

WHSmith announced as travel essentials partner for new Terminal 4 at Melbourne Airport, Australia



WHSmith has been selected as Melbourne Airport's travel essentials partner for their brand new Terminal 4 development. This new domestic terminal will be home to fast-growing low fare airlines, Jetstar and Tigerair, and regional airline Rex. The new terminal is part of the airport's A\$10 billion 20-year investment to expand its facilities and will be integrated with the existing terminal buildings, eventually incorporating Terminal 3 (Virgin Australia) and accommodating a combined 20 million passengers each year by 2020.

The four new WHSmith stores provide over 420 square metres of retail space and consist of three airside units (a 224 square metre site in the common user departures lounge and two smaller pier sites) and a 115 square metre landside arrivals store on the ground floor. The stores will all feature the latest WHSmith contemporary design, fixtures and fittings.

The new Terminal 4 stores, scheduled to open from July 2015, will significantly expand WHSmith's partnership with Melbourne Airport, adding to the existing five-store international operation at Terminal 2. With recent and planned new store openings, by mid-2015 WHSmith Australia will operate from sites across Sydney, Melbourne, Adelaide and Perth airports.

With more than 1,300 stores both in the UK and internationally, and more than 30 won in Australia, WHSmith provides travellers with an enhanced shopping experience ahead of their flight; offering a wide range of books, newspapers, magazines, travel accessories, food and drinks.

Paul Yardley, WHSmith Australia CEO, said: *"We are thrilled to have been selected by Melbourne Airport as their partner of choice for travel essentials for the exciting new T4 development. When these stores open in mid 2015 we will operate nine units across Melbourne Airport, our largest business in the Asia-Pacific region. Our investment in both our stores and local management shows our commitment to continuing our growth in the Australian travel market."*

Andrew Gardiner, Executive – Customer, Melbourne Airport, commented: *"We are delighted to have WHSmith as our travel essentials partner at the new T4 at Melbourne Airport, after a competitive tender process which attracted a number of high quality submissions. WHSmith's expertise in news, books and convenience reflects our commitment to providing our travellers with a world-class customer experience, and will complement our unique T4 fashion and food & beverage offering reflecting the best of Melbourne."*

-Ends-

Enquiries:

WHSmith Press Office email: [*press.office@whsmith.co.uk*](mailto:press.office@whsmith.co.uk)

Note to Editors:

WHSmith currently operates over 1,300 stores, both in the UK and in international locations including Northern Europe, the Middle East, Asia and Australia. The retailer occupies over 700 retail units in airports, railway stations, hospitals and motorway service areas and more than 600 high street stores. WHSmith sells a wide range of newspapers, magazines, stationery, books and food products, with WHSmith Travel tailoring its offer to meet the needs of people on the move.