

FOR IMMEDIATE RELEASE

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WH SMITH NORTH AMERICA ANNOUNCES TWO STORE OPENINGS AT SALT LAKE CITY INTERNATIONAL AIRPORT

The new concept, Public Market, has two locations now open inside the airport



High-res images can be found [here](#). Credit belongs to Stuart Ruckman

SALT LAKE CITY – WH Smith North America (WHSNA), incorporating Marshall Retail Group and InMotion- America’s leading specialty retailer in the airport marketplace, has recently debuted the **Public Market** concept inside **Salt Lake City International Airport (SLC)**. This unique space, featuring a dedicated news/convenience location on one side and a fashion/lifestyle concept on the other, is now open inside Concourse A. The stores are designed with light wood pallets on the wall, mimicking the beautiful Utah mountain ranges surrounding the city, complemented by bright lighting and color schemes.

The fashion/lifestyle concept is focused on Utah companies, and other regionally based business, that have a common ethos around sustainability and share a common goal of creating an array of active and sustainable lifestyle products. Travelers can shop well-known eco-friendly brand names like **tentree**,

Herschel and **Socksmith**, as well as companies that give back like **Parks Project**, a lifestyle brand that's goal is to protect and preserve to national parks, **pure vida**, a bracelet and jewelry business that has donated over four million dollars to charity, and the Utah-based carry goods seller, **Thread Wallets**, which operates a nonprofit, the Carry On Foundation, established to teach resilience and promote mental health through action sports.

In addition to reading material, snacks, gifts and other core travel essential items, the news/convenience location carries a wide range of products from local Utah vendors. These vendors include a pure natural honey brand founded in the small farming community of St. George, **Cox Honeyland**, the family-run **Avenue Sweets**, **V Chocolates**, which specializes in toffees and caramels, the bold brand of popcorn based in Salt Lake City, **Pop Art**, and **Gary's Gourmet Caramel Corn**, founded in Pleasant Grove.

"WH Smith North America is passionate about tailoring each new concept to reflect its surrounding city," said Toby Keir, CEO of the company. "Public Market perfectly captures the essence and beauty of Salt Lake City. It has been a pleasure to partner with the teams at Salt Lake City Department of Airports, and we are thankful for the opportunity to provide such a unique concept to Salt Lake City travelers."

WH Smith North America is set to debut an additional concept at SLC later this year. This concept will be created in partnership with the Utah Jazz, offering travelers popular merchandise from the team. For more information on WH Smith North America locations and retailers, visit marshallretailgroup.com and inmotionstores.com, or to see more dining and retail options available at SLC, visit slcairport.com.

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About WH Smith North America

WH Smith is a leading global travel retailer with over 1,700 stores across 30 countries worldwide. WH Smith North America, incorporating Marshall Retail Group (MRG) and InMotion, represents over half of the Company's international store estate, with c.320 specialty retail stores located in airports and resorts across North America.

MRG prides itself on creating unique experiences for customers by developing distinctive retail store concepts that feature and highlight the local culture, community, and lifestyle of the cities in which they are located. [InMotion Entertainment Group](http://InMotionEntertainmentGroup.com) is the largest airport-based electronics retailer in travel locations globally, with more than 120 locations throughout the United States. With access and insight into the latest technologies for business and leisure travelers, InMotion offers lifestyle products and electronics that include a wide breadth of headphones, mobile power, Bluetooth speakers and travel accessories. Follow WH Smith North America and InMotion on [LinkedIn](https://www.linkedin.com/company/whsmithna).

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