

**ACI-NA 2017 Excellence in Airport Concessions Awards  
Profile Form**



**Category Name:** Best News & Gift Concept

**Name of Concept/Airport:** New Stand (Terminal 1)

**Company that Operates Concept:** PGC + Westfield (TCM)

*(If the airport/concept wins an award, the information provided above will be used in the media release)*

**Use of Concept/Program and Branding**

*Provide a general description of the concept/program and branding:*

Opened in Fall 2017, PGC-operated New Stand is the latest addition to our evolving line-up of concepts at LAX, bringing a level of fun and quirky flair to the travelers of Terminal 1. This unique concept, deemed half blog and half store, has taken the country by storm offering curious onlookers a chance to browse and purchase from an eclectic mix of random yet purposeful items – typically referencing a current event or social cue in a humorous fashion.

The New Stand carries a rotating mix of coffee, new media, fancy snacks, cheap art, high fashion, weird toys, and tons of other interesting things depending on the day. Each item has an underlying pinch of humor, which naturally brings a smile to anyone and everyone who stops by. And, not to forget about technology, New Stand pairs its in-store experience with an app which delivers new articles every day for free. Just a few months since opening, New Stand has already created plenty of buzz and smile-worthy moments for our travelers in Terminal 1.

**Concessions Goals**

*Provide a general description of the goals for your concession concept/program and how you met them:*

Each Terminal by design offers a product or service for travelers of all backgrounds, styles, and tastes. Our overarching goal is to ensure our program remains fresh and current, while consistently exceeding revenue targets. Terminal 1 is served exclusively by Southwest, which draws in a mixed crowd of domestic business and leisure travelers from all parts of the country. This eclectic crowd gives our program permission to be playful. Where Brookstone has traditionally served an older demographic, New Stand diversifies our retail program with a kitschy concept that has strong appeal to Millennials and Generation Z. The addition of New Stands aligns with our goals to offer new and culturally relevant concepts, specifically for a younger and untapped market.

**Design/Layout**

*Describe how the concession concept/program makes the best use of the space allocated, including concessions' placement in relation to passenger flows throughout the terminal or concourse:*

To add to New Stand's unique concept and product offering, New Stand does not operate from a traditional four-sided physical space. Instead, the concept has opt'd for a "pop-up" style experience in the center of a boarding area. Living amongst a sea of chairs, the concept has carved out a perimeter with waist-high, glossy white pillars used to display their unique mixture of products. Again, since there are no walls, there are also no doors. Travelers can easily enter and leave the space at their leisure, while navigating through a fun maze of cheeky products.

**Revenue Performance (if applicable)**

*(If the program/concept is less than one year, please enter performance numbers to date and make a note below)*

Concept/Program Square Feet	686 Square Feet
Annual Gross Sales	\$375,424.35
Annual Sales per Square Feet	\$547.26