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Retail Optimization for Small and Medium-Sized Airports

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2023**

Retail Optimization for Small and Medium-Sized Airports

Airports Council International (ACI) advances the collective interests and acts as the voice of the world's airports and the communities they serve and promotes professional excellence in airport management and operations.

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INTRODUCTION

As the aviation industry continues to evolve, small and medium-sized airports are facing increasing pressure to optimize their retail operations. This is not only to improve the passenger experience, but also to drive revenue growth. With this in mind, it is important that airport managers stay informed about the latest retail optimization strategies and best practices.

This document provides a comprehensive guide to retail optimization for small and medium-sized airports. It covers a wide range of topics, from understanding the customer journey to developing effective marketing strategies. The information and insights presented in this document are valuable for anyone involved in the commercial strategy of small and medium-sized airports.

One of the main advantages of retail optimization for small and medium-sized airports is that it can help them to compete more effectively with larger airports. By understanding consumer needs and providing a range of products and services that meet those needs, airports can improve their competitiveness and diversify their sources of income.

Another key benefit of retail optimization is the potential for increased revenue. By identifying areas where revenue can be maximized, such as by optimizing prices, retail mix, and merchandising, small and medium-sized airports can increase their revenue.

Our acknowledgements and thanks to all the Airports Non-Aeronautical Revenues and Activities (ANARA) Sub-Committee members that provided their inputs and expertise in creating this document. This information is fundamental for our industry and our efforts to promote best practices for airports worldwide.

Hopefully, the valuable insights and practical strategies provided in this document will help small and medium-sized airports to boost their retail operations. It is an essential guide that will help you stay ahead of the curve and implement effective retail optimization strategies.