

WHSmith delivers real West Australian sense of place in Perth Airport with its next generation travel essentials and bookshop café concept store



WHSmith is delighted to announce the opening of our newest store in Perth Airport's Domestic Terminal 4, which includes a store-in-store café and bar for customers to escape the hustle and bustle of the Airport's busiest terminal.

It showcases WHSmith's latest store design and layout, inspired by the striking landscape of Western Australia. The store provides a compelling offer for customers, including a wide selection of over 4,000 books in the bookshop zone, local and international magazines, travel accessories, confectionery, fresh food to go and drinks. The store will also feature the Long Shot Café and Bar, a relaxing space for travellers that offers specialist coffee and an extensive range of alcoholic beverages and West Australian produce.

WHSmith's Australia Managing Director, Carl Hargrave, commented: *"We are delighted to continue our journey with Perth Airport, introducing our latest concept travel store. Developing our convenience, café and tech offer has given us the opportunity to take the next step in providing our customers with the best experience in travel retail. We look forward to welcoming customers to these new stores."*

Debra Blaskett, Perth Airport's Chief Corporate Services Officer said: *"Along with continuing to offer passengers a great selection of news, books and travel essentials, the new WHSmith store opening in T4 will feature the Long Shot Café and Bar."*

The new bar will provide a taste of Western Australia and has been fitted out with local natural woods including jarrah and karri. Perth Airport welcomed approximately 14 million passengers in the past year and as our airport continues to grow, we are pleased to bring another world-class retail offering which will continue to enhance the customer experience at Perth Airport".

Notes to Editors:

WHSmith is a leading global retailer in news, books and convenience for the world's travelling customer. With more than 1,600 stores across the globe, WHSmith offers customers a wide range of books, newspapers & magazines, travel accessories and food and drink. The company has a growing airport business with over 1,000 stores across 128 airports worldwide and the company employs around 14,000 people.

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