

WHSmith announces major new North America win in iconic John F. Kennedy International Airport

- WHSmith North America awarded eight new stores in John F. Kennedy International Airport in New York
- First WHSmith branded store in JFK along with bespoke store concepts to bring leading travel essentials offer to New Terminal One, which will be JFK's largest terminal upon opening from 2026
- Latest in a series of recent tender wins and new store openings for WHSmith as retailer expands presence across the US East Coast



WHSmith, the global travel retailer, has today announced it has secured a major tender win which will significantly grow its store numbers at one of North America's most iconic travel locations, John F. Kennedy International Airport (JFK) in New York.

Currently operating two stores in Terminal 5, WHSmith will open a further eight new stores in JFK's New Terminal One upon opening from 2026. This will include the first WHSmith branded store in the world-class airport along with a number of bespoke store concepts, extending its leading travel essentials offer to more passengers travelling through JFK.

WHSmith North America has been significantly expanding its presence across major US East Coast airports and has established itself as a leading travel essentials operator in the region following a series of tender wins and new store openings. Alongside a new store pipeline of stores won and yet to open, WHSmith operates over 50 stores on the East Coast

including at Newark and La Guardia airports in New York, and Ronald Reagan and Dulles International airports in Washington. The new award at one of North America's largest international airports will expand WHSmith's presence across the East Coast further and grow the number of passengers the retailer supports on their journeys across North America.

WHSmith CEO Carl Cowling said: *"Our win in the iconic JFK airport demonstrates growing demand for our world-class travel essentials offer and why North America is our most exciting opportunity for growth. This is significant for WHSmith North America and our partners, and we are delighted that our leading travel essentials proposition has been selected for the highly anticipated New Terminal One at John F. Kennedy International Airport. The team are always working hard to enhance and improve our offer and strengthen our partnerships with local suppliers, and this award is testament to their efforts. We look forward to bringing a distinctly New York experience to our stores as passengers travel through the new terminal."*



WHSmith operates over 1200 stores across 32 countries, including more than 300 across North America, the world's largest travel retail market. The retailer has developed and launched a number of world-class store formats which combine high quality travel essentials products together with seamless service in locally inspired settings, delivering elevated experiences for passengers on their journeys, and strong results for partners.

Under the new award, WHSmith will open two own-brand formats incorporating *WHSmith Travel Essentials* and *Skybound by WHSmith*, as well as a number of locally focused store experiences including *The Queens Borough Market* and *The Canopy*. As well as a leading travel essentials offer, WHSmith's new stores will celebrate and promote local suppliers, products and the culture of New York.

As part of this new agreement, WHSmith will partner with three Airport Certified Disadvantaged Business Enterprise (ACDBE) partners. WHSmith will collaborate with *C&E Global Solutions*, *On-Site Retailers* and *Love from USA JFK* to bring local products to the shelves for customers and ensure local business partners are at the heart of its operations and offer to passengers across New Terminal One.

ENDS

Enquiries

WHSmith Press Office

T: +44 (0)1793 563354

E: press.office@whsmith.co.uk

About WHSmith

WHSmith is a leading global travel retailer for the world's travelling customer. With more than 1,200 stores across over 30 countries worldwide, WHSmith offer passengers a wide range of food & beverage, health & beauty, books and tech to support their journeys.

The Company has a fast-growing international business with over 600 stores primarily across the world's leading airports. This includes more than 300 stores in North America, the world's largest travel retail market.