

High Traffic Retailing*

for the customer on the move



ISCS European Research Seminar

Tony Wijntuin | WYNE Strategy & Innovation | Brussels | 6 November 2012



Intro & Agenda





High Traffic Retailing*





Westfield Stratford City



Amsterdam Airport Schiphol



St Pancras International Station



million



minutes



million €



shops



f&b



av. ticket €



services

Westfield(Str)
Mall

47

96

1.250

250

70

110,00

Cinema, casino,
bowling, hotel, wifi

Schiphol
Airport

50

111

214

114

81

15,55

Museum, casino,
spa, indoor park,
hotel, wifi

St Pancras
Train station

40

27

137

40

20

13,50

Hotel, station
reception, wifi

Source:

* Westfield Stratford City, Facts & Figures brochure 2011

* Schiphol Facts & Figures 2011

* HS1 Limited, Moodie Report 12-06-2011, www.stpancras.com

Stress versus Retail Receptiveness...

WYNE's High Traffic Retailing* Comparative



Designing your Retail*Portfolio



First vision, then strategy

Amsterdam Airport Schiphol:

EUROPE'S PREFERRED AIRPORT

Westfield Stratford City:

**EUROPE'S LEADING URBAN RETAIL
& LEISURE DESTINATION**

St Pancras International Station: MORNING, NOON & BITE

**But absolutely make sure
your basics are in place!**



Design methodology

WHO?

... are your (non) customers

WHAT?

... do they need or want

HOW?

... they behave in your environment

WHICH?

... offer best meet their needs



INFLUEN

HOW TRENDS & CREATIVITY BECOME CONTAGIOUS.

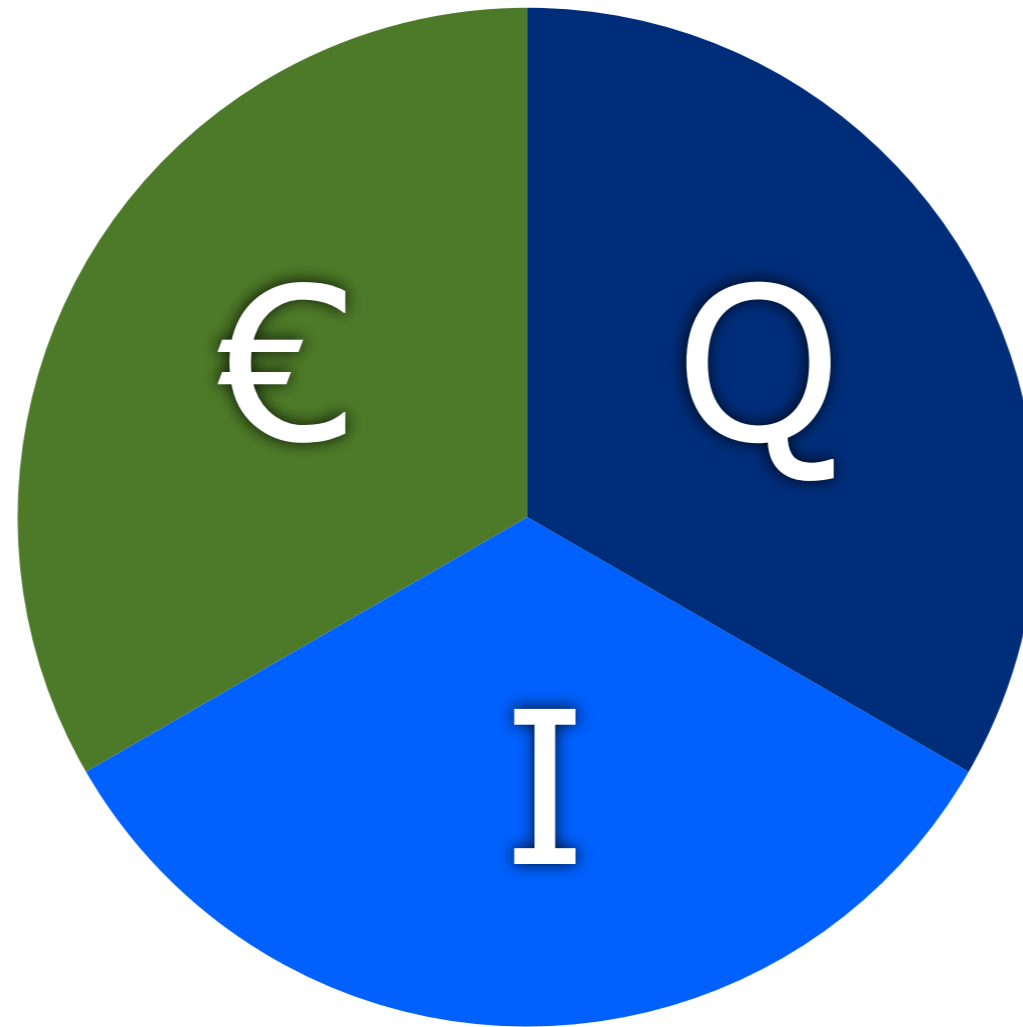
12 CRUCIAL CONSUMER TRENDS FOR 2012:

1. RED CARPET
2. DIY HEALTH
3. DEALER-CHIC
4. ECO-CYCOLOGY
5. CASH-LESS
6. BOTTOM OF THE URBAN PYRAMID
7. IDLE SOURCING
8. FLAWSOME
9. SCREEN CULTURE
10. RECOMMERCE
11. EMERGING MATURIALISM
12. POINT & KNOW
13. MORE-ISM

Laying out the Retail*Portfolio

..... leading to added value!

WYNE STRATEGY & INNOVATION
Portfolio Value Model®



■ Revenue Generators ■ Quality Boosters ■ Image Builders



Money Maker



Quality Booster

Image Builder



Marketing & Promotions

- ✓ Centralised
- ✓ Consistent Look & Feel
- ✓ “Shopping Centre owner” in the lead
- ✓ Joint participation with retailers*
- ✓ Seasonal and event driven

*Terms and conditions apply

Execution

- ✓ Customer comes First
- ✓ Concept integrity
- ✓ Business partnership
- ✓ Business model
- ✓ Account management
- ✓ Monitoring & Optimising





Get Inspired

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THE FUTURE



NEC

seats2meet.com











Lounge. Un salon innovatif transport.



IKEA améliore votre quotidien

Région Ile de France
CCI



Let's discuss ... What would your ideal Retail* Portfolio look like?

Thank You!



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