

CONNECT

INSPIRATION FROM AIRPORT SALES / 05-15



**CPH OPENING ITS
FIRST PHARMACY**

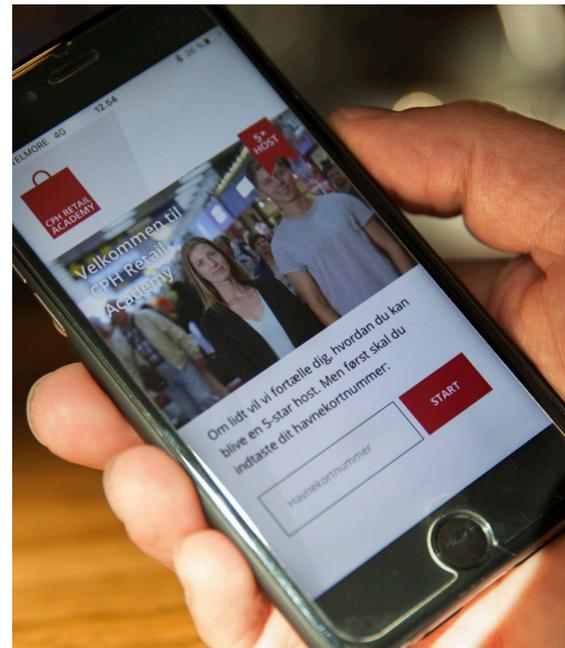
GET A BETTER OVERVIEW
OF ACTIVITIES
**NEW CAMPAIGN TOOL
ON THE WAY**

RETAIL ACADEMY
FOR EVERYONE
**- BE A BETTER HOST
VIA CELL PHONE**

PETER KROGSGAARD ON A DIGITAL FUTURE:

**'WE ARE IN THE MIDDLE
OF A PARADIGM SHIFT'**

SHOP.CPH.DK GROWING
ALL UNITS TO SIGN UP



Zeljko Hansen, Supervisor at Aamanns, has been testing E-Akademy which he finds to be well-functioning while having interesting content

RETAIL ACADEMY GOING ONLINE ON YOUR MOBILE

A digital version of Retail Academy sees the light of day at the end of October. E-Academy is aimed at all employees in The Shopping Center and the goal is to raise the level of service even more. Because better service equals increased sales.

Everyone employed in CASC will now finally have the opportunity to participate in goal-directed sales- and service courses when CPH launches E-Academy, a new version of Retail Academy, at the end of October. E-Academy is a mobile solution to

use on your smartphone, in which you move through various modules, all with a point of departure in store employees' daily life in CPH. The pivotal point is the disciplines on which units are evaluated in Mystery Shopping. It is therefore about good airport hosting, sales techniques, communication and about how you provide a unique shopping experience.

"Over the years we have had more and more requests for more Retail Academy courses - and also for courses to offer all employees and not just unit managers and store managers. Now we have decided to invest in these courses with the development of the E-Academy," says Kathrine Drastrup, Key Account Coordinator in CPH, who is responsible for the daily operation of Retail Academy. Anni Thøgersen and Kathrine

Drastrup have developed E-Academy in cooperation with CPH's E-commerce department, SPARK, and the new business partner Assima, who are experts in e-learning.

BETTER SERVICE GIVES INCREASED SALES

E-Academy is built up on a 5-Star concept similar to that used in the hotel branch, and the goal is that all employees in CASC will be called '5-Star Hosts'. For the time being there are five different modules, all based on videos with tips and tricks for dealing with various situations, after which you are introduced to a number of dilemma videos. Based on the dilemma, you are asked to consider how to handle the situation, and each answer leads you on to a new scenario and a new dilemma. Because this is how daily life is in

» I recognized all the situations, and it was an excellent thing that everything was so close to reality.«

CASC, explains Kathrine Drastrup. No two situations are the same, and you have to act accordingly when you work in CPH.

Each module takes between 10 and 15 minutes, and when you have responded correctly to the dilemma, you get the outline of a star on your mobile beside the specific module. In order to get a full star you must undertake a practical test with your manager or nearest colleague in which you demonstrate that you can also use the techniques in practice.

“We would very much like to create a common service culture in CASC centered on the good host concept and give our guests an exceptional shopping experience. Because when we do this, we can also increase sales,” she says and points out that it demands commitment and leadership, though, from concessionaires and store managers to make it a success.

“But it ought to be easy also, because it is a simple way of training your staff in the area of service. We are already good at it, but you can always be better; and you can always get more tips and tricks about how to provide the best service for your guests.”

CLOSE TO REALITY AND INNOVATIVE

Zeljko Hansen, supervisor in Aamanns, participated in the testing of E-Academy for CPH. He personally, has been pleasantly surprised by the content.

“I have worked as a waiter for many, many years now and have taken part in many courses in sales and service. However, this is the first time I have seen something built up this way via our cell phones. It was really exciting and functions well.”

The point of departure for the module he tested was situations that previous courses had not taken into consideration, he explains.

“For instance, the video explained what you should do if you are busy, and it dealt with how to act if you are in the middle of something and you are ‘disturbed’ by other guests. It seemed very reasonable, and a good explanation was given concerning how to tackle the situation

best,” he says.

He is especially enthusiastic about the fact that all videos and scenarios take their point of departure in the airport as workplace. All the material is filmed in CASC, and the hosts in the videos have both previously worked in The Shopping Center and are familiar with the routines, daily life, and challenges.

“I recognized all the situations, and it was an excellent thing that everything was so close to reality.”

HOW THE STARS FUNCTION IN E-ACADEMY

You earn stars by completing the five modules. The stars light up when you have completed the module online – and you get the full star when you have completed the practical test out in your store. When you have five full stars, you are a 5-Star Host. After six months, the stars must be re-earned in order to keep your skill set fresh.

WIN PRIZES WITH E-ACADEMY

On your dashboard, you can regularly follow which ten stores manage best. If you are in the top yourself, you have a chance to win prizes regularly – both monthly but also at the big diploma ceremony in April, when stores with the best 5-Star Hosts will be named.

“We can take the e-learning situation one step further”

Martin Pedersen, psychologist and Senior Learning Specialist with the e-learning- and communication bureau Assima, has participated in developing E-Academy for CPH. Here, he tells us about the idea, the challenges, and the final product.

Can you elaborate on the idea behind the construction of E-Academy?

“The content we facilitate is something you must be clearly able to identify with. Therefore, it was obvious to use video material and film everything in The Shopping Center. In addition to the videos, we also work with a practical test. Because through the videos we can only give more or less general advice; but there is of course a big difference between working at Lagkagehuset and working at Ole Mathiesen, so we deal with this through the practical part.”

What is the idea behind the dilemma videos?

“E-learning can sometimes seem boring because you sit

quietly behind a screen. We attempt here to activate people instead. We have used Go-Pro cameras so that it seems you are standing in the store yourself, and all dilemmas are real in relation to daily life in CASC. Dilemma based learning is one of the classic approaches to creating reflection, because you begin to think about how you would react yourself in a similar situation.”

What have you done to gear E-Academy specifically to an airport?

Clearly, the fact that the target group is not homogeneous has been a challenge. The nature of your daily routine can be very different from the routine of others depending on where you work. When we studied all the examples, though, it dawned on us that there is, in fact, much of the same in play. Mostly, it is about reading the needs of the guest and the situation you are in.

What can the practical test accomplish in relation to e-learning?

“The practical test transcends some of the limits inherent in e-learning. We are actually very proud of this aspect because it allows us to take the learning situation one-step further. We hope very much that it comes alive out here and that employees can recognize the situations.”

A WORLD OF DIGITAL POSSIBILITIES

Peter Krogsgaard has been CPH's Commercial Director for over a year, and one of his focus areas is to make the airport and shopping center even more digital. Because this is where the greatest growth potential lies, he says.



Europe's best airport shopping center for seven years in a row – how much can actually be improved?

We have Europe's best stores and restaurants in our shopping center – no doubt about that. The honor is definitely well deserved, and it is with good reason that we have won this fine honor seven years in a row. At the same time, we must keep track of our customers' needs and desires in the coming years. Changes in our world take place more rapidly than ever before, and we are in the midst of a big paradigm shift in which access to information, comparisons, recommendations, and advice are unlimited via the net. Consider how the travel market has altered during the past five years. Today, most of all flight and hotel bookings are made online. We are becoming more and more self-servicing, self-informing and inspired – and we must continue to be an active part of our customers' lives. Compared to other airports, Copenhagen Airport is far advanced with digital information – and we must continue along this road. It is essential that it does not become just another project, but is a way we operate our business in the future.

How much can actually be gained on the digital platform for an airport that primarily relies on impulse-driven sales?

"We have a fantastically impressive and well-functioning shopping center, with a fine and varied selection of stores and restaurants that we

continuously adapt to the market and the business we operate. We are leaders in the field of impulse sales, and we must continue to create growth here. This means that the traditional disciplines of service, store, goods, and offers and so on continue to be as important as before and continue to have a sharp focus. When I emphasize the digital potential, it is primarily in relation to the preparation of the customer. We must 'speak' with the guests even before they arrive so that they understand our selection and know what they can get. And while they are out here, they must have as much information as possible about the products – both digitally and analog. The strength of the digital form is precisely that we can learn to understand our customers' interests before they arrive in CPH, and thus tempt them with even more relevant offers and inspiration when they are here."

Where do you see possibilities for digital developments?

"Wherever it makes sense we must consider digital solutions. Either by getting closer to our customers and understanding their needs and inspiring them, or by making a process easier for passengers and ourselves. Everything we do, must, in the final analysis, lead to increased passenger satisfaction and, hence, increased sales. We want passengers who, on their way through the airport, do not buy anything to buy something – and those who already buy something should, hopefully,

»Wherever it makes sense we must consider digital solutions.«

buy more. We play a large role in our passengers' joy of travel, and we would like to be an active part of the trip to which they are looking forward. A break during which they can shop in the stores, eat in our restaurants and buy presents for their dear ones, whether they are on their way to a business trip, holiday with their family or a good time with their friends. And it is important for me to emphasize that the digital possibilities are not a substitute but a complement."

Can you name some concrete projects in which digital solutions could complement the existing system?

"In fact, we are already off to a good start. We have just launched E-Academy – where we offer world-class service- and sales training to all employees in The Shopping Center. Soon more stores will be joining shop.cph.dk with their products. This means that customers have the opportunity to go online, orientate themselves, and view the large selection before they come to the airport. These are two important steps on the digital journey we are embarking upon, and I am really looking forward to seeing the results. We are giving our customers new opportunities in a world full of digital alternatives."





Louise Koldsgaard Rasmussen, Brand Manager at CPH, has been working on a new campaign tool for all of CPH's stores to use.

Occasionally, it can be difficult to keep track of which campaigns are running in CASC and when. Or who from CPH to talk to if you want to get something uploaded to the app or you have a special advantage-offer for travelers you want to spotlight. Until now, information has not been unified and has been communicated out on many platforms. However, in the future, it will be much easier, explains Louise Koldsgaard Rasmussen, Brand Manager in CPH. CPH has launched a new campaign tool, which will make this task much easier and more intuitive

»We do not expect you to check what new things are happening. It is largely based on 'reminders'.«

in the future.

"In general, it is an online marketing tool and marketing plan in which all our concessionaires, stores and their marketing support base can go in and get an overview of which activities and campaigns are planned for The Shopping Center. For example, you can read about the various activities and quite easily click in and sign up for a campaign."

If you want to sign up for an activity, you will be guided through the procedure step by step. Among other things, you will be asked to provide a description, upload a picture and attach a logo; and you will not be able to sign up before this information has been provided correctly. In this way, the system ensures that CPH has all the necessary information at one time. For the benefit of both stores and CPH, says Louise Koldsgaard Rasmussen, and points out that it will eliminate all the long mail correspondences for everyone

NEW CAMPAIGN TOOL TO CREATE BETTER OVERVIEW OF ACTIVITIES

CPH has just launched a new campaign tool which will not only make it easier to gain an overview of which campaigns and activities are running in CASC, but will also make it easier for stores to sign up.

and, hopefully, make it easier for the stores to sign up for the campaigns suited to them.

"The purpose of the tool is twofold. Firstly, it is a tool for our concessionaires. They would like easier access to information and to be able to see what is happening. As a rule they have a marketing support base located somewhere, perhaps supporting several stores. In this way, we make it easier for them to find information, so it is not just a presentation you get at the beginning of the year at a CASC Manager Meeting. Secondly, it is about making more effective procedures here in CPH and making it easier to communicate with our customers," she explains, adding that all communication about campaigns can now take place directly through the tool.

THOROUGHLY TESTED BY CONCESSIONAIRES

Another advantage of the new tool is that a store or concessionaire does not have to go in and visit the tool constantly in order to get information concerning new initiatives. When CPH sets up a new campaign, the tool automatically sends out a mail.

"We do not expect you to check what new things are happening. It is largely based on 'reminders'. Moreover, it will also function as a platform for dialogue. If a store has an inquiry as to whether we can help to spotlight a special initiative they are running during the following

week, they can write directly to us through the tool," explains Louise Koldsgaard Rasmussen.

In fact, the system has already been thoroughly tested by a number of concessionaires who have participated in the development and process. Everyone has been positive about the concept; some have even stated that they have never seen anything like this before functioning so effectively, she says.

"This has confirmed for us, naturally, that there has been a need, and that it has made sense for our customers. And this of course is what matters.

HOW IT WORKS

When a store signs up for a campaign via the tool, CPH sets it up in the system based on the information given. After this, the tool generates a mail to the store in which they are requested to approve it. If there is something not quite satisfactory, the store can suggest corrections that CPH subsequently includes in the campaign, after which a new mail requesting approval is sent out. All communication takes place through the tool, so everyone involved in the project can see what has been written and agreed upon.

WOW YOU GET ACCESS

If you do not yet have access to the new tool, please send a mail to louise.rasmussen@cph.dk, and you will receive information about login.

CPH'S NEW APP NOW UPGRADING

CPH's app now upgrading

Ninety-one percent of all passengers have a smartphone today, and an average of 7,500 people per day click to open the CPH app. Thus, it makes good sense to continue developing the contents of CPH's popular app, says Niels Frøhlke Nielsen, Digital Development Business Manager in CPH. Following a couple of good years with the app, CPH now needs a new structure and a new design that makes it even clearer and more manageable for travelers to find the information they need, he points out.

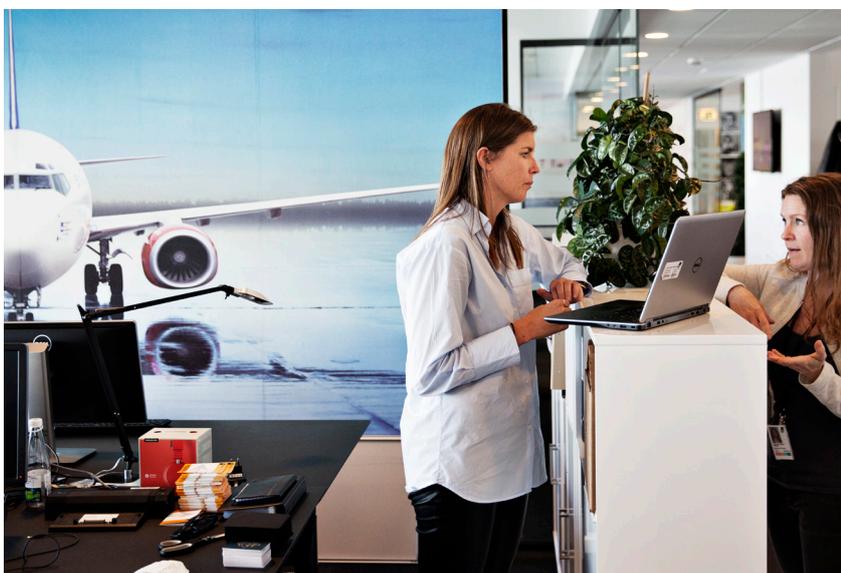
»We want to make it easy for users to find the stores they are interested in.«

"With reference to stores and restaurants, we have upgraded the design so that in the future you will be able to brand your page directly on the app and create your own design with brand color, photos, and logo. In addition, we have added a map indicating the units' locations in CASC because we want to make it easy for users to find the stores they are interested in," he explains.

In addition, parking has become part of the app. You can now reserve and pay for your parking space via the app.

"Many people are already logged in via Advantage, and the app will automatically transfer passengers' information so that you are sure of getting your points when you book. These points are stored in the bonus-bank, ready to be used in The Shopping Center," he says, adding:

"With the new layout and structure, we have established a good base from which we can add new mobile initiatives. And this we will be doing. Already, we have several new projects in mind in order to make the app even easier to use for travelers."





Jonas Müller, eCommerce Manager in CPH, has great plans and ambitions for CPH's digital shopping Center.

CPH'S ONLINE SHOP HAS DIGITAL GROWING PAINS

New brands have arrived in shop.cph.dk in October, and in the future all units in The Shopping Center will have the opportunity to come on board the digital bandwagon. The synergy between cph.dk and CASC will be developed even more in the future, says Jonas Müller, eCommerce Manager in CPH.

It is not a question of either/or but rather of adding a driver or tuner between two universes, says Jonas Müller, eCommerce Manager in CPH, about the re-launching of shop.cph.dk so that in the future it will represent all units in CASC. From restaur-

rants to specialty shops.

"There must be a much greater synergy between the two universes of The Shopping Center and the online shop. We continue to grow in CASC and to increase our business, but by expanding the online shop we can 'control' passengers much better than today," he explains. In addition to expanding the shop with the first brands in October, CPH is also working on creating a better overview of individual stores on the website so it is easier for travelers to find their way around in CASC when they arrive. Because purchases in the airport are largely about 'wayfinding', he points out.

"We have surveys showing that customers cannot remember what stores there are in CASC, and we would of course like to change this. Therefore, much of our strategy related to developing the online content is also aimed at customers being able, ahead of time, to go in and investigate what possibilities there are in

The Shopping Center."

And there is a good reason for this. Studies show that eighty percent of us go online at home to investigate shopping possibilities before we go out into the physical stores and make our purchases. In addition, predictions indicate that internet trade in 2020 – in just five years – will constitute up to forty percent of all purchases; and, naturally, CPH and its stores must have a share of this development, he says.

"Sales out here will still be driven by impulse shopping; the difference is just that we want to assist it. It would be extremely good if impulse shopping could be more scheduled. We are in the unique situation that people always have to catch a plane, so, if we can make sure that travelers use a bit more time on online research at home, we are in a good position.

SHOPPERS USE MORE MONEY ONLINE

We must act now if CPH is to ride

along on the crest, states Jonas Müller, because foreign retailers are already taking their share of the market.

"Amazon and Zalando are in the process of taking a large share of the Danish clothing market along with Swedish Boozt. In fact, it is expected that almost half of all purchases in 2020 will be made in foreign-owned webshops," he explains, and points out that it may seem difficult to compete with the big international players on the market.

"Fortunately, though, we are able to do something else. Here, we know the customers via the information they provide in CPH Advantage: everything from purchasing and behavior data to demographic information. At the same time, you can smell the perfume and try on the clothes when you are here and have time to spend anyway. This synergy between the two worlds is exactly what we have to upscale.

If you look at the statistics for Tax Free's online sales compared to sales in the physical stores, the figures are clear. Today, online sales are two-and-a-half times greater than sales in the stores themselves.

"Online customers purchase two-and-a-half times more than those who only visit the physical store do. On top of this, we can see that those who have been online to order also purchase thirty percent extra in the physical store when they arrive in the airport. The money just flows

»There must be a much greater synergy between the two universes of The Shopping Center and the online shop.«

more when you shop via the net, co-existent with the fact that it can be difficult to take in all the merchandise in the physical store."

GREAT EXPECTATIONS FOR INCREASED SALES

CPH is considering extending the possibility for a store to expand its online selection compared to what can be offered at the moment in the physical store, says Jonas Müller.

"Stores have limited storage space here, but most have larger warehouses in the Copenhagen area, so this will clearly be a possibility in the long run. All we require is that customers get a good experience, so the merchandise must of course be out here when the customer picks it up."

To begin with, though, we are focusing all our energy on getting units to join the shop. Afterwards, the selection of goods can be adapted. In fact, joining the internet shop should make good sense for all stores, he points out.

"The stores joining shop.cph.dk will without a doubt experience growth. It is very simple to join because we do not require much. Actually, it is only a matter of 'click and collect'."



Peter Husted Sylvest, Sales Director at Lakrids, sees great potential in shop.cph.dk

"Would we like to have more customers? Yes!"

'A no-brainer.' This is how Peter Husted Sylvest, Sales Director at Lakrids, describes the decision to join the new version of CPH's online shop.

Why have you decided to join shop.cph.dk?

"CPH is, as you know, a somewhat special landlord because they know so damn much about their customers. In other places, you can have an impression, but it is a bit more diffuse. As soon as we are introduced to an idea from the airport, we know it is based on facts. There is no 'we believe' but rather 'we expect', based on the concrete knowledge they possess. And so for us it is just a question of getting started."

How do you see it complementing your physical sales in CPH?

"We have two stores relatively centrally located, but would we like to have more customers? Yes! Would we like to make them aware of what they can buy from us? Yes! I believe there is great potential here because we can generate more customers who know ahead of time what they can get."

Have you reflected on whether or not to join?

We have been digital since our inception, so it is actually quite natural for us. We discussed what a worst-case scenario might be and concluded that it would not take much to guarantee it not happening. We have most of the material already, we have few products and a stable collection, and the set-up is simple. And yes, it is new, but if travelers have already been on the digital platform then we have already 'caught' them. In our world the risk is so little that in fact it is a no-brainer."



PIER B GETTING A MAKEOVER

A bigger TAX FREE, extending and upgrading of gates, and a better selection of food and beverages. Passengers traveling from Pier B can look forward to a new and improved experience.

Since spring, the complete renovation of Pier B has caused sporadic building clutter in the pier. However, most of the building projects are now completed; what now remains is, among other things, an extension and new furnishing of the seating areas in the various gates. TAX FREE has been renovated and enlarged, and the food selection has been upgraded with a Starbucks vending machine, a bigger Grab and Fly, and a new Segafredo at the end of the

pier. At the same time, two restroom areas have been taken down and replaced by completely new and bigger restroom areas, with access to daylight and a view of the airplanes. A sort of total renovation, a fusion of three individual projects, which Thomas Foxby-Jacobsen, department manager in Construction Commercial Projects, responsible for renovations and expansion of stores in CASC, explains:

“Renovating the restroom areas in the pier within a couple of years has been in the pipeline for a long time. However, when the need for a bigger TAX FREE and some better gates arose, we began looking for a comprehensive solution. Surveys showed that we could create the necessary extra space for a bigger TAX FREE area as well as create economic latitude by totally renovating Pier B instead of undertaking three separate projects. We decided to go all the way and also renovate and upgrade

all the gates. They will now be more open to the flow; and renovated so that we can expand the total capacity with a great many new seats and high-tables.”

Pier B is especially known to have many transfer passengers, many of whom rarely go into The Shopping Center. CPH would like to do something extra for them, so in the future they can enjoy a better passenger experience than before, explains Thomas Foxby-Jacobsen.

“In general, we want to offer travelers a better product than before, and I definitely think we have succeeded with the total renovation.”

TAX FREE EXPANDING AND UPGRADING

Åsa Söderberg, Category Manager Tax Free from Airport Sales:

“We saw great potential in relation to improving the store. Previously, we had two stores, one on each



side of the corridor. This did not provide a very good opportunity to cross-shop between categories; we wanted to have a unified store so we can also provide better service and customer experience. Prior to the renovation, there was only one checkout on one side of the corridor, which meant that customers had to cross a busy corridor to pay for their purchases. This was not particularly desirable. In addition, we wanted to upgrade our selection so that it was more suited to the type of passenger in the pier. We have many transfer passengers who do not have time to go into CASC, and we want to do something extra for them. We also decided to move the store one gate further down so it is more centrally located; and we have focused on the interior design as well, so, hopefully, it is easier for customers to find what they are looking for and to navigate in the store. We would prefer that customers came up to CASC, but

those who do not want to do this or do not have time, should also have possibilities and offers. This is why we have renovated the store now."

MUCH MORE FOOD

Rikke Christensen, Key Account Coordinator F & B and Convenience from Airport Sales:

"When the original Grab and Fly had to move to make room for the somewhat bigger TAX FREE unit, it created an opportunity to move a little closer to the terminal area and The Shopping Center. This meant that we could also include more square meters for seating so the many transfer passengers now have the possibility of sitting in peace and enjoying their food before departure. With Grab and Fly located so close to the terminal area, there was then an opportunity to establish an extra unit at the very end of the pier. This is where Segafredo is now located, which as we know sells beverages

and snacks to travelers on the move. Moreover, upgrading the offers of food makes good sense, as the pier is much busier than before because of the many domestic passengers who have moved out there.

Finally yet importantly, we have opened a Starbucks Self Service automat. Now, busy passengers can get a good cup of coffee even if The Shopping Center is not open or if, during peaks, there are queues at our F&B units. It is fully automated, so you just select the coffee and pay. The coffee is the same as in the regular units and there is fresh milk in the automat, which is serviced by Selecta several times daily. The automat is located right between Segafredo and Grab and Fly, and is placed so that no matter where you are, you cannot avoid being tempted while you are sitting at your gate and waiting."



Pharmacist Bent Halling-Sørensen is looking forward to developing his new pharmacy to match client needs in the airport

New legislation means that CPH can finally get permission to open a pharmacy, which previously has been impossible. An extremely good service element for both travelers and employees, says Camilla Ethelberg Sinding, Key Account Manager Specialty Stores.

When you find yourself somewhere in Denmark where by far the greatest number of people gather in the course of a year, where stores, restaurants, and bars are in plentiful supply, it may seem strange that there has never been a pharmacy here. However, until 1 July this year there has been a type of monopoly on the pharmacy market, which has made it impossible for CPH to respond to the many requests from travelers. If the practicing pharmacist in the area did not wish to open a branch, no one else could offer his or her services. Now the legislation has changed, so it will be possible for pharmacists to move into each other's geographic areas. For this reason, CPH can now open the doors of the airport's first

pharmacy at the beginning of November.

"Most airports in Europe have a pharmacy; and, as we are in the best airport league, it has been annoying not be able to serve our guests in this field and provide the necessary help. Luckily, we will soon be able to do this," says Camilla Ethelberg Sinding, Key Account Manager Specialty Stores.

In addition to being able to get certain travel vaccines and pick up your travel medicine, for example, the system can also accept foreign prescriptions.

"This means that if you are arriving from England and have forgotten your medicine, you will easily be able to obtain it here. This is super relevant and a powerful service element," Camilla Ethelberg Sinding points out.

A PROFESSIONAL CHALLENGE

The airport's new pharmacy, Airport Pharmacy, will be located landside by the check-in-area in Terminal 2 and run by the seasoned pharmacist Bent Halling-Sørensen. Since 2009 he has operated two other pharmacies in Copenhagen, but is now ready to open yet another.

"There is an extraordinary professional challenge in being available for so many people in the airport. There is great diversity among the

»People come from all over the world, bringing with them problems they have never before been able to have solved here.«

customers here; people come from all over the world and bring with them problems they have never before been able to have solved here," says Bent Halling-Sørensen. He is not nervous about meeting the varied market in CPH. Both his pharmacies are situated in Nørrebro, and there are many similarities that he and his personnel can draw upon, he thinks. "Nørrebro is a melting pot of people from all over the world, so we already have a great deal of experience tackling various ethnic groups and communities."

Most of all, though, he is just looking forward to getting started.

"I'm looking forward to making contact with the customers and developing the pharmacy so it suits the airport and its flow of people. We will be serving people quickly and efficiently, whether they are travelers catching a flight or employees in CPH on the way home from work."