



Unforgettable, Inspiring, Personal

Sales Experience & Excellence division brings innovation to the retail space.

Whether it was the premiere of a multisensory Experience Space in the TAX FREE shop at Copenhagen Airport, convenient checkout solutions, or a retail trend tour with distribution customers and partners, Gebr. Heinemann drove forward many innovative ideas in 2023. All of them serve the goal of bringing to life the travel retailer's promise to offer unforgettable experiences to travelers, distribution customers, and partners. The new Sales Experience & Excellence division, responsible for store design and customer experiences, plays a key role in this.

Positively Anchoring the Image of Duty-Free with Unforgettable Experiences

In a highly competitive market, where online retailers and local players are wooing consumers with often aggressive price offers, it is more important than ever to provide travelers with tangible added value alongside attractive offers. Gebr. Heinemann has anchored this goal in its mission statement and promises to help turn travel time into valuable time with unforgettable experiences. "We want to attract attention and create experiences and innovations that people visit our shops for and talk

about," explains Sören Borch, Director Sales Experience & Excellence. The new customer groups among travelers, such as Gen Z, are also generally very interested in shopping in retail stores. Feeling, seeing, tasting, smelling, and touching products – as well as personal interaction with sales staff – are important to them. For these customer groups, the experience factor is paramount. Sören Borch adds: "The aim is to positively anchor the image of duty-free and travel retail in the minds of these travelers, to achieve high visibility in the market, and to set Heinemann apart from the competition. That's why we create space for new ideas and ensure that our shops are perceived as destinations."

Stakeholders Have High Expectations in Terms of Experience and Innovation

Expectations for innovation and shopping experiences in travel retail are high, both for travelers and for distribution customers and partners. Sören Borch emphasizes that the addition of "Excellence" to the division's name underscores the high standards of service that Gebr. Heinemann brings to travel retail – always striving to be the retailer and

distribution partner of choice. “Bringing real innovation to the store floor requires not only ideas, but also a willingness to try things out,” says Sören Borch. “Domestic retailers have been doing both very successfully for years, and our aim is to learn from the best. This is how we came up with the idea for the Retail Experience Trend Tour.”

Gebr. Heinemann invited business partners from ferry operators, border shops, and airports in Europe and Africa on a tour of London’s stores and shopping centers to explore how domestic retail innovations could enrich travel retail. As the British capital is the epitome of trends, genuine shopping experiences, and a diverse clientele, London was the perfect place to gain a wide range of insights into the latest developments shaping the retail landscape. Sören Borch concludes: “We have gained valuable impetus for our projects and plans. Now we want to work with our partners to bring them to life for travelers.”

Experience Space in the TAX FREE Shop at Copenhagen Airport

The first Experience Space in the TAX FREE shop at Copenhagen Airport is an impressive demonstration of what such a new and unique concept can look like. Gebr. Heinemann launched this multisensory space at the airport in the Danish capital in October 2023. In July, the travel retailer and Copenhagen Airport extended their successful collaboration, which began in 2007, for another ten years. Centered around the overarching concept of fluid perspectives, the Experience Space invites travelers to enjoy cutting-edge innovation with “lift and learn” technology to gain more insights into brands and their products, interactive digital screens, and a digital floor, as well as highly immersive visual and audio elements. One step on the floor of the TAX FREE shop at Copenhagen Airport and travelers can see the water moving beneath them. A wave of the hand and the water on the digital screens around them changes its direction of flow. When the model of a drop of water is lifted, the screens show details about the



important role of this element for Denmark – accompanied by the soothing sound of flowing water. Five brands showcase their products in this space, demonstrating their connection to water and the environment. The brands featured in the Experience Space are changed regularly, and the space is designed to constantly reinvent itself in order to keep up with changing consumer expectations. “The brands in this Experience Space benefit from a higher footfall, as do the brands and product ranges in the adjacent areas,” says Sören Borch, assessing the initial phase of the new concept at Copenhagen Airport.

Watch now
Take a tour with us through London’s stores and shopping centers to explore how domestic retail innovations could enrich travel retail.



Sales Experience Covers the Factors “Convenient, Inspiring, and Personal”

Reinterpreting travel retail and offering added value that customers will remember and that will keep them coming back is also of crucial importance beyond an Experience Space. There is immense potential here, as Heinemann tailors shopping to the different needs of travelers with the three factors “convenient, inspiring, and personal.” In addition to providing unforgettable experiences, the company also initiated new convenient solutions in 2023 – for example, in the form of more than 50 self-checkout tills that customers can use if they need to check out particularly quickly. Furthermore, employees at three locations were equipped with mobile checkouts. They are mainly used in areas with particularly high-quality product ranges, thus enabling personal advice together with individual checkout processes. Of course, the impressive employees with their personal approach also contribute significantly to creating unforgettable shopping experiences.

Following the successful launch in Copenhagen, the Experience Space will also inspire and delight travelers at other airports soon. And the Sales Experience & Excellence division has even more surprises for travelers in store – like bringing the collaboration with Vivino, the world’s largest online marketplace for wines and most downloaded wine app, to the wine sections of the Heinemann Duty Free shops.

Sören Borch, Director Sales Experience & Excellence

“Bringing real innovation to the store floor requires not only ideas, but also a willingness to try things out.”



Watch now
Visit Gebr. Heinemann’s first Experience Space at Copenhagen Airport.

