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EUROSHOP – soon also at Aarhus Airport

As of May 1st 2001, SAS Trading will start the operation of the Aarhus Lufthavn Shopping Center. Aarhus is the second largest city in Denmark and is an important center in a highly dynamic area of Jylland.

The Airport has a total traffic of approx 650 000 passengers, whereof 210 000 are international departures. Traffic growth of 7,4 percent indicates a great growth potential for regular as well as for charter traffic to come.

In addition to SAS's 12-14 daily departures to Copenhagen, Ryanair and British Airways/Sunair have regular flights to London, Stockholm, Oslo and Gothenburg. There are also charter flights with Maersk Air, Premiär and other airlines to 10-12 destinations.

Before the tax-free sales ended within EU in 1999, the shop had a turnover of 12MDKK but the shop now selling both tax-free and duty paid articles has a turnover of 8-10 MDKK/year. SAS Trading expects big opportunities for new Travel Retail activities/concepts that will increase the turnover.

SAS Trading will take over operations with existing staff and the change into the 55th EUROSHOP unit will be completed by the end of June.

"We certainly look forward to a successful and long-term cooperation, and look upon the agreement as a win-win case" says Ole Paaske, AAR Managing Director and Christian Funch, SAS Trading Area Manager for Danmark & Baltic.

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