



Indianapolis Airport Authority

# Concessions Refresh Program



**Indianapolis International Airport**  
Operated by: Indianapolis Airport Authority



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## Concessions Refresh Program Contacts & information

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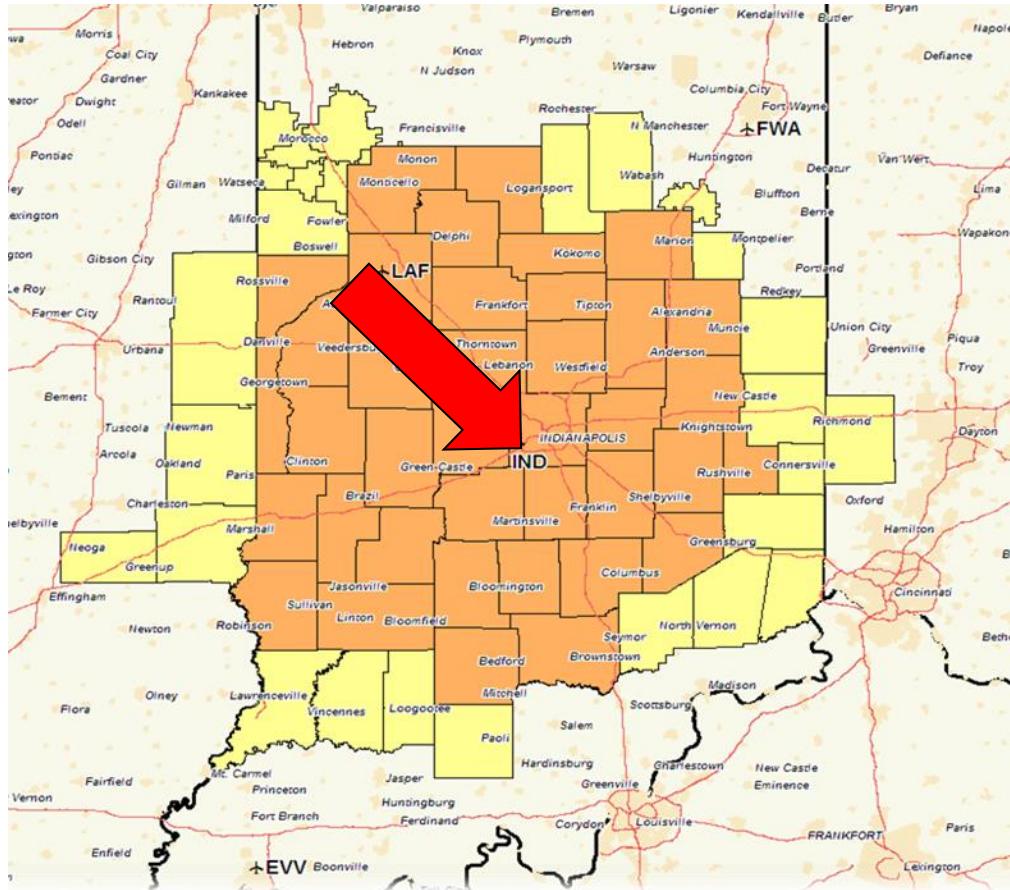
*For the latest information on the Concession Refresh program, please visit*

<https://www.ind.com/business/concessions-refresh-program> *on a regular basis.*



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# Indianapolis, Indiana



- Indiana's largest city and the 14<sup>th</sup> largest city in the United States.
- Nicknamed the "Hoosier State" and known for Hoosier Hospitality
- Metropolitan Population > 1.978 million
- Indianapolis' central location is ideally suited to capture traffic from nearby cities
- 3 + million people live within a two-hour drive of IND

# Indianapolis is Nationally and Globally Recognized

Indy named #1 Convention City in the US ([USA Today 2014](#))



Home to world class events



26 Hottest Food Cities of 2016



America's Most Underrated Cities





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# About Indianapolis International Airport - IND

- New terminal opened in 2008
- 49 Nonstops (as of November 2017)
  - Most ever in history of IND
- 8.5+ million travelers in 2016
- 6% more travelers in 2016 vs. 2015
- Origination & Destination (O&D) Airport
- Alaska Airlines began operating at IND in May 2017
- Southwest Airlines holds largest market share at 34%
- First ever IND transatlantic flight announced in Sep of 2017 – Indy direct to Paris daily - starting in May 2018
- 2017 is trending to be a record year for enplanements

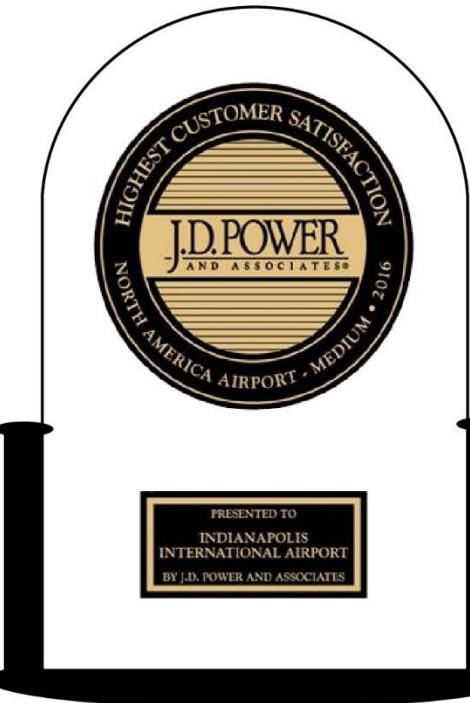




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# IND – World Class Award Winning Airport

- J.D. Power North America Airport Satisfaction Study  
***Highest in Customer Satisfaction for Medium Airports  
2010 and 2016***



- ACI Airport Service Quality Award  
***Best Airport in North America  
2010, 2012, 2013, 2014, 2015 and 2016***



- **ACI Director General's Roll of Excellence**

- **Condé Nast Traveler Readers' Choice**  
***Best Airport in America  
2014, 2015, 2016, 2017***



- **Travel + Leisure World's Best Awards**  
***Top 10 Best Domestic Airports, 2016***

- **TripAdvisor Travelers' Choice**  
***Favorite U.S. Airport, 2016***



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# IND – World Class Award Winning Airport

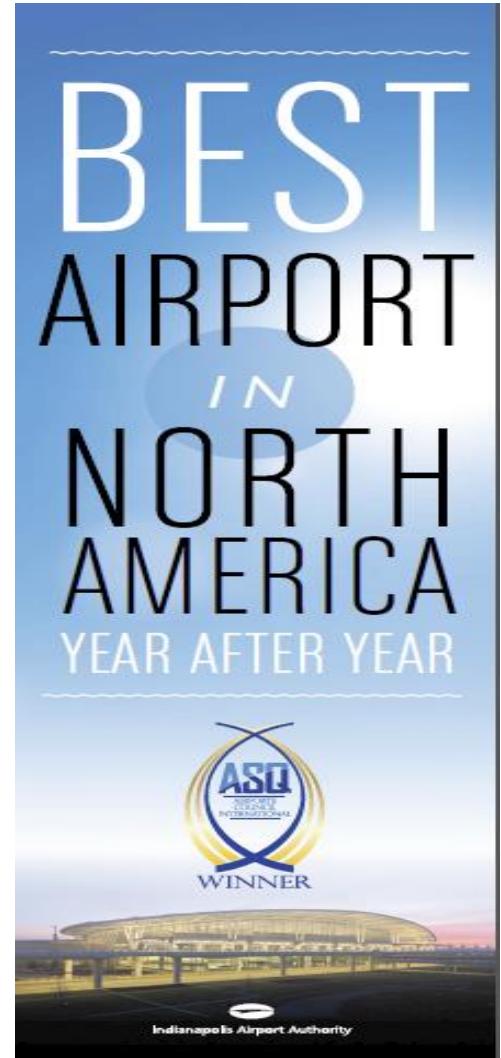


Airport Revenue News

***Best Overall Concession Program  
2009, 2011, 2012, 2013, and 2015***

IND is a Finalist for 2017 ARN Awards

***Airport with the Best Program Design  
Airport with the Best Overall Program  
Airport with the Best Management Team  
Airport with the Best Customer Service***

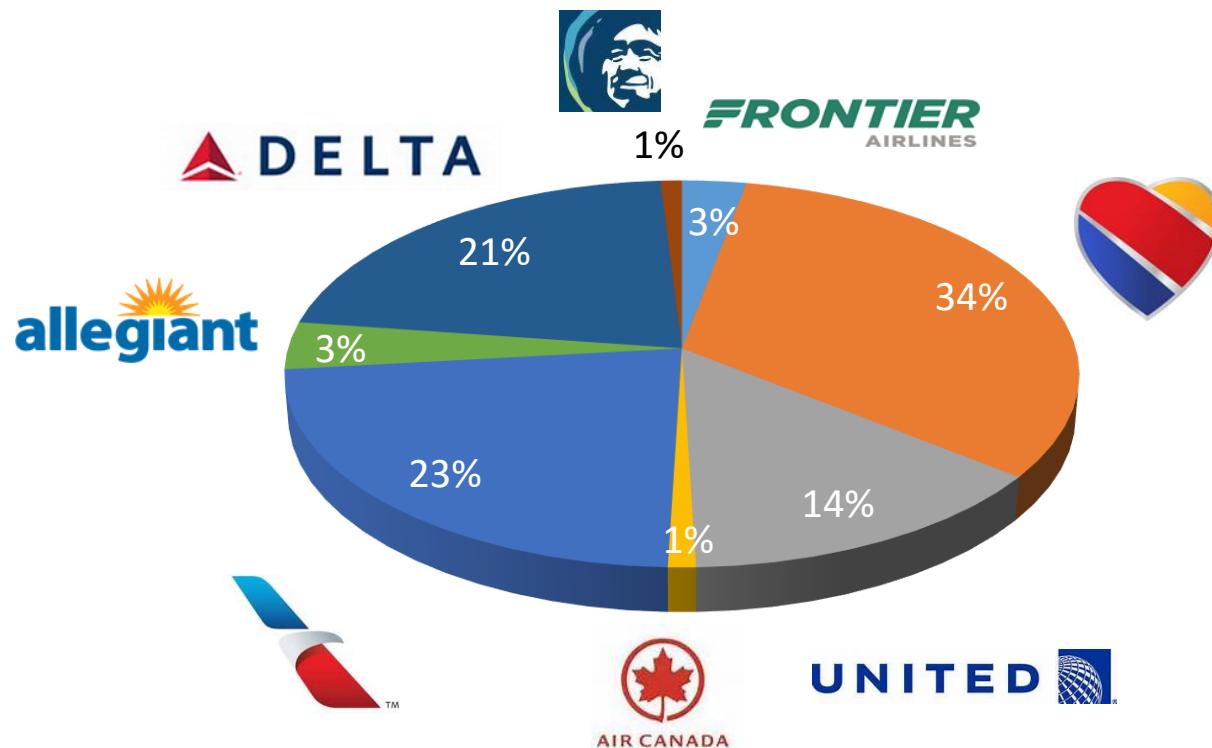


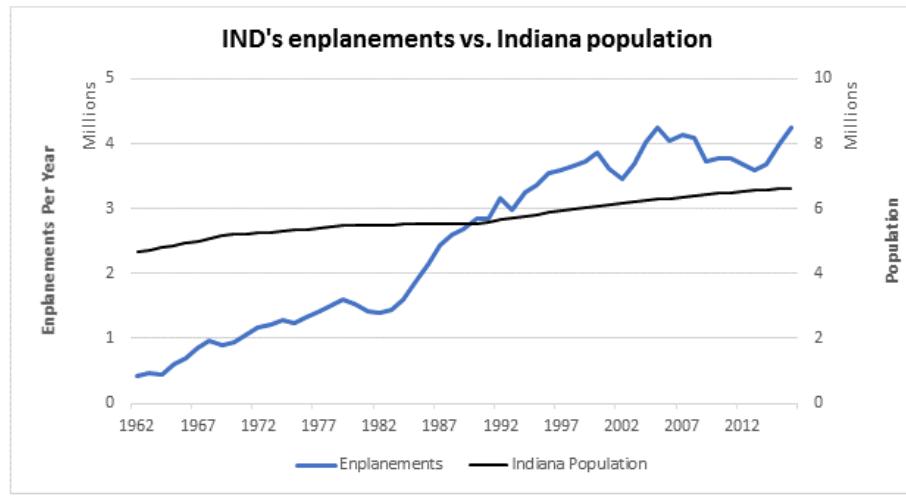
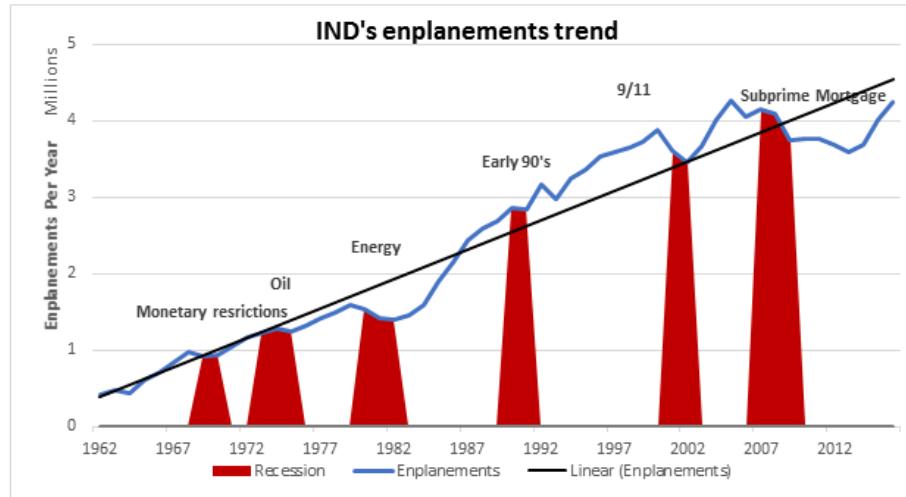
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## IND Airline Market Share (as of September 2017) – Robust Competition







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## Terminal/Campus Optimization Program

- Enhance Customer Experience
- Create a Sense of Place
- Remain Relevant for Today's Traveler



### Guiding Principles for Sense of Place

Authenticity  
Discovery/Surprise  
Delight

**SENSE OF PLACE LITMUS**

Is it authentic? 

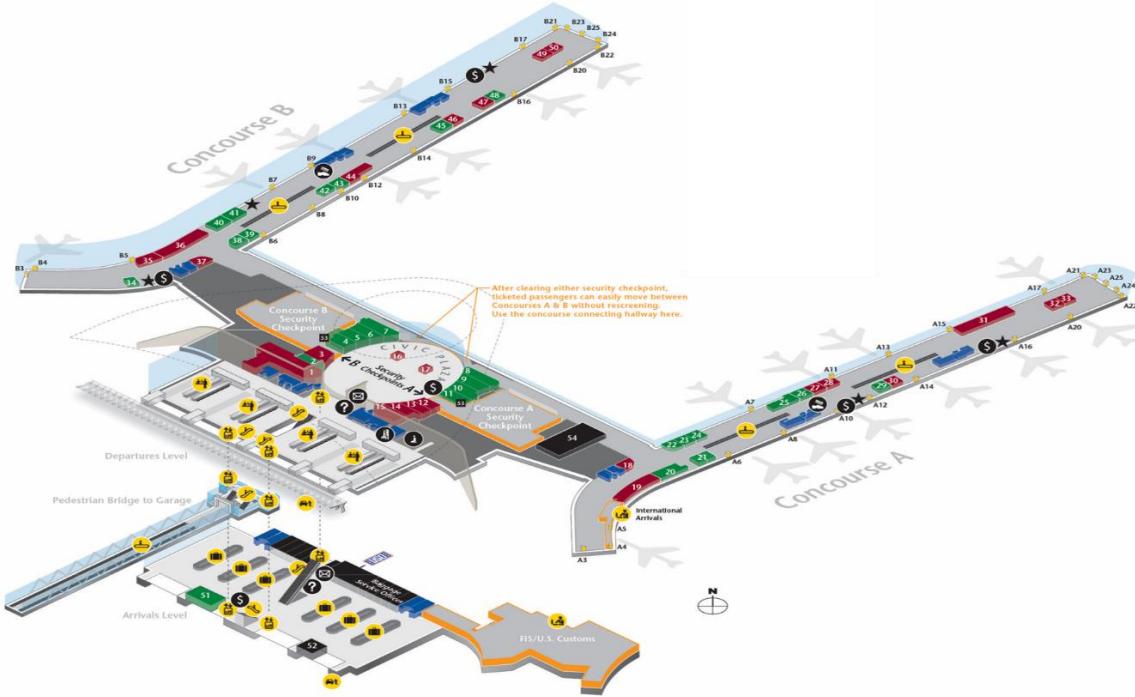
Does it provide discovery and surprise? 

Is the experience delightful? 



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# Current Concessions Program

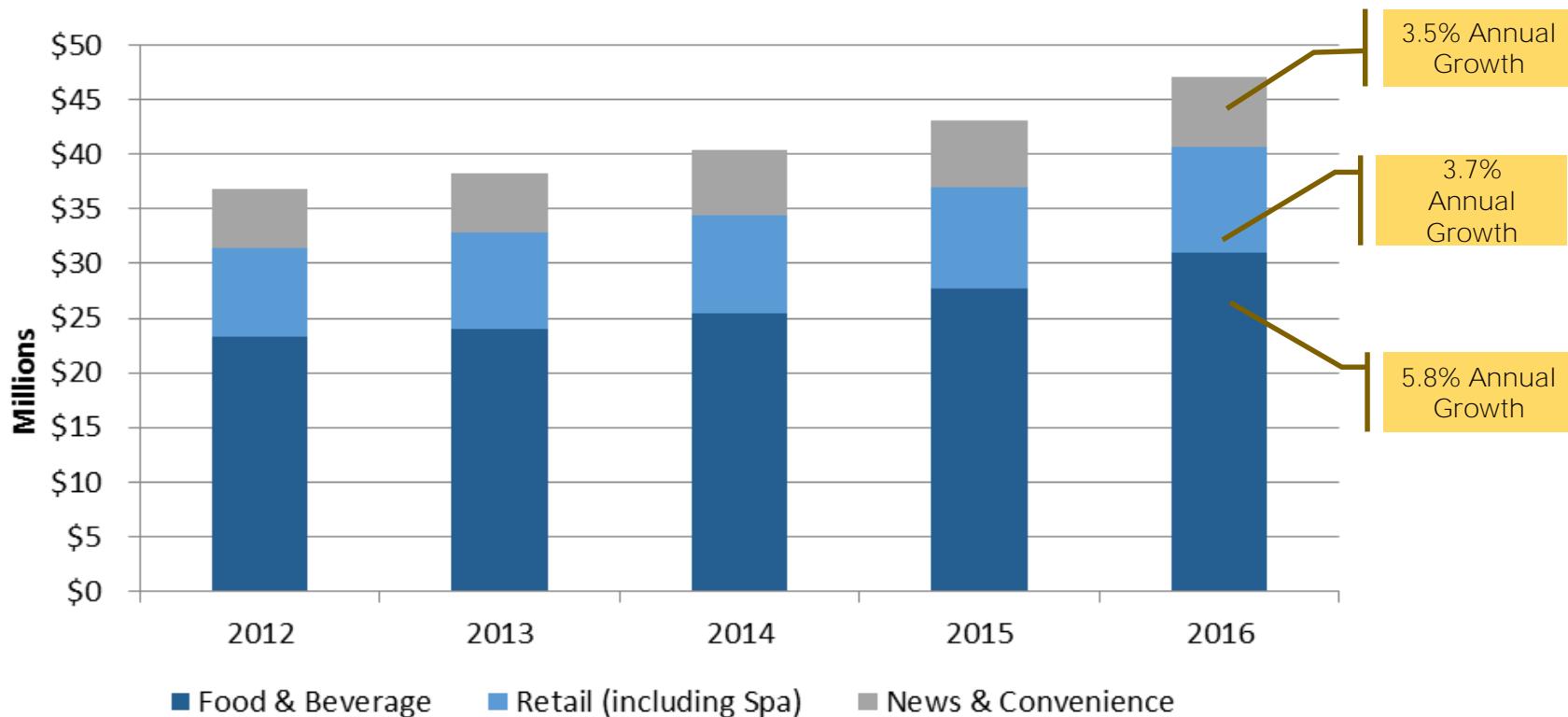


- 54 Retail, Food & Beverage, news & convenience and retail locations
- Currently 3 vacancies
- 40 out of 53 locations have December 2018 expirations
- 65,000+ Square Feet of concessions space
- 44% Pre-Security locations vs. 56% Post-Security locations



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## Historical Concessions Sales 2012 - 2016





## Concessions sales comparison

YTD through September 2017

Vs.

YTD through September 2016

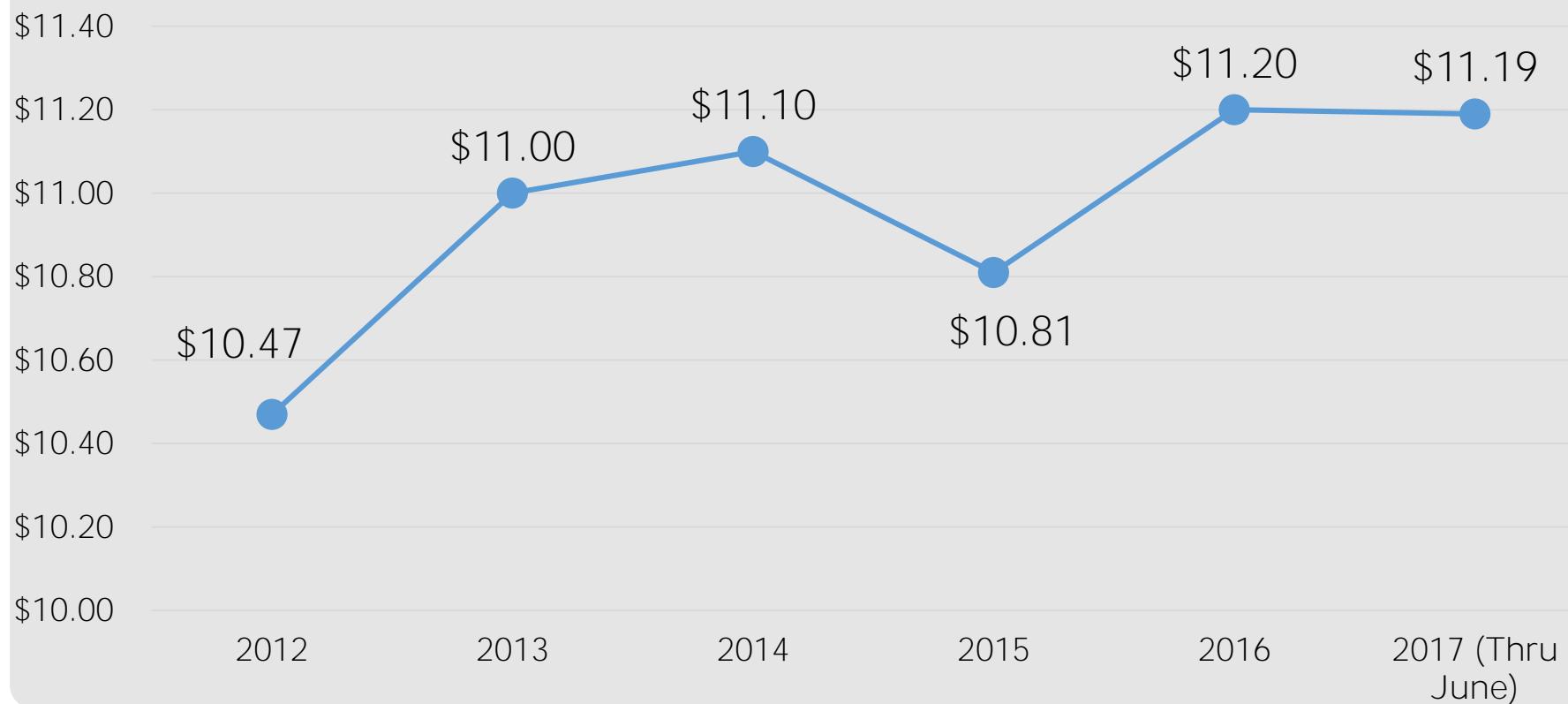
- Food & Beverage sales are up 24% (\$23,825,007)
  - Specialty Retail sales are up 11% (\$7,310,824)
  - News & Gift sales are down 9% (\$5,140,887)  
\*100<sup>th</sup> Running of the Indy 500 was in 2016



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## Historical Sales 2012-2017 (Thru June 2017)

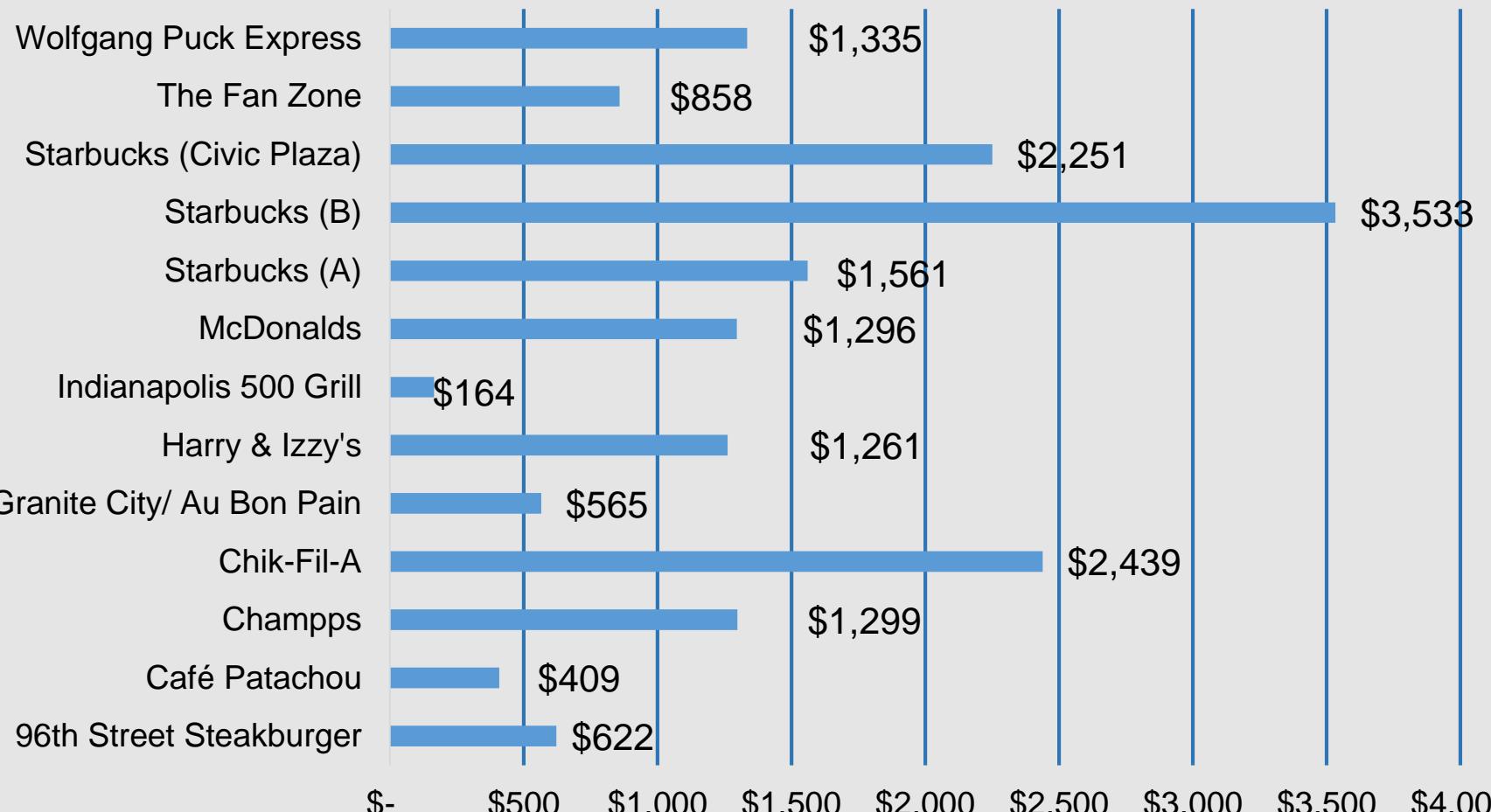
### Sales Per Departing Passenger





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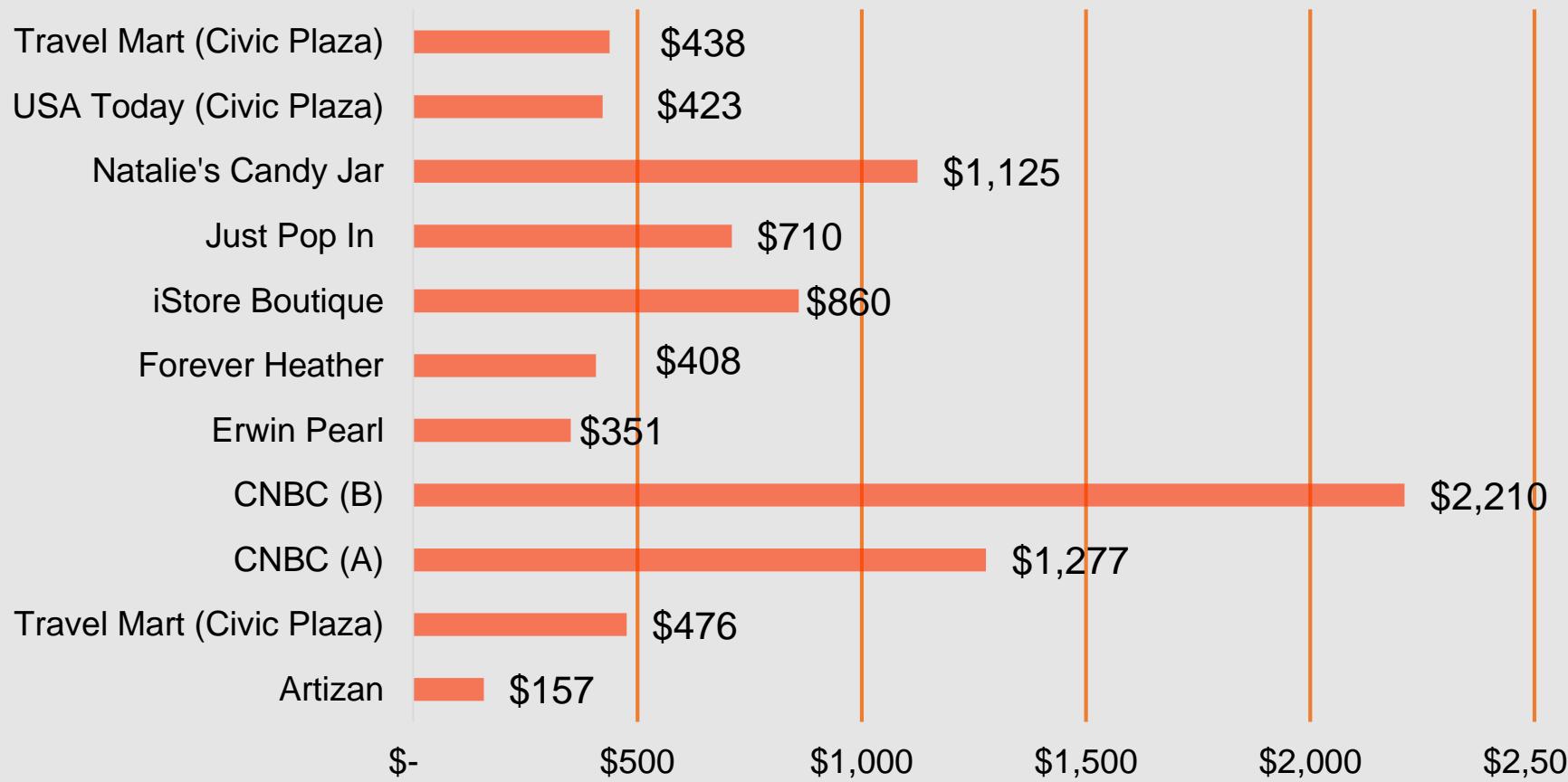
## 2016 Sales Per Square Feet-Food and Beverage





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## 2016 Sales Per Square Feet-Retail and News & Gift





## Percent Alcohol Sales (only locations permitted to serve alcohol)

Location	Type	% Alcohol Sales	2016 Alcohol Sales	Location
Harry & Izzy's	Full-Service	34%	\$1.26 million	Concourse A
Champps	Full-Service	47%	\$1.9 million	Concourse B
Indy 500 Grill	Full Service	28%	\$235,000	Pre-security
Vinea Wine Bar	Bar	90%	\$383,000	Pre-Security
Granite City	Full-Service	31%	\$538,000	Concourse A
Fan Zone	Bar	89%	\$609,000	Concourse B
Café Patachou	Full Service	7%	\$63,000	Pre-Security
Wolfgang Puck	Full Service	26%	\$768,000	Concourse B



## 2016 Sales by Location

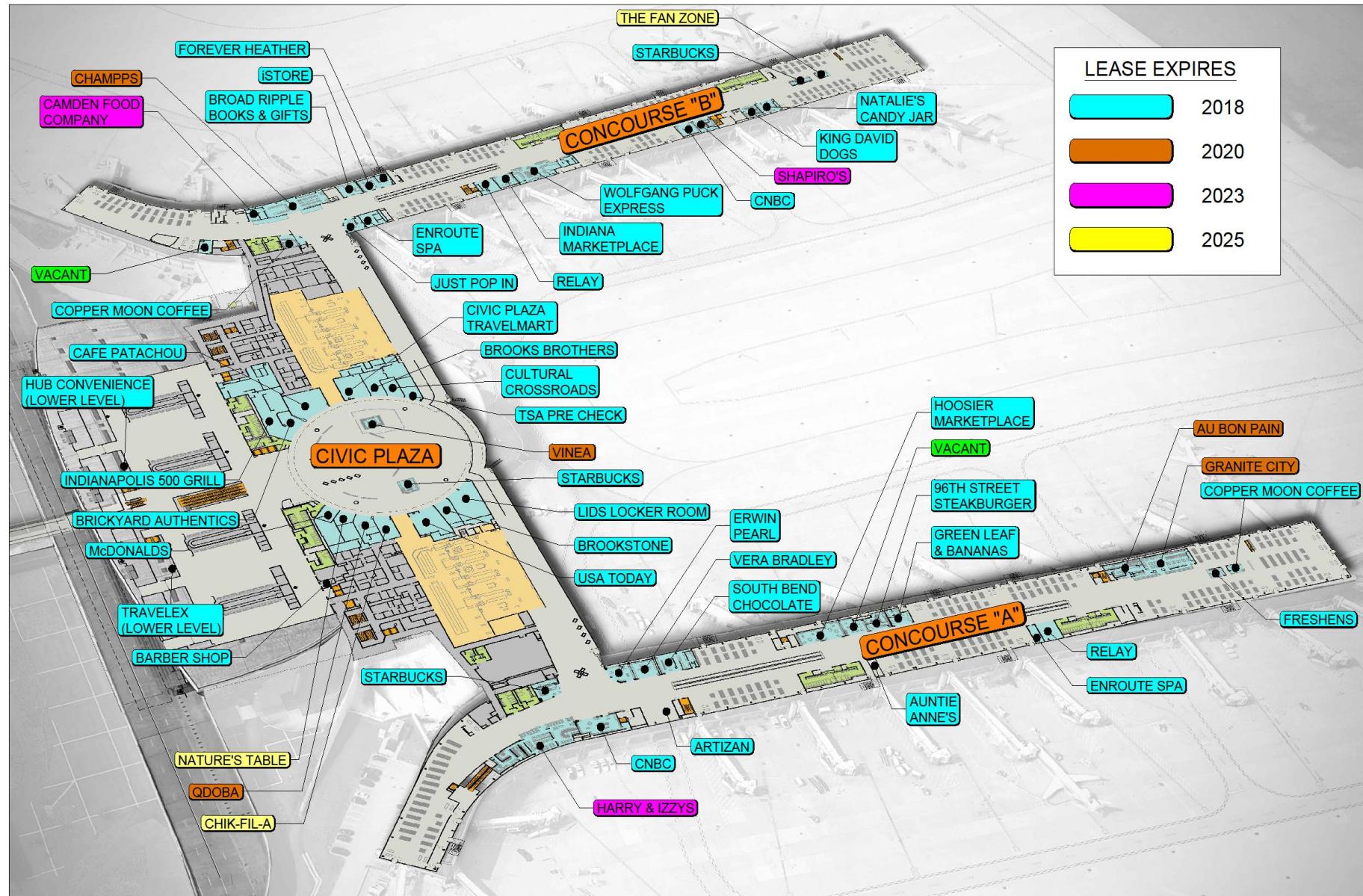
96th Street Steakburger	\$ 485,871
Auntie Anne's	\$ 392,447
Café Patachou	\$ 904,906
Camden Food Company	\$ 601,675
Champps	\$ 3,945,116
Chik-Fil-A	\$ 2,029,267
Copper Moon Coffee (A)	\$ 335,117
Copper Moon Coffee (B)	\$ 833,276
Freshens	\$ 145,233
Granite City/ Au Bon Pain	\$ 1,735,801
Green Leaf & Bananas	\$ 617,766
Harry & Izzy's	\$ 3,670,637

Indianapolis 500 Grill	\$ 852,665
King David Dogs	\$ 867,912
McDonalds	\$ 1,875,558
Nature's Table	\$ 750,295
Qdoba	\$ 1,096,631
Shapiro's	\$ 1,645,898
Starbucks (A)	\$ 1,196,953
Starbucks (B)	\$ 1,766,507
Starbucks (Civic Plaza)	\$ 1,125,458
The Fan Zone	\$ 686,177
Vinea	\$ 421,997
Wolfgang Puck Express	\$ 2,985,945

Artizan	\$ 161,966
Brickyard Authentics	\$ 591,695
Broad Ripple Books & Gifts	\$ 1,263,207
Brooks Brothers	\$ 453,333
Brookstone	\$ 522,063
Travel Mart (Civic Plaza)	\$ 940,663
CNBC (A)	\$ 1,761,284
CNBC (B)	\$ 1,728,321
Cultural Crossroads	\$ 218,815
Enroute Spa (A Kiosk)	\$ 633,093
Erwin Pearl	\$ 273,686
Forever Heather	\$ 205,153

Hoosier Marketplace	\$ 918,955
Indiana Marketplace	\$ 876,279
iStore Boutique	\$ 647,323
Just Pop In (Cart)	\$ 122,499
Just Pop In	\$ 539,836
Lids Locker Room	\$ 524,061
Natalie's Candy Jar	\$ 947,976
Relay (A Kiosk)	\$ 497,197
Relay (B)	\$ 784,035
Superior Shine	\$ 103,796
USA Today (Civic Plaza)	\$ 834,883
Travelex	\$ 358,773

# Concessions Expiration Dates



File:IND Concessionaires Map - Terminal Refresh.dwg Lease Exp  
Print Date: 2017/11/07



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INDIANAPOLIS INTERNATIONAL AIRPORT  
CONCESSIONAIRES MAP  
LEASE TERMS  
11-07-2017



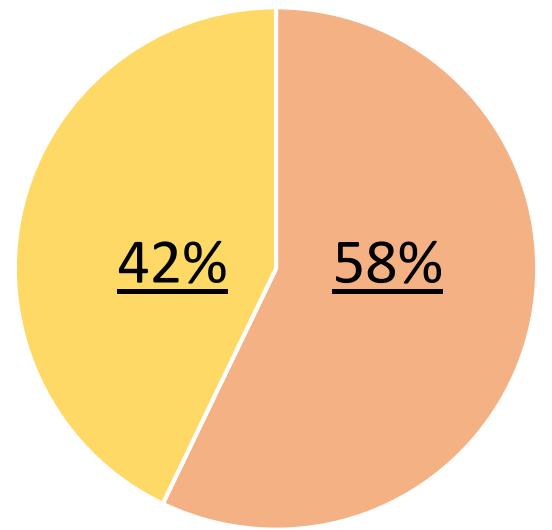


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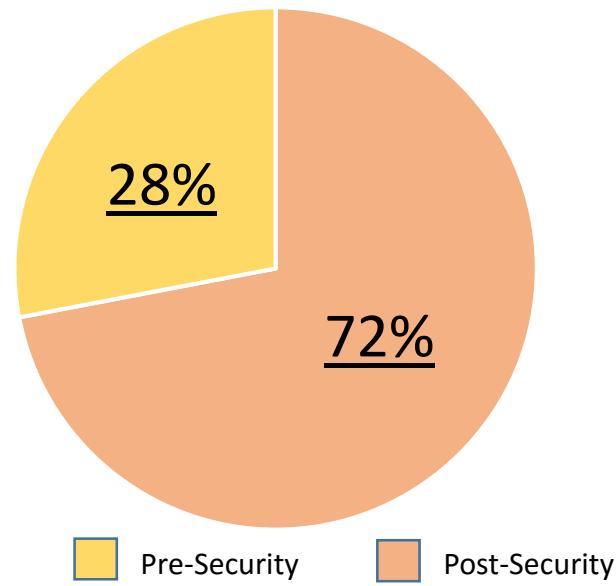
# Current Concessions Space Allocation

## Imbalance

**Concession SPACE**



**Concession SALES**





## What are our passengers saying?

### **2017 Quality Service Monitor (QSM) Report**

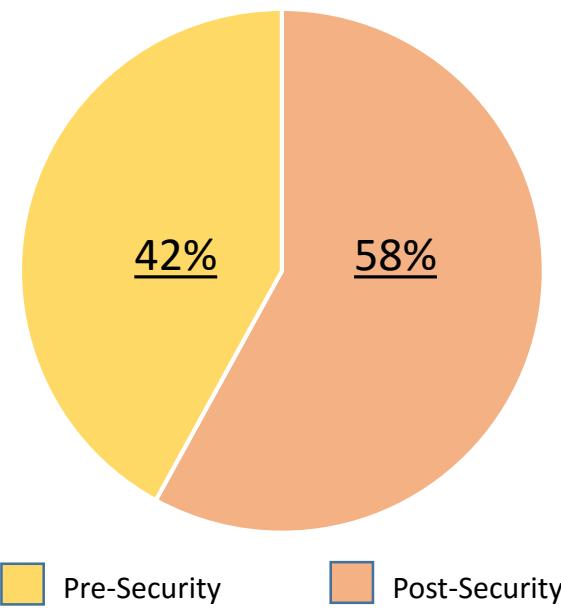
- *“The merchandise selection in Concourse A is perceived to be far greater than the selection available in Concourse B”*
- *“Variety of menu offerings and restaurant selection are moderate”*
- *“More food and beverage selections needed throughout the Airport”*
- *“Increase food options after the security checkpoints”*
- *“Retail selection does not appeal to all generations – need to be relevant”*
- *“Passengers appear to find the airport’s jewelry and clothing selection dismal”*



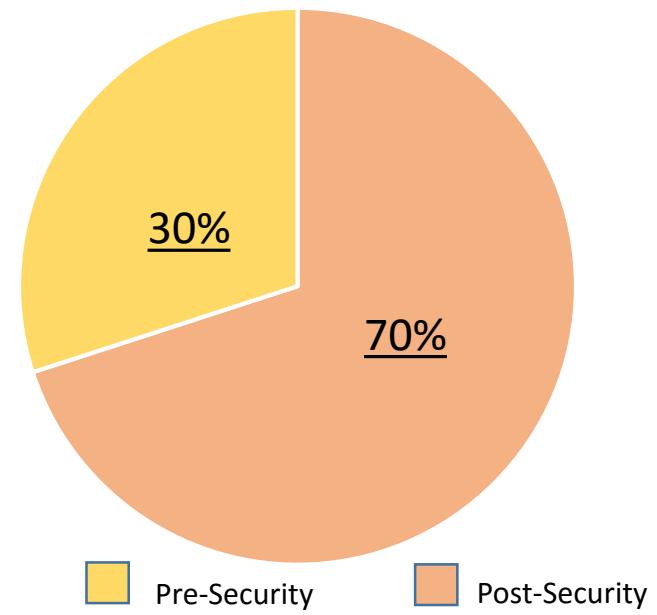
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## Future Space Planning - Concessions

**Current**

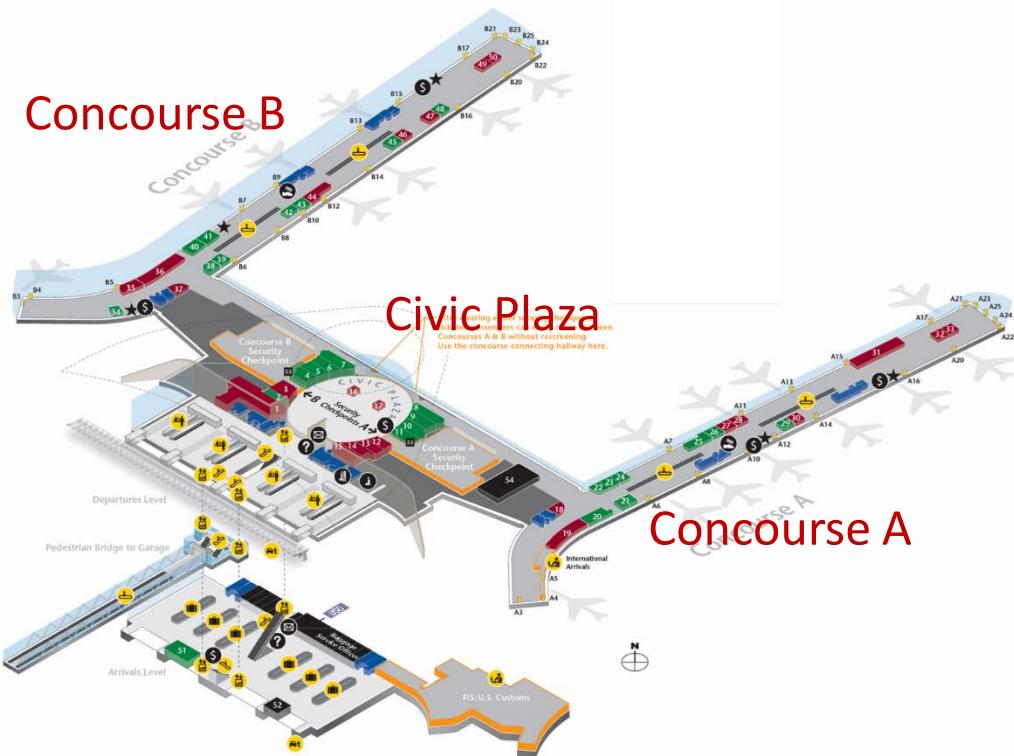


**Proposed**





## Future Concessions Programming Proposed



- 50 News & Convenience, Retail and Food & Beverage Concessions Spaces
- 62,000+ Square Feet of Concessions Space
- 30% of Concessions space is Pre-Security, 70% is Post-Security



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## Future Concessions Vision

- Integrate sense of place
- Enhance local economic impact
- Strengthen customer experience





## Future Concessions Vision

- Down Size Pre-Security Concessions Offerings

- ✓ Sales Data Shows Civic Plaza is Over-Concessioned
- ✓ Eliminate Concession Square Footage In Civic Plaza

- Improve Concessions Offerings in Post-Security

- ✓ Provide Offerings that Exceed Customer Want & Industry Standards
- ✓ **Implement Local “Sense of Place” Concepts**

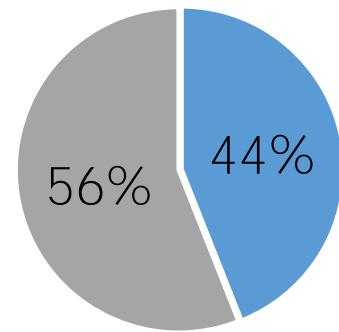
- Community Outreach and Networking Sessions

- ✓ Engage Local Businesses with Future Airport Opportunities
- ✓ **Issue “Requests for Proposals” with IAA Objectives**

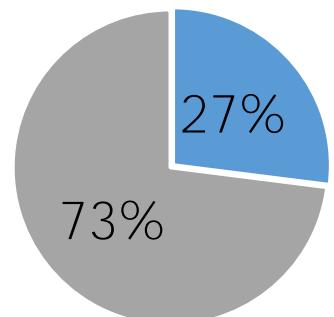
- Concessions Space Planning

- ✓ Optimum Exposure for Concessions Categories
- ✓ Develop Construction Phasing Plan with Concessions Partners

2017 Concessions Square Footage Allocation



■ Pre-Security ■ Post-Security  
2017 (Thru April) Sales Distribution



■ Pre-Security ■ Post-Security



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## Future Concessions/Business Opportunity

- Food & Beverage Concessions  
Local and National Brands
- Retail and News & Gift  
Concessions  
Local and National Brands
- Local and Prime Operators
- ACDBE Opportunity
- Good and Services Supplier  
General Construction  
Marketing





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## Anticipated Timeline

Event	Anticipated Date*
Concession Refresh Networking & Informational session	November 8, 2017 – 10:00am
Issue RFI(s)	January 2018
RFI Due Date(s)	90 days
Tenant Concession Awards	2018 Q2 – Q3

**\*All dates are tentative and subject to change**