaurants in Østerbro in Copenhagen, but from the beginning of May you can find menu-classics such as chicken salad, tartar, and shrimp in their newly opened branch on Nytorv.

"This is a super-exciting place to be, and there is an exclusiveness about the airport that we are proud to be a part of. We are in a fabulous location, with the best view out over Copenhagen Airport, so we could not be more satisfied. We are entirely happy with our business partnership with SSP."

TASTE IS EVERYTHING

Adam Aamann's success with open sandwiches now reaches far afield from Denmark. The restaurant and deli in Østerbro are named in many guidebooks, and every summer hundreds

of tourists bite into these fantastic sandwiches. The key to this popularity is in the restaurant's approach to food, explains the owner himself.

»We endeavor to invest quality in everything we do.«

We are uncompromising in our choice of raw materials because taste is our guide. You cannot make something that tastes good out of subpar products. In addition, it is necessary to be just as enthusiastic about pointed cabbage as tenderloin veal. Our approach to food is old-fashioned and craftsman-like, and we endeavor to invest quality in everything we do."

Aamanns is CPH's first eatery in many years to exclusively serve open sandwiches; and if you think the world hasn't discovered these Danish sandwiches, then think again.

"We often think that tourists consider rye bread as something special, but this just isn't true. Rye bread is trendy in New York right now; and France, Germany, and all of Scandinavia is riding this wave," he says and wonders why there has not been more focus on the Danish lunch-darling before this in the airport.

"I really look forward to making something that I have found lacking in the airport. Well made, Danish quality *smørrebrød*."

WHAT THE CUSTOMERS SAY



A world-class airport and a great demand for gift ideas are two of the main points that emerged in January when CPH conducted an extensive survey on travelers' shopping behavior in CASC.

Some travelers spend lots of money in CASC, while others do no shopping at all when they have passed through Security. In order to gain deeper insight into travelers' shopping behavior patterns, CPH's survey department carried out a focus-group survey at the end of January. A survey that resulted in both 'aha' moments and moments of recognition, says department manager Marion Lobedanz Witthøft. In general, though, travelers love the airport.

"In general, they thought it was a great experience to come out here, and that we have the best airport in the world. There is lots of space, and it is cozy. They love the wooden floors and the big windows facing the apron, where you can keep an eye on traffic. Even though they are busy, they can easily find their way around; and they love the many Danish goods and high-quality service," she says.

Words like 'pampering' and 'something special' are words that travelers use when asked to describe their experience of shopping in CASC. This is something they partly

plan and look forward to. It is here their holiday starts, and they allow themselves a bit of extra shopping when they are out here. Money flows more easily at the beginning of a holiday, and so it is a good idea that stores do something special

»I believe in fact that we underestimate the potential in gift purchases. If you focus on targeting this area, I believe you can increase your sales by 10-20 percent.«

to cultivate this 'feeling of being a guest', she points out.

"It is extremely important to create a good atmosphere, one in which the traveler feels relaxed and welcome, because when people who are smiling and welcoming meet you, you get the desire to shop – you feel that

they are prepared for you."

For some people, just being in the airport can be stressing. Worrying about whether your baggage has been properly checked-in, whether the queue in Security is long or whether your flight will be departing on time can be distracting. However, when your hand luggage has passed through Security and you have gone through the scanners, you quickly enter holiday mode.

"When you have passed the 'worry-hurdles', the urge to shop shows up. This is the basic requirement. But we can strengthen this feeling with good offers and excellent service," states Marion Lobedanz Witthøft.

GREAT POTENTIAL IN GIFTS

Something that especially surprised us in the survey was how important the gift-purchasing aspect is.

"It really surprised me how much our travelers look for gifts when they visit us. It could be gifts to take along on a business trip to business partners, or gifts to take along when you are visiting friends and family abroad. It could be gifts purchased



on account of a guilty conscience about those at home: the children or wife you have been away from," she says and adds that this is true of all types of customer – old and young.

"This need was much greater than I thought, and I believe in fact that we underestimate the potential in gift purchases. If you focus on targeting this area, I believe you can increase your sales by 10-20 percent."

However, this requires that you make it easy for travelers, she points out. First, you can make it clear that this is the gift for the colleague, for the family, or for those looking after the house or dog. Second, you can have the goods wrapped ahead of time. Chocolate with a ribbon, licorice in a fine package, and attractive gift boxes for clothes, accessories and interior.

"Customers aren't interested in waiting around to have a gift wrapped. Time is too short for this, and so waiting time at the check-out can easily become irritating," she states.

GUESTS WITH TRADITIONS

Another important point in the survey was that travelers often have special traditions when they go on holiday. As a rule, they have a fixed route through the shopping center from which they rarely deviate. For this reason, stores must make an effort if they want to 'grab their attention.'

"Travelers wear 'blinkers', and do what they usually do. It is therefore important that stores draw attention to

themselves. Especially the façade should be alive and inviting," explains Marion Lobedanz Witthøft and elaborates:

"According to customers, some of the stores are too cluttered. They have too many shelves in the entrance, and they forget that the entrance-way must make customers feel welcome." It is precisely feeling welcome that is an important element for travelers. It makes them relax and get into a holiday mood, which is so crucial for whether or not they spend money. Fortunately, there are many who are good at this, she emphasizes. It is partly for this reason that respondents call CPH a world-class airport.

"They remember the time they spent here as time full of exciting experiences. So, to a great extent, stores just need to continue their good work."

THIS IS WHAT WE DID

To find out what motivates passengers to shop in CASC and how they feel about being out here, the CPH survey department conducted a focus-group survey of five different target groups: shopping lovers, young people aged 18-29, Easy Jet passengers, business travelers, and leisure travelers.

In addition, they carried out guided walks in the shopping center as a supplement, during which the participants were asked about their opinions and reactions. In this way, the survey became more concrete.

QUOTES FROM THE FIVE CUSTOMER GROUPS:

SHOPPING-LOVERS:

»When I go on holiday, I always spoil myself a bit – and when I go on a business trip, I spoil myself even more!«

LEISURE TRAVELERS:

»I HATE shopping in my daily life – but in the airport it's different.«

BUSINESS TRAVELERS:

»I like taking Danish gifts to my business associates.«

YOUNG TRAVELERS:

»We often sit over a cup of coffee, browsing in our travel guide and talking about what we are going to do. That is when the holiday really begins.«

EASY JET TRAVELERS:

»My Danish neighbours in Spain always ask me to bring rye bread with me, so I always buy a couple of loaves in Lagkagehuset. I also buy licorice for my Danish colleagues in London.«



A GIANT COMES TO TOWN

The largest aircraft in the world will be a regular feature in CPH from December 2015, when Emirates put in their brand new Airbus A380 on the Dubai-Copenhagen route.

Airbus A380 is big. Very big. From wing tip to wing tip, it measures 80 meters, which is roughly equivalent to twice the height of The Round Tower (Rundetårn). It is nearly 75 meters long, and inside there is room for 615 passengers. In other words, a giant takes off in Dubai for the first time in December headed directly for CPH. Hasse Jørgensen, Business Development Manager for Airline Sales, is especially looking forward to this. For the past year, he has worked intensively to prepare CPH to be able to receive and attract aircrafts of this caliber.

"With the Airbus, we join a uniquely special league of airports, and this gives a certain prestige all over the world," he states.

In fact, it is a world sensation that

will be landing in CPH. For this is a completely new type of A380, with room for even more passengers than in previous models, that Emirates has decided to put in on the route.

"We will be the first airport in the world to get it, so this alone is extremely exciting," he says.

»With the Airbus, we join a uniquely special league of airports.«

NEW EXPANSION AND EXTENSIONS

During the coming months, one of the airport's two main runways will be renovated and extended so there is room for the mastodon. The 3.3 kilometer long runway 04R/22L will be widened by four and half meters on each side. Likewise, CPH is in full swing with an extensive expansion of Pier C, where the biggest aircraft dock. For instance, a gate will be established with two-storied power-operated gangways from the aircraft to the terminal so that they fit the Airbus.

"This expansion makes us more interesting for other customers. They can see that we have the facilities to handle the biggest aircraft, and this makes it easier to bid them welcome," he explains, adding that passengers will not be affected by the construction work.

"It will take place gradually, and we are open 24 hours a day, so the construction work will primarily take place during the off hours."

Even though he is of course happy to see this world sensation in CPH, the issue here is also a question of necessity, he states.

"Our customers purchase more and more of this type of aircraft, and we must follow their strategy and expand our business. We cannot afford to miss out on developments if we are to ensure the future of CPH. We have to be prepared when our customers move."

If everything goes well, the new facilities will be ready on 1 November, so we can comfortably get ready to receive the huge aircraft the following month. An aircraft that hopefully will be the first in a series of many giants in CPH.