

STEP INTO

SYD



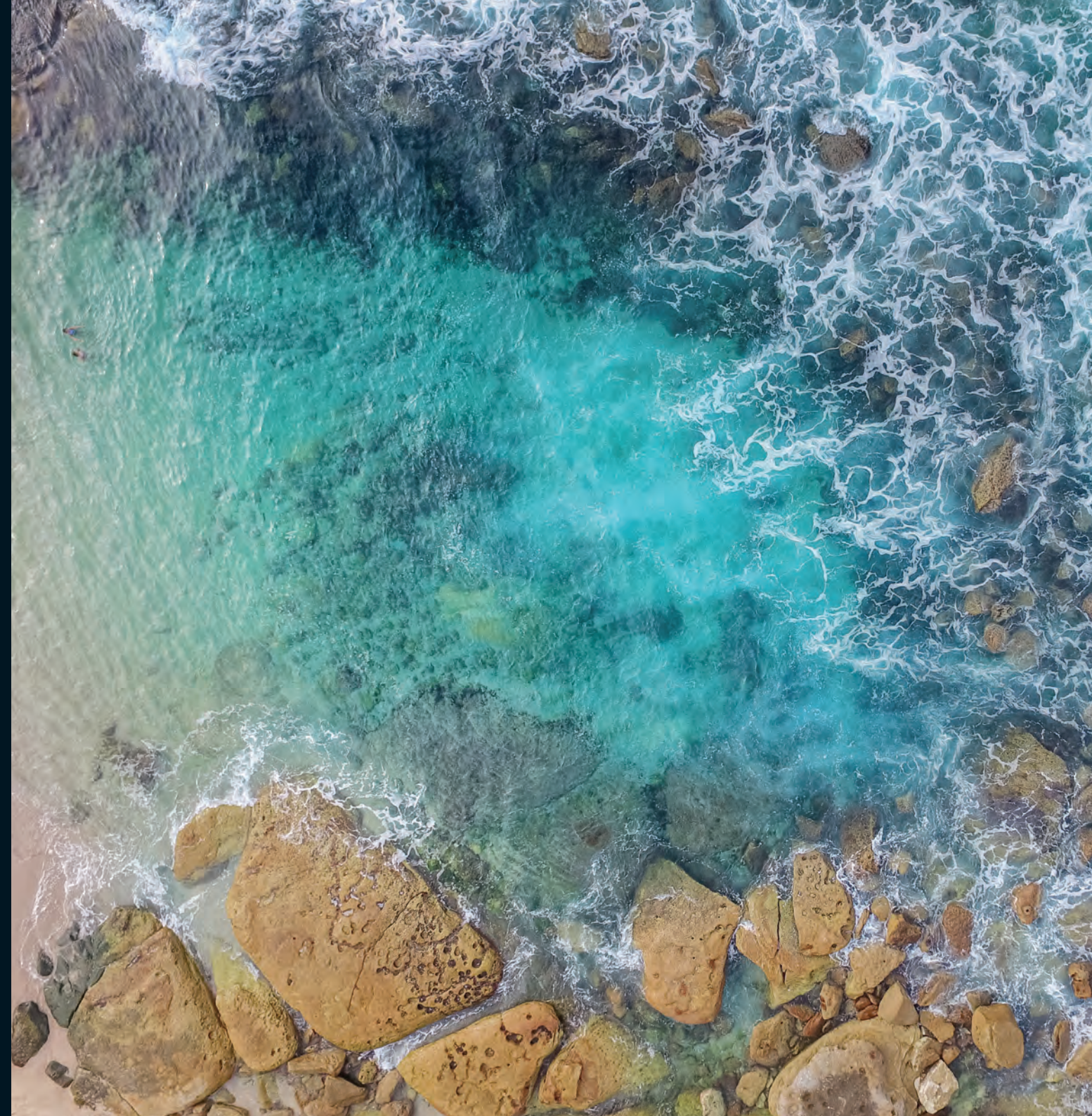
# A GLOBAL GATEWAY

As Australia's gateway, Sydney Airport enjoys the unrivalled position of capturing a dynamic mix of domestic and international travellers who are seeking more from their airport experience than ever before.

Located just 8km from the city centre, Sydney Airport employs a holistic approach to enhancing the passenger journey by focusing on distinctive personalities for each terminal.

With a contemporary travel retail vision, gastronomic food and dining portfolio and world-class terminals, Sydney Airport has never been more capable of elevating your brand to its diverse consumer audience, delivering an innovative airport experience within a truly unique environment.

**Let us show you. Step into SYD.**





# SYD: THE BIG PICTURE

With over 335,000 flights a year, Sydney Airport has enjoyed exceptional growth from the introduction of strategic new routes and compelling airline partners including Qatar, Xiamen Airlines and Air China.







## SYD IN NUMBERS

94  
DESTINATIONS

42M  
PASSENGERS

44  
AIRLINES

26.9M  
DOMESTIC PASSENGERS

27  
COUNTRIES DIRECTLY  
SERVICED

14.9M  
INTERNATIONAL PASSENGERS

70%  
OF THE WORLD'S POPULATION  
WITHIN REACH

8KM  
FROM SYDNEY CBD AND 10KM  
FROM MAJOR ATTRACTIONS





# FROM ROADWAY TO RUNWAY

Employing a holistic approach to engaging with passengers, Sydney Airport targets travellers at key decision points in their research process, delivering the right message at the right time.

Our technology strategy is putting the passenger in control of their airport experience, offering the information they need, when and where they need it.

# SHOP IN STYLE

Dedicated precincts deliver retail experiences that encourage travellers to browse and experiment, try new things, treat themselves, adding to the excitement of their journey.







# THE BEST OF GLOBAL AND LOCAL

T1 International has been reset and reimagined to deliver an exceptional shopping and dining experience with first-to-Australia and first-to-Australian airport brands that harness the best of global and local offerings.

Key retail precincts sit close to gates, creating an optimal environment for immersive retail browsing and spending.

Architecturally breathtaking, T1 has been re-engineered with a stunning 17-metre cathedral-like roof to capitalise on the views of the city skyline and airfield. Natural light floods the interior, creating an ambient and relaxed atmosphere.

T1 RETAIL



# FIRST-CLASS FASHION

Home to some of the world's most prestigious brands, the retail offering has been carefully curated to cater to the modern traveller's desire to experience a world-class shopping environment.

T1's new 1900m<sup>2</sup> fashion precinct is a stunning streetscape of 13 global designer brands housed within striking double-height façades with bespoke designs that engage passengers. Brands include TUMI, Kate Spade New York, MaxMara, Hugo Boss, Emporio Armani, Burberry, Coach, Orotton and Michael Kors.

First-to-Australian airport brands Tiffany & Co., Hermès and Gucci dazzle as anchor tenants within the precinct, wowing passengers with designer collections direct from the runway.

As the largest standalone airport duty free store in the world, HEINEMANN Tax & Duty Free's T1 departures store is equally impressive, showcasing a contemporary duty free experience curated for Sydney.

Offering a staggering 28,000 products across 800 brands, HEINEMANN delivers quality and quantity in equal measure, underpinned by award-winning interior design that encourages passengers to linger and soak up the shopping experience.

Fendi, Salvatore Ferragamo, BALLY, Furla and Ermenegildo Zegna bolster HEINEMANN's luxury offering, while bespoke food and beverage providers Coast Café and Bridge Bar deliver refined dining fare with menus tailored by Australian chef Luke Mangan.







## A CURATED CULINARY JOURNEY

On-trend and contemporary food offerings at T1 ensure passengers enjoy premium dining events, modern food hubs that cater to all budgets and exciting food concepts unique to Sydney Airport.

The City View premium dining precinct boasts exclusive food and beverage offerings from some of the biggest names in food, as well as global airport and Australia-first dining choices. Set against striking floor to ceiling windows with stunning views of the city skyline, City View blends the best of global and local cuisine.

Among these is world-first Benny Burger from Australian chef Shannon Bennett of world-renowned restaurant Vue de Monde. This is complemented by The Bistro by Wolfgang Puck and Kitchen by Mike from Australia's culinary star Mike McEneaney.

The flagship Heineken House also delivers a stunning bar setting for passengers to sample first-to-market beverages, while Joe & The Juice, a dynamic juice concept from Copenhagen, completes the offering with dramatic flair.



# T2

## WHERE YOUR BRAND COMES TO LIFE

T2 is a lively and dynamic retail environment with a youthful energy that has been shaped for its large and diverse customer profile.

It is the perfect gateway into Australia's domestic market, offering a tailored shopping and food experience, showcased via contemporary interior design and first-to-Australia brands and global concepts.

T2 is your high performing introduction to the world of travel retail. It delivers one of the highest sale dollars per square metre in Australia.







47%  
FEMALE  
PASSENGERS

71%  
OF ALL CUSTOMERS  
PURCHASED AT  
THE CASUAL DINING  
PRECINCT IN 2016

57%  
OF ALL CUSTOMERS  
COME FROM NSW AND  
ACCOUNT FOR 67%  
OF ALL SPEND

5,297  
SQUARE METRES OF  
RETAIL SPACE AT T2

47%  
OF PASSENGERS ARE  
UNDER 30 YEARS OLD

12.1%  
OVERALL RETAIL  
GROWTH IN 2016

AUSTALIA'S  
BUSIEST  
TERMINAL

\*Information extracted from Advanced Analytics Report (Report) prepared by Commonwealth Bank of Australia ABN 48 123 123 124 (CBA). The Report was prepared for Sydney Airport Corporation, based on the instructions of that entity. Neither the Report, nor any information contained therein, can be relied upon by any person other than Sydney Airport Corporation. By granting consent to an extract of the Report being included in this document, CBA is not taken to have assumed any duty to advise a third party or consider a third party's circumstances or position. The Report does not constitute any form of advice or recommendation to a third party as to any matter, including any lease proposal.





## WHERE FOOD ON THE FLY TAKES FLIGHT

Australia now ranks as one of the leading food destinations in the world, setting new fusion trends that blend the best of east and west.

In keeping with this, T2 now showcases a fresh, new look food emporium. Its restaurants, cafes and bars have been redesigned and upgraded to serve the needs of the modern-day traveller. T2 delivers a sensuously compelling range of food experiences, underpinned by healthy choices, great coffee and relaxing spaces to soak up the atmosphere before boarding.

## A DESTINATION IN ITSELF

T2 has been transformed with a distinctive mix of revered local and international brands. Its urban-lifestyle brands combined with award-winning tenancy designs challenge traditional thinking and deliver a new era for retail at Sydney Airport.

Customers have responded by spending more time at the airport sampling, shopping and sharing experiences across a wide variety of retail products and services. T2 offers a one-of-a-kind opportunity for ambitious retail brands.



# T3

## BEYOND EXPECTATIONS

T3 is the home of Qantas, Australia's premium domestic airline. With a larger proportion of business travellers, T3 delivers superior passenger comfort and a refined and relaxed atmosphere.

Building on the strength of the existing retail, food and dining offer, Sydney Airport plans to deliver a significant step-change to the retail experience by capitalising on the unique passenger profile.

Tailored lifestyle brands set within a dedicated streetscape precinct will revitalise the space, mirroring the transformations of T1 and T2, while ensuring T3 retains its own special character.





# A SUPERIOR SHOWCASE

Already a retail cornerstone to a wealth of brands with a rich Australian heritage, T3 represents an opportunity like no other for your brand to make its mark in the Australian market.

Serving more business travellers, the focus of food and dining at T3 has always been on making the most of precious dwell time. Waiting for a flight offers a rare chance to enjoy something different, rewarding and special. With an average dwell time of 45 minutes, it's also the chance to refuel on quality food options.

Future food and beverage opportunities will focus on this window of opportunity, enhancing the terminal experience in line with T3's sophisticated atmosphere.

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HIGH PROPENSITY FOR PASSENGERS TO SPEND ON MEDIUM AND HIGH-END BRANDS

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AVERAGE DWELL TIME OF 45 MINUTES

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ABILITY TO TARGET MESSAGING TO TYPE OF TRAVELLER BY TIME OF DAY

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4,496 SQUARE METRES OF RETAIL SPACE AT T3





# ULTIMATE ELEGANCE.

THE NEW BMW 4 SERIES  
GRAN COUPÉ.



APN

## CONNECTING WITH THE PASSENGER

Sydney Airport taps into the customer's desire to be constantly connected across multiple touchpoints. Sophisticated, high-resolution digital signage and dynamic marketing platforms offer flexibility, enabling retail and food outlets to tailor messages to customers, no matter the time of day.

Programmatic platforms, social media, PR, geo-targeting and free Wi-Fi enable brands to build one-to-one engagement with every passenger, delivering the right message every time.

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WORLD-CLASS  
DIGITISED TERMINAL  
ENVIRONMENT

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ONE-TO-ONE  
PRE-DEPARTURE  
MARKETING

---

INTERACTIVE  
DIGITAL SIGNAGE

---

FREE WI-FI



# NOW IS THE TIME TO STEP INTO SYD

Sydney Airport is one of Australia's most sophisticated retail locations. It's your ideal base to enter the fast-growth travel retail channel and capitalise on the huge number of motivated shoppers in line with the growth of air travel.

And what's more, compared to everyday retail centres, it's not just repeat traffic but a powerful mix of unique visitors and audience diversity.

Our stunning architectural, design and retail upgrades confirm our commitment to building on Sydney's status as Australia's gateway.

We invite you to join us and take advantage of everything Sydney Airport, Sydney and Australia has to offer ambitious brands like yours.

**Let's grow together.**

## LET'S TALK

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