



WHSmith revolutionises convenience travel retail with new flagship store opening at Birmingham Airport

Travellers passing through Birmingham Airport are in for a treat as WHSmith opens its new flagship one-stop-shop for travel essentials – an unrivalled world-class format which is set to redefine the travel retail experience across UK airports – and provide passengers with everything they need before they head off on their journey.

Carefully designed to cater to the discerning needs of modern globetrotters, this latest store opening from WHSmith aims to transform the travel retail landscape by offering an extensive array of products you would expect to find in a WHSmith, plus health & beauty, tech products, local gifts and Costa coffee. Located strategically within the departure lounge, this state-of-the-art store is set to provide travellers with unparalleled service alongside the convenience of a one-stop-shop for all their travelling essentials, making their journey seamless and enjoyable.

The store has been specifically designed for Birmingham taking design cues from local architecture, with an attractive LED fascia, and seamless navigation ensuring that passengers can quickly determine the best promotional offers, locate their desired items, and check out. This store also prides itself on its sustainability commitments, incorporating better environmental practices and energy-efficient systems, including state of the art chillers with energy saving doors.

“What sets this store apart is our commitment to curating an array of travel essentials products under one roof, with a bespoke store design inspired by the local architecture, that caters to every traveller’s needs. From travel essentials such as health & beauty, food to go, and reading materials, to global tech brands and souvenirs - this store really does promise an unmatched convenience shopping experience for time pressed customers. I couldn’t be more proud of both the end result and also the team’s hard work and meticulous attention to detail to create what is now our largest UK airport store for our partner at Birmingham Airport and our customers.” comments Andrew Harrison, Managing Director, UK Travel, WHSmith.

This is the latest in WHSmith’s development of the one-stop-shop format following executions at London Heathrow and London Gatwick airports and across rail sites, including London Euston and London Paddington stations.

Richard Gill, Commercial Director, Birmingham Airport Limited said: *“We are delighted that WHSmith chose Birmingham Airport as the location to open its new flagship store. The new outlet is a one-stop-shop for our travelling customers, with products ranging from beauty to tech and everyday essentials. The store will complement our current departure lounge offer further, ensuring our customers have ample choice when travelling from Birmingham Airport.*

“The WHSmith flagship store is just the first step in our exciting journey in ensuring our departure lounge is ready for our customers, as we grow the airport to 18m passengers over the next ten years. We are already on our way with our new larger relocated security area that is due to open in June 2024, which will then create more space to enable a wider choice of catering and retail outlets within our departure lounge, in the near future.”

-ENDS-

Enquiries:

WHSmith Press Office

E: press.office@whsmith.co.uk

Notes to Editors:

About WHSmith

WHSmith is a leading global retailer for the world's travelling customer. With more than 1,700 stores across over 30 countries worldwide, WHSmith offer customers a wide range of travel essentials for their journey, including books, newspapers & magazines, tech, health & beauty products and food and drink.

The Company has a growing international business with over 640 stores primarily across the world's leading airports, including over 320 stores in North America.

WHSmith's High Street business comprises over 500 stores across the UK and customers can shop online 24/7 at WHSmith.co.uk.