

# Pop up golf shop at Edinburgh Airport



In the year that Scotland hosts the Ryder Cup it should be no surprise that a luxury golf shop has been introduced at Edinburgh Airport. This innovative pop-up shopping concept has just landed at Edinburgh Airport, offering passengers amazing luxury brands not available in any other airport.

A new retail pod, kitted out with the latest golf wear, equipment and accessories from world-famous designer Tom Morris, has officially opened in the airport's departure lounge – just in time for September's Ryder Cup at Gleneagles.

Edinburgh is the first airport to own one of these flexible retail units which can be easily adapted to offer passengers a wide range of products. Edinburgh Airport chose to launch the pod with luxury Scottish golfing brand Tom Morris, with the airport hand-picking stunning products from the exclusive Ryder Cup 2014 tartan to a hand-blown glass stag filled with malt whisky – a sniff at £250.

With more passengers than ever before travelling through Scotland's busiest airport, and recently- launched long-haul services to Doha, Chicago and Philadelphia, the airport's Commercial team is confident the new retail pod offers customers a brand new travel shopping experience.



John Watson, Chief Commercial Officer at Edinburgh Airport, said: "We work hard to give our passengers the best choice and we listen to what our passengers want from their shopping experience.

"This new retail unit, the first of its kind in any UK

airport, allows us to link with events in Edinburgh and around Scotland throughout the year and bring them into the airport. From golf, to Scottish food and drink and the Six Nations, we're really spoiled for choice. With the Ryder Cup just around the corner we wanted to launch it with a home-grown luxury brand.

"The flexible, adaptable nature of this new retail unit enables us to move it around the airport and change our product lines quickly and easily. We're also pleased to be working with a local company, Pod Global Solutions, who share our commitment to providing a fantastic retail experience."

Chief Executive of Pod Global Solutions, Ian Cander said: "We're delighted to be working with Edinburgh Airport to create their own ground-breaking retail unit. Our customers generally see a full return on investment in one year so it's great to see Scotland's busiest airport taking such a dynamic approach to retail and capitalising on their unique environment. With an approach like this, it's fair to say that Edinburgh Airport is leading the pack in UK airport retail."

The pods have been designed by Edinburgh-based Pod Global Solutions, a company at the forefront of world-class retail solutions since 1999. Designed and built to the highest quality and to the retailer's exact specifications, the pods require no on-site construction, meaning traders can plug and start trading in as little as two hours.

Their mobile nature means that they are easily locatable to areas of high footfall or areas where no retail revenue was previously available – something which is ideal for a dynamic space like an airport.

Significant additional revenue can be gained from advertising on the mobile retail unit. This allows Edinburgh Airport to capitalise on topical events and themes as they arise, catering to key groups of customers like golf-fans travelling

to the Ryder Cup, anticipating customer demand.



Photos Lesley Martin courtesy of Edinburgh Airport