1. MOST PASSENGERS HAVE NO INTENTION OF PURCHASING BEFORE THEY COME TO THE AIRPORT.

So the question become how to make the passenger have the aware of purchasing what they want to buy or what they would like to buy in the airport before they come to the airport.

Inform passenger the airport shops’ information by using airport official apps, official website, discount notifications, leaflets, social media or other ways.

The inform ways: pictures, words, videos, virtual reality shopping guideline

1. 40% of passengers who come to the airport intending to purchase retail don’t buy

Why don’t they buy?

Can they find the stores easily?

Are the goods accessible in the stores? Are the goods come from right channels? Can we track the goods?

How about the price?

Are the goods easy to be transported?

The MRO of the goods