

## Travel Retail - UK - June 2016

Report Price: £2195.00 | \$3554.69 | €2788.33

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“There is no doubt that shopping in travel hubs is a secondary function to travelling. That is a primary reason why retail purchasing is concentrated towards those that can provide food-to-go items. However, there are few locations that can boast such high and consistent footfall and therefore travel hubs provide a great opportunity for retailers.”

Nick Carroll, Senior Retail Analyst

This report looks at the following areas:

- MSAs: Variety the spice of life?
- Railway stations – Getting click-and-collect in perspective
- Airport terminals – Will a rise in city breaks affect trading?

In the main consumers who pass through travel hubs do not do so for shopping, they do so to reach an onward destination. It is unsurprising therefore that the most used retail stores in travel hubs are ones that offer products that can aid or enhance this journey, be it through food-to-go or entertainment. However, few physical locations can offer both the high levels, and crucially, the consistent footfall that the leading travel hubs can. With increasing rail, motorway and airport use it is no surprise that we are seeing real development in both the retail stores within travel hubs and the integration of these stores into the wider multichannel retail network.

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## Table of Contents

### Overview

What you need to know

Areas covered in this Report

### Executive Summary

The market

Holiday taking on the rise

Figure 1: Holiday review – Estimated overseas and domestic holiday market volumes, 2010-16

Rail travel continues to grow in popularity

Figure 2: Average number of trips taken per person per year, by car/van and surface rail, 1995-2014

More vehicles and heavier flows on the UK's motorway network

Figure 3: Number of licensed vehicles in Great Britain, 2010-15

Air passenger travel bouncing back

Figure 4: Total passenger numbers at reporting UK airports, 2005-15

The consumer

Railway stations most visited

Figure 5: Reasons for travel hub visitation, April 2016

Foodservice outlets most visited

Figure 6: Outlets purchased from in travel hubs, April 2016

Food-to-go the primary reason for purchasing

Figure 7: Reasons for buying in travel hubs, April 2016

Retail purchasing concentrated on outlets than can serve food-to-go needs

Figure 8: Retail outlets purchased from, by travel hub, April 2016

Pricing a concern for many visitors

Figure 9: Satisfaction with factors relating to purchasing in travel hubs, April 2016

Travellers acknowledge the development of travel retail, but want more

Figure 10: Attitudes towards retailers within travel hubs, April 2016

Shedding the baggage

Figure 11: Attitudes towards online shopping and home delivery in travel hubs, April 2016

What we think

### Issues and Insights

MSAs: Variety the spice of life?

The facts

The implications

Railway stations – Getting click-and-collect in perspective

The facts

The implications

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Airport terminals – Will a rise in city breaks affect trading?

The facts

The implications

### The Market – What You Need to Know

Real incomes rising leaving more disposable income

Overseas holidays growing faster than domestic holidays

Car travel remains key but railway travel growing

Dwell times low in railway stations

Airport terminals welcome a record number of passengers

### Market Drivers

Real incomes growing

Figure 12: Real wages growth – Wages growth vs inflation, 2011-16

Domestic holiday market recovering, but overseas growing stronger

Figure 13: Holiday Review: estimated overseas and domestic holiday market volumes, 2010-16

Trip distance per year by type

Figure 14: Trip distance per person per year, by main mode and purpose, 2014

Increasing railway use

Figure 15: Average number of trips taken per person per year, by car/van and surface rail, 1995-2014

Figure 16: Average distance travelled by car/van and surface rail, 1995-2014

Railway stations – Dwell times crucial

Figure 17: Footfall breakdown for selected national rail stations, 2015

Number of vehicles continues to rise on UK roads...

Figure 18: Number of licensed vehicles in Great Britain, by type, 2010-15

...causing increased flow on the motorway network

Figure 19: Average daily motor vehicle flow for major sections of the motorway network, 2015

Air passenger traffic bouncing back

Figure 20: Total passenger numbers at reporting UK airports, 2005-15

Figure 21: Air passengers at selected leading UK airports, 2011-15

### Key Players– What You Need to Know

MSAs

A concentrated field...

...and a concentrated offering

Railway stations

A diverse network

A more even split of foodservice and retail

Airport terminals

Five airports account for 69% of all passengers

Offering geared more to retail

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## Innovation

### Airports

#### Produced on-site

Figure 22: The Nicholas Culpeper distillery Gatwick Airport, April 2016

Figure 23: JetBlue farm, JFK Airport, 2015

#### Happy meals

#### Appealing to whisky fans

Figure 24: Heathrow Airport exclusive whisky stones designed by Giles Deacon, April 2016

#### Monetising and removing the hassle of travelling with luggage

Figure 25: Example of an Orion Mobile Luggage advertisement, 2015

#### Airport cheat sheets

Figure 26: Flio application, 2015

#### Surfing at 20,000 feet

#### MSAs

#### New dining concepts from Moto

Figure 27: Arlo's Pantry & Kitchen, Chieveley Services 2015

#### Roadchef signs up Spar

#### Electric charging points ramp up

#### Fuel prices to be advertised

#### Railway stations

#### Big box, little box

Figure 28: M&S Waterloo, order point, June 2015

Figure 29: Waitrose King's Cross, collection point, March 2016

#### Birmingham Grand Central cleans up its look

Figure 30: Birmingham Grand Central shopping centre, September 2015

#### High-speed shopping

#### Selfie stick library

Figure 31: Southeastern selfie stick, August 2015

#### Adult colouring books

#### Fresh to you

## Travel Point Operators – MSAs

Figure 32: Summary of the leading UK MSA operators, 2016

#### MSA operators – Key financials

Figure 33: Revenues of the leading MSA operators, 2011-15

Figure 34: Operating profits of the leading MSA operators, 2011-15

#### Moto Group

Figure 35: Moto: Breakdown of non-fuel revenues, 2015

#### Roadchef

#### Westmorland

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## Travel Point Operators – Railway Stations

Figure 36: Stations operated by train operating companies in the UK, 2014/15

### Network Rail – Key statistics

Figure 37: Network Rail financial performance, 2011-15

### Strong growth from retail

Figure 38: Like-for-like retail sales performance at Network Rail managed stations vs British Retail Consortium high street figures, 2012/13-2014/15

### A correlation between dwell times and station size

Figure 39: Area and dwell times of select National Rail managed stations, 2015

### Further development of the rail network

## Travel Point Operators – Airport Terminals

Figure 40: The UK's five largest airports, by passenger numbers, 2015

### Heathrow Airport

### Gatwick Airport

### Manchester Airport Group

### Airport operators – Key financials

Figure 41: Leading airport operators' revenues, 2011-15

Figure 42: Leading airport groups' operating profits, 2011-15

### Breakdown of revenues

Figure 43: Leading airport groups' breakdown of revenues, 2014/15

### Retail revenue breakdown

Figure 44: Breakdown of Heathrow's retail revenues, 2015

Figure 45: Breakdown of Gatwick's retail revenues, 2014/15

## Outlets in Travel Hubs

Figure 46: Leading travel hubs, mix of foodservice and retail outlets, 2016

### Uniqueness of offering within travel hubs

Figure 47: Total number of unique outlets within analysed travel hubs, 2016

Figure 48: Total number of unique outlets within analysed travel hubs, by foodservice and retail outlets, 2016

### Breakdown of foodservice

Figure 49: Breakdown of foodservice offering within travel hubs, 2016

### Breakdown of retail

Figure 50: Breakdown of the retail offering within travel hubs, 2016

### Leading brands within travel hubs

Figure 51: Leading foodservice and retail outlets, by total number of outlets within the analysed travel hubs, 2016

### Methodology

## The Consumer – What You Need to Know

Stations most popular in terms of visitation

Airports show the highest level of retail purchasing

Food the driver of retail purchasing

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Pricing a sticking point

Consumers acknowledge the development of retail within travel hubs, but want more

Carry me home...

## Travel Hub Visitation and Reasons for Visiting

Stations most popular

Figure 52: Travel hub visitation, 2015 and 2016

Visitation skews younger

Figure 53: Travel hub visitation, by age, April 2016

Reasons for visiting

Figure 54: Reasons for travel hub visitation, April 2016

## Where They Buy in Travel Hubs

Airports show the highest levels of retail purchasing

Figure 55: Outlets purchased from in travel hubs, April 2016

Purchase attach rate in travel hubs

Figure 56: Purchase attach rate in travel hubs, April 2016

Outlets used by reason for visit

Figure 57: Outlets purchased from in travel hubs, by reason for visiting, April 2016

Foodservice outlets used

Figure 58: Foodservice/drink outlets purchased from, by travel hub, April 2016

Figure 59: Coffee shop and fast food outlet usage, by age and travel hub visited, March 2016

Retail outlets used

Figure 60: Retail outlets purchased from, by travel hub, April 2016

Figure 61: Retail outlets most purchased from in travel hubs, by travel hub and age, April 2016

Repertoire of travel hub outlet usage

Figure 62: Repertoire analysis of outlets used in travel hubs, April 2016

## Reasons for Buying and Not Buying in Travel Hubs

Figure 63: Reasons for buying in travel hubs, April 2016

Figure 64: Reasons for buying in travel hubs, by travel hub visited, April 2016

Reasons for not buying

Figure 65: Reasons for not purchasing items in a retail outlet whilst in a travel hub, April 2016

## Satisfaction with Travel Hubs

Figure 66: Satisfaction with factors relating to purchasing in travel hubs, April 2016

Key driver analysis – Railway station

Figure 67: Key drivers of overall satisfaction with most recently visited railway station, April 2016

Figure 68: Overall satisfaction with most recently visited railway station – Key driver output, April 2016

Key driver analysis – Motorway service area

Figure 69: Key drivers of overall satisfaction with most recently visited motorway service area, April 2016

Figure 70: Overall satisfaction with most recently visited motorway service area – Key driver output, April 2016

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### Key driver analysis – Airports

Figure 71: Key drivers of overall satisfaction with most recently visited airport terminal, April 2016

Figure 72: Overall satisfaction with most recently visited airport terminal – Key driver output, April 2016

### How the hubs compare

Figure 73: Overall satisfaction with travel hubs, April 2016

### Satisfaction with range, quality and price

Figure 74: Satisfaction with factors in travel hubs, by travel hub, April 2016

### Satisfaction with other factors in travel hubs

Figure 75: Satisfaction with other factors in travel hubs, by travel hub, April 2016

## Attitudes towards Buying in Travel Hubs

### Attitudes towards retailers and buying in travel hubs

Figure 76: Attitudes towards retailers within travel hubs, April 2016

Figure 77: Agreement with statements around retailers within travel hubs, by age, April 2016

Figure 78: Agreement with the statement 'Unfamiliar stores are more appealing to me in travel hubs', by reason for visiting and hub visited, April 2016

### Attitudes towards online retailing and home delivery

Figure 79: Attitudes towards online shopping and home delivery in travel hubs, April 2016

Figure 80: Agreement with statements regarding online shopping and travel hubs, by travel hub, April 2016

### Time savers in travel hubs

Figure 81: Attitudes towards online shopping and home delivery in travel hubs, April 2016

## Appendix – Data Sources, Abbreviations and Supporting Information

### Data sources

### Financial definitions

### Abbreviations

### Consumer research

### Methodology

### Key driver analysis – Airport terminals

Figure 82: Overall satisfaction with most recently visited airport terminal – key driver output, April 2016

Figure 83: Satisfaction with most recently visited airport terminal, April 2016

### Key driver analysis – MSAs

Figure 84: Overall satisfaction with most recently visited motorway service area – key driver output, April 2016

Figure 85: Satisfaction with most recently visited motorway service area, April 2016

### Key driver analysis – Railway Stations

Figure 86: Overall satisfaction with most recently visited railway station – key driver output, April 2016

Figure 87: Satisfaction with most recently visited motorway service area, April 2016

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