



Kia Ora, New Zealand! A New Chapter Begins in Oceania

The expansion into New Zealand represents a natural next step in deepening Heinemann's influence in the region.

In 2024, Heinemann will take a significant step in the Asia-Pacific region by entering the New Zealand market for the first time. New luxury boutiques selling fashion, accessories, watches, and jewelry will open at Auckland International Airport in the second quarter of 2024. "We are bringing our learnings and insights from operating the duty-free concession at Sydney Airport and Gold Coast Airport to curating the best possible offer for Auckland Airport passengers. Our team in Australia already has a lot of experience with New Zealand passengers, as they are one of our most important nationality groups, and so we are extremely well placed to support our new business in New Zealand alongside a dedicated team on the ground," says George Tsoukalas, Managing Director of Heinemann Oceania.

There are 84 direct flights between Sydney and Auckland every week, with both airports serving as the primary international gateways of Australia and New Zealand respectively. Travelers from New Zealand are the third-largest customer group of Heinemann's Sydney Airport stores, after passengers from Australia and China. The new Auckland

business will also benefit from Heinemann's growing and much-enhanced FAWJ expertise and brand offering in the Asia Pacific region. In early 2023, Heinemann Australia unveiled a spectacular redesign of its Sydney Airport duty-free shop, transforming its retail space comprising luxury beauty, fashion, accessories, watches, and jewelry. New stores and boutiques prominently featuring FAWJ assortments also opened in Singapore as well as in Sydney and Gold Coast Airports' domestic terminals in 2023.



George Tsoukalas, Managing Director Heinemann Oceania

A Fresh Identity for Fresh Ambitions

Following the announcement of its expansion across the Tasman Sea, Heinemann took a next step to rebrand and reorganize Heinemann Australia Pty Ltd into Heinemann Oceania Pty Ltd in order to reflect its entry into the New Zealand market and its strategic focus on this key global region.

In November 2013, Heinemann established its first foothold in Australia with the opening of two specialized retail concepts – A Little Something and the National Geographic Store – at Sydney Airport. It subsequently won the concession for Sydney Airport’s duty-free shops (with over 10,000 square meters in space) at its Asia Pacific flagship location and then the duty-free concession for Gold Coast Airport. “As a large, highly developed economy with many passionate travelers, Australia has always been a strong anchor for us in Asia Pacific. After a decade of experience in the market through our outposts in Sydney and the Gold Coast, we are now well-positioned to extend our reach further abroad in the Oceania region,” says Marvin von Plato, CEO Heinemann Asia Pacific.

Oceania is a dynamic region comprising Australia, New Zealand, and the Pacific Islands including Fiji, Papua New Guinea, Palau, and others. Close interpersonal, cultural, and trade ties link the different countries. In 2022, nearly 20 percent of all overseas trips by Australian residents were made to New Zealand and Fiji alone, while more than 63 percent of New Zealand’s overseas visitor arrivals were from the Oceania region. “New Zealanders represent our largest expat community in Australia. As our close cousins from across ‘the ditch,’ our philosophy and lifestyles are also very similar,” says George Tsoukalas, referring to the Tasman Sea, which connects Australia and New Zealand.

As for the larger Oceania region, George Tsoukalas says that Australians are “blessed” to have the Pacific islands in their backyard. “Many Australians have a strong emotional connection to them as a frequent holiday destination for many families, with such warm and welcoming communities.”

The Oceania region is investing significantly in new airport developments, including greenfield projects, new runways, and terminal expansions and redevelopments in order to meet ever-increasing passenger demand and expectations, representing tremendous opportunity for travel retail. For instance, Western Sydney Airport is slated to commence operations in 2026 – and Gold Coast Airport is in the midst of a 500-million-Australian-dollar transformation, a project that has benefited Heinemann through an expanded and elevated retail footprint in both international and domestic terminals.

What’s Next?

In March 2023, Auckland Airport announced the commencement of its biggest redevelopment project since the airport opened in 1966, a major expansion of the existing international terminal to accommodate domestic flights into one integrated building. This is a significant growth journey that promises to considerably upgrade the passenger experience and is one that Heinemann Oceania intends to be a part of. “Our experience in Sydney has shown that we are able to strongly grow in an airport from a relatively small footprint once we have developed a track record and gained some

key market insights. We are very much looking forward to growing and upgrading our own operations as a key partner alongside Auckland Airport,” says George Tsoukalas.

George Tsoukalas also sees distribution opportunities in the Pacific, where Heinemann can deliver value for customers through its track record of operational excellence and deep knowledge of the Australian consumer, a top traveler in the Pacific islands in terms of demographics. Maximizing revenue opportunities for smaller airports and elevating the overall passenger experience will be key to capturing the full growth potential of the Pacific’s significant travel and tourism industry and contributing to local economies. “With our new organization in Oceania, we are sending a strong signal to the industry that we are here to stay and are growing alongside our partners,” concludes Marvin von Plato. “As we consolidate our presence in the region, we are confident that we can not only serve our customers better, but also reinforce our brand presence and credibility over the long-term.”



Marvin von Plato, CEO Heinemann Asia Pacific



Watch now
A day to celebrate: be a part of the official launch of the new domestic terminal store at Gold Coast Airport.

