

Convincing as a Valuable Travel Companion with a Holistic Shopping Experience

Added value through global digital services.

As a valuable travel companion, Gebr. Heinemann wants to reliably reach people along the entire travel chain at the right time with the right product and added value in order to be relevant to them and impress them with a holistic shopping experience. To achieve this, the travel retailer is linking its range in shops with a growing digital service in various partnerships across its global group of companies. The relaunch of the Heinemann x ME rewards program in Sydney, advertising placements via Journey Ads with Uber in Berlin, Hamburg, and Düsseldorf, the expansion of the Click & Collect service at Oslo Airport, and the commitment to the travel retail platform Duffle are examples of how this works.

“We want to be at the top of our customers’ minds and establish a high level of relevance with them,”

Jens Peter Peuckert, Director Marketing

“First-party data is particularly important: it enables us to address travelers directly and creates the best basis to increase their willingness to buy in the shop.”

emphasizes Jens Peter Peuckert, Director Marketing. “Knowing their needs and their behavior



during their journey is a key prerequisite for targeted communication with them in various digital channels along the travel chain. First-party data is particularly important: it enables us to address travelers directly and creates the best basis to increase their willingness to buy in the shop.”

Heinemann x ME in Sydney

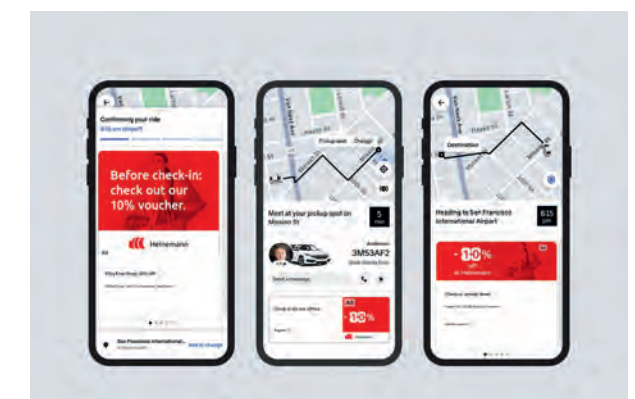
With around 1.6 million members worldwide, Heinemann x ME is a core element of being a valuable travel companion and can be accessed at any time via the Heinemann app. Through the international rewards program, people in seven countries at 21 airports and on 15 ships enjoy attractive benefits, personal offers, exclusive prelaunches, and unforgettable experiences. The average transaction value (ATV) shows how popular the program is with travelers: in the past year, the ATV of the Heinemann x ME members was 119 percent higher than that of nonmembers. In 2023, Heinemann Australia relaunched the program for international airport shops in Sydney, in line with



the opening of the shops in the airport’s domestic terminals. Heinemann had set up the Heinemann x ME lounge in the international terminal, where travelers could find out about the benefits of the program, test product samples, and enjoy a relaxation area while they waited to board their plane. This relaunch was also supported by a campaign at the airport, in Heinemann Australia’s social media and newsletter as well as in the digital media channels of travel retail magazines. Heinemann x ME members are among the company’s most loyal customers in Australia as well: the ATV of members is 230 percent higher than that of nonmembers and their basket sizes are also 48 percent larger.

Innovative Media Cooperation with Uber

Gebr. Heinemann has been testing a different digital way of directly addressing customers in Berlin, Düsseldorf, and Hamburg since summer 2023, when the mobility platform Uber brought its Journey Ads to Germany. Brands can book advertising space in the company’s app, which is displayed to the customer while waiting for the arranged driver and during the journey. The first-ever campaign in Germany was implemented with Gebr. Heinemann and targets people who arrange a ride to the airport. They receive a 10 percent voucher code for the Heinemann shops at the respective airport via the app. “The partnership with Journey Ads from Uber enables us to target travelers effectively. With this state-of-



the-art cooperation, we can reach people on their way to the airport and use this innovative digital channel to generate sales in our shops,” says Jens Peter Peuckert.

Click & Collect Expanded at Oslo Airport

Simply select your favorite products online via laptop or smartphone before or during your flight and collect them from the shop at the airport after landing: Click & Collect is an essential part of Gebr. Heinemann’s holistic shopping experience. In Norway, where this service is very popular, it is called “Klikk & Hent” – and it is also particularly successful there. For this reason, the Click & Collect area in the arrivals shop was also expanded when the tax-free and travel value shops of the Gebr. Heinemann joint venture TRN at Oslo Airport were redesigned in 2023. Jens Wolf, Director Sales Nordics, explains: “Norway is one of the most digitally competitive countries in Europe. It has the right infrastructure for it and a strong e-commerce sector. The Norwegians are therefore digitally savvy at a very high level.” At the same time, as a non-EU country, Norway has high excise duties on spirits, wine, and beer – which are only available domestically in the state-owned Vinmonopolet stores – as well as on tobacco. Norwegian customers compare prices attentively and therefore like to use the Click & Collect service at Oslo Airport when traveling. People who pick up their digitally preordered goods in the arrivals shop often also buy one or two products on-site. But the pure preorder business is also worthwhile. “We record up to 20 percent higher receipts via preorder than if passen-



f.l.r.: Joachim Lupnaav Johnsen, EVP Commercial at Avinor, Tore Hov, Managing Director at TRN, and Jens Wolf, Director Sales Nordics Gebr. Heinemann

gers only buy in the shop,” says Jens Wolf, adding: “Currently, Click & Collect accounts for slightly less than ten percent of our sales at Oslo Airport. But we can see that it is becoming increasingly relevant and can well imagine that this will double over the next couple of years.”

Duffle Wants to Digitize the Travel Retail Industry

In the globally growing travel retail market, however, digitization still plays a subordinate role overall. Founded in 2021 and headquartered in Berlin, Duffle has recognized this opportunity and has set itself the goal of digitizing the travel retail experience for travelers. With its innovation and investment hub GHARAGE, Gebr. Heinemann has been on board from the outset. In 2023, Duffle was also able to gain Avolta as an investor. Lennard Niemann – Duffle’s advisory board member who represents the strategic investor GHARAGE Ventures, the investment arm of Gebr. Heinemann, as Managing Director – has led Duffle through the fundraising process. He says: “Having two players such as Avolta and Gebr. Heinemann investing in a corporate venture like this in order to digitize travel retail is a great foundation for the rest of the journey. We fully support what Duffle and the strong team behind it are working toward.”

Watch now
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Heinemann x ME rewards program for
international airport shops in Sydney.



Lennard Niemann, Managing Director GHARAGE

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