

# TRAVEL RETAIL BUSINESS

DEC 2008 – JAN 2009

## Aelia Group secures Irish Ferries' onboard retail contract

Aelia Group has been selected to operate the retail outlets onboard the fleet of Dublin-based ferry company, Irish Ferries.

Effective April 2009, the contract sees Aelia take on total retail space of more than 1,000sq m, offering a full range of product categories, including liquor, tobacco, perfumes, cosmetics, souvenirs, confectionery, clothing and technology.

Irish Ferries overall passenger numbers rose 12% to 1.57m in 2007, as it adopted an aggressive pricing policy designed to compete with low-cost airlines.

Jean-Baptiste Morin, Chairman and CEO of Aelia, said: "This is a significant contract gain for Aelia and we are absolutely delighted that Irish Ferries has placed its trust in us.

"We believe the business has considerable potential, and we will seek to make the most of our experience in the UK and in our cross-Channel businesses



A battle for control of the Irish Continental Group which owns Irish Ferries is currently taking place, with ICG CEO Eamonn Rothwell a frontrunner.

to deliver the best results to Irish Ferries and its customers. With the help of our suppliers and the expertise of our UK team, headed by Bruno Bouchacourt and Phil Manning, we have every confidence in the future success of the concession."

Irish Ferries' operations director John Reilly said: "We were very impressed by Aelia's professionalism and their ideas for the business, and we're looking forward to getting started with them. The onboard retail business is vital for us, not just with regard to revenue, but also in terms of

the experience we offer our customers.

"We are confident that by building a new and improved retail offer, Aelia will help us enhance that experience."

The Irish Ferries fleet comprises four vessels serving routes between Ireland, the UK and France. The Jonathan Swift links Dublin and Holyhead in less than two hours, while the Ulysses (*inset*) – the world's largest car ferry – serves the same route at a more leisurely pace.

The Isle of Inishmore makes two daily crossings between Rosslare and Pembroke, while the Oscar Wilde links Rosslare with the port of Cherbourg in France, also serving Roscoff in Brittany during peak season.

The larger ships all feature retail outlets of around 300sq m, while the Swift's retail offer covers 120sq m. The present onboard retail contract is operated by The Nuance Group.