

Flying high

New
Woolworths
outlet opens
at O.R. Tambo



BY LINDA WILKINS

Woolworths has opened a boutique-style, 550m² outlet at O.R. Tambo International Airport, selling a mix of food, fashion, beauty, homeware and digital products.

THE NEWLY-constructed R2,3b multi-level Central Terminal Building (CTB) at O.R. Tambo International Airport in Johannesburg, which forms part of the major upgrade that the airport is presently undergoing, became fully operational on 1 April 2009, creating a link between the existing two terminals and taking the airport into a new era. The

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construction was completed in readiness for the 2010 Soccer World Cup and provides an impressive first impression of South Africa to visitors coming here for the first time, with massive central pillars – representing the majestic baobab tree - that reach up to the ceiling, as well as skylights that allow natural light to brighten up the terminal.

The store stocks a range of clothing that will appeal to both local and international visitors.

Customers will find a variety of freshly prepared take-away foods such as sandwiches, rolls, muffins, salads, baguettes and seasonal fresh juices.



Local travellers also benefit from the new construction, as it expands domestic arrivals and departures and adds an additional 75 check-in counters to the departures hall.

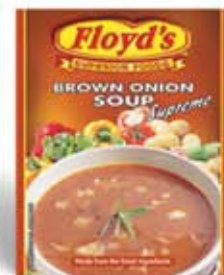
In line with international trends, the terminals will no longer be called domestic or international, but Terminal A and Terminal B. Terminal A will be used for international arrivals and departures, while Terminal B is for both domestic and international arrivals and departures. This consolidation should help to reduce congestion and improve queue management and departure times. Arrivals are on the ground floor of each terminal, while departures are on the upper levels. Terminal A extends from the CTB atrium to the north, while Terminal B extends south from the atrium.

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The airport employs around 18 000 people and plays host to over 50 airlines.

ACSA (Airports Company of South Africa) will spend a total of R3b on its infrastructure development project at O.R. Tambo, which includes the CTB, the Terminal A departures hall upgrade and a multi-storey parkade, as well as a new apron and an international pier.

The new Woolworths store at O.R. Tambo focuses on freshness, quality and convenience.



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A large variety of retail stores, fast food outlets and restaurants can be found on the mezzanine of the Central Terminal Building, catering for the 13 million travellers that make use of O.R. Tambo each year. These include Fornos, Anat, Gloria Jean's Coffees, Juicy Lucy, House of Coffees, Ocean Basket, Nandos, KFC, Spur and Panarotti's, as well as flowers, jewellery, clothing, footwear, sweets and snacks, pharmacy, cosmetics, fragrances, electronics, liquor, tobacco, books and music outlets.

Woolworths arrives at O.R. Tambo

One of the most recent additions to the CTB retail concourse at O.R. Tambo is a compact, boutique-style 550m2 Woolworths store, which offers a mix of food, fashion, beauty, homeware and digital products. Woolworths says the product offer was carefully selected to meet the needs of both local residents and international visitors, "whether they are shopping for a gift on the way out, or picking up groceries on the way home."

The variety and convenience of the range is designed to appeal to both travellers and airport staff, with fresh, ready-to-eat takeaways such as sandwiches and rolls, muffins, salads, baguettes, brownies, pastries, smoothies, seasonal fresh juices and Woolworths organic coffees, prepared to order by a qualified barista.

Why O.R. Tambo?

Chief executive of Woolworths, Simon Susman, says, "This new store allows us to provide a higher level of convenience for the traveller. Customers will be able to pick up necessities on their way home, or last minute gifts on their way out of Johannesburg. It also provides the ideal opportunity for the hundreds of thousands of visitors who pass through O.R. Tambo each year to get to know Woolies quality and service."

Source: www.acsa.co.za