

**WHSmith opens three new stores at Heathrow,  
marking next chapter in 80-year partnership**

London, 9 April 2026 - Leading travel essentials retailer WHSmith today announces the opening of three new flagship stores in Heathrow terminals 3, 4 and 5.

These openings mark a significant milestone in WHSmith's long-standing partnership with Heathrow, which began in 1946 with a single store, under canvas, serving departing passengers. Eight decades on, the WHSmith offer for customers has evolved from traditional travel retail into a one-stop-shop travel destination, redefining convenience at Europe's busiest hub airport.

Across the three terminals, these new stores combine everyday travel essentials including an extensive range of health and beauty products, food and drink, tech accessories and pharmacy services - all under one roof - in a seamless, intuitive shopping experience.

Designed around modern travel missions, the stores feature expanded wellbeing ranges, including WHSmith's recently launched own-brand health and beauty range, Roame, alongside hot food and coffee-to-go. Well Pharmacy is available in all locations, supported by dedicated healthcare professionals for departing passengers.

The Terminal 5 store represents WHSmith's most advanced flagship to date, showcasing the full breadth of its one-stop-shop strategy and its continued investment in UK travel retail infrastructure.

**Andrew Harrison, CEO UK at WHSmith, said:** *"From a small tent in 1946 to three new global flagship stores across Heathrow today, this is a significant moment for WHSmith.*

*These openings represent a major reinvestment in the UK's largest airport and showcase our most advanced stores to date setting a new global benchmark for Travel Essentials retail and how we meet the needs of the modern traveller.*

*Our new stores bring together everything in one place, from health and beauty and pharmacy services to food, tech and travel essentials, helping to make every customer's journey better.*

*We are proud to continue our partnership with Heathrow and look forward to supporting millions of passengers each year from these fantastic new stores."*

**Heathrow Retail Director, Fraser Brown, said:** *"As Heathrow marks 80 years since welcoming its first passengers, it is fitting to celebrate WHSmith opening three new flagship stores during this milestone year.*

*WHSmith has been part of our story since the very beginning, and these latest openings show how our long-standing partnership continues to evolve to meet the needs of today's passengers. This announcement is another example of a leading UK business choosing Heathrow as a flagship showcase and a calling card to the world.*

*Our DESO retail strategy, focused on digital, experience, space and offer, alongside WHSmith's commitment to quality and convenience, supports our shared ambition to make every journey better."*

**ENDS**

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**About WHSmith**

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