

RELAY

SELLING POINT

ENSURING THAT THE RETAIL NEEDS OF PASSENGERS ARE BEING MET IS ESSENTIAL IN A GROWING AIRPORT



Nine airlines provide nearly 300 daily flights at Midway International Airport, with service to more than 55 destinations. It is the USA's premier airport for low-fare point-to-point domestic service and is one of the fastest growing airports in the country. In 2001 Chicago Mayor Richard M. Daley opened the concessions triangle at the airport, consisting of 23 shops and restaurants, almost 95 percent of which were locally owned.

"When we began planning the expansion of Midway some years ago, we set out to build a state-of-the-art airport that would maintain Chicago's national leadership in air transportation," Daley said. "But we wanted more than that. We wanted first-class amenities, so that travelers would know they were arriving in a first-class city. We wanted to provide business opportunities for Chicago companies and we wanted an airport that said 'Chicago' to travelers from the moment they arrived."

The concessions triangle, dubbed the Midway Boulevard, covers 23,000ft² and is just beyond the security checkpoint for passenger use to and from departure gates. The shops and restaurants feature Chicago cuisine, souvenirs and music in a bright environment with airfield views. Brick storefronts, colorful canopies and lighting clearly convey a Chicago ambiance.

The food court features a higher proportion of local restaurants than any other large US airport. Stores and restaurants include: Relay, Lalo's, Ben & Jerry's, KingWah, Reilly's Daughter, Luigi Stefani's, Illinois Bar & Grill, EuroCafe, Gold Coast Hotdogs, Pegasus, Sprit

1. A commitment to world-class amenities

2. A wide range of ready-to-eat and restaurant food

3. The Relay stores promote the local Chicago South Side feeling



HDS RETAIL

HDS Retail North America is privileged to have helped make Chicago-Midway International Airport the success it is by operating Relay newsstands in the facility since 2001. The stores have experienced huge traffic ever since they opened, as Midway went from a 12 million passenger airport to over 19 million passengers by 2004.

The Relay stores promote the Chicago South Side feeling with local themes throughout. Even our sub-tenant, George's Music Room, is a local music celebrity. Customers have embraced the wide magazine and newspaper selection from the first day and have consistently rewarded us with repeat business.

Ensuring the needs of Southwest Airlines' passengers are being met is a key factor in Relay consistently achieving high revenues per passenger. HDS Retail is proud to have played a role in the transformation of Chicago-Midway into an award-winning airport widely acclaimed by the industry with numerous accolades.



of the Red Horse, Potbelly's, Nuts On Clark, George's Music Room, Wilson Leathers, MarketWalk, Life Is Good, Harry Caray's, Kid's Work and Chicago Treasurers.

Midway Airport is committed to having a world-class concessions environment with value pricing, customer service, high-quality merchandise and top-rate facilities with a special emphasis on Chicago's local commitment to the Midway community. Most recently, Midway won the 2006 ARN Awards for Best Concessions and Best Customer Service.

