

The Sound of Heinemann

From Hamburg to Budapest, harmony is at work.

Striving to be the most human-centric company in global travel retail is at the core of the company's ambition. Beyond their professional roles, employees at Gebr. Heinemann come together to pursue their passions – from sports and volunteering to music. Two examples that can actually be heard are the headquarters choir Voiices and Hungary's

Duty Beat Band. Both show how shared passions strengthen the company's culture and create a sense of belonging. For performers, the music is a chance to grow and connect; for colleagues and travelers, it's a reminder that the human touch always strikes the right chord at Heinemann.



Voiices That Unite – the Hamburg Headquarters Choir

Every Wednesday at the Heinemann headquarters in Hamburg, about 30 employees get together for their weekly choir practice. Founded in 2019 to mark the company's 140th anniversary, Voiices has since become a highlight at various company events, and the choir has even performed at the Hamburg Airport outlet to brighten the shopping experience for travelers.

Petra Böttger, Assistant to Co-CEO and Owner Max Heinemann and initiator of the choir, says: "Music connects us. It strengthens bonds across departments and is great fun as well – we're proud to represent the company and share musical joy with audiences everywhere."

A Band with a Beat – Budapest's Musical Crew

At the Budapest Airport outlet, music took off by coincidence. What began as a one-off surprise performance for the 2024 Christmas party turned into the eight-member Duty Beat Band, featuring guitars, keyboards, drums, and vocals.

In Budapest's SkyCourt shop, the band performs for occasions such as Christmas, Valentine's Day, Halloween, or to support marketing campaigns. Their music energizes the atmosphere, inspires travelers, and uplifts the shopping experience. Enikő Nagy-Nánássy, Marketing Assistant and pianist, sums it up: "The joy of creating something together is very rewarding, and we love to bring musical joy to travelers. In addition, it helps to build team spirit and gives us positive energy." The band's live set has even sparked spontaneous interactions with a traveling gospel choir – moments that perfectly embody Heinemann's promise to create exceptional memories that stay with travelers long after their journey continues.

