



Airport wins concession program awards at national conference

INDIANAPOLIS—The concessions program and management team at Indianapolis International Airport (IND) won three “2009 Best Concession” awards at the Feb. 15–17 Airport Revenue News (ARN) Conference & Exhibition in Orlando, FL.

In the medium airport category (defined as those with 4 to 10 million enplaned passengers annually), Indianapolis won two awards and was in a three-way tie for a third:

- Airport with Best Concession Program Design
- Airport with the Best Overall Concession Program
- Airport with Best Concession Management Team (tie)

Indianapolis International was also a nominee in categories including:

- Airport with Best Customer Service
- Airport with Most Unique Services

Airports nominated for the best program design exhibited high design standards resulting in attractive storefronts, strong theming, and an inviting shopping atmosphere.

Those nominated for the best overall concession program demonstrated all facets of excellence in their operations, including great customer service, attractive storefronts, a good mix of shops, quality food services, and overall high standards.

Airports nominated for the best management team exhibited a responsive, efficient, accessible, and partner-oriented approach to their program.

Winning airports were selected through a voting process completed by more than 100 industry experts and professionals in airport concessions.

“Our goal was to create a concession program that would delight our customers and be reflective of Indianapolis,” reported Jeremiah Wise, treasurer for the Indianapolis Airport Authority.

Wise, the authority’s former director of new airport business development, said IAA’s goal was to make a strong impression on central Indiana’s visitors. “We are ecstatic that our industry peers find we have developed one of the nation’s best programs. We plan to continue exploring options and services to make Indianapolis’ airport enjoyable.”

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Explained Mary Ann Falatic, retail director for the Indianapolis Airport Authority, “Receiving these prestigious awards represents the culmination of work by a team of professionals who were and are committed to making the airport’s concession program something of which the city can be proud. By working with our business partners to implement established visual design criteria, we were able to showcase individual store concepts with creative yet functional designs that complimented the look and feel of the terminal.”

Several of IND’s business partners—including HMS Host, The Paradies Shops, Brooks Brothers (winner of Best New Specialty Retail Concept) and Natalie’s Candy (winner of Best Retail Store Design), were also recognized by ARN in retailer and food and beverage categories.

Concessions are an important passenger service amenity. A well-implemented concession program also makes an important to airport operating budgets.

Meeting the changing consumer preferences and needs of air travelers, especially over as heightened airport security measures have been established, is challenging. Airport retail and service providers are selected as part of integrated programs featuring national, regional, and local food and retail concepts. A broader selection of specialty brands targeted to meet passenger expectations is an integral goal.

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