

**AIRWAYS**

# Wonderful, wonderful Copenhagen!

*by Ramsey Gubein*



"Our goal is to create a calming, stress-free environment for the passenger," says Carsten Noerland, VP sales and marketing of Copenhagen Airports (Københavns Lufthavne). "Not only does it improve the emotional experience for someone travelling through our airport, but we also know that a happy passenger will spend more money in our shops and restaurants as well as relay their positive connecting or travel experiences at CPH to their friends."

As soon as passengers pass through security, they are funneled directly through the main duty free area. In common with other airports, management has ensured that prices at the airport match those at retail outlets in town. There is even a program allowing customers to purchase liquids such as perfume or alcohol to carry onboard in sealed containers, with a money-back guarantee if those items are confiscated by misinformed or over-zealous security personnel. "They simply send us their receipt and proof that their item was taken by a 'rogue' security agent, and we refund their money. It really gives the passenger confidence in spending their money here. We have had very few claims because our sales people know which liquids are approved for which destinations," notes Noerland.

As passengers progress through the airport, they walk over the signature polished hardwood floors (a source of pride for airport staff) and through terminals filled with natural light and high ceilings. A thoroughfare of shops features high-end brands and products of local Nordic companies such as Marimekko of Finland, and Danish-owned Joe and the Juice coffee and juice bar. The world's first airside retail outlet for H&M, of Swedish origin and fame, is located here. Not surprisingly, the atmosphere in the CPH terminal is akin to that of a popular shopping mall rather than an airport, with minimal PA announcements to mar the serenity, and rows of stores dominating the scene rather than lines of chairs cluttered with travellers' luggage.

SAS and Finnish affiliate Blue1, plus other Star Alliance partners, operate from their own terminal for intra-European flights to allow for the 30-minute transfer time, a feat that the airport assists the airlines in accomplishing. A domestic terminal sits farther afield, as does the new low-cost carrier building. Expansion plans call for additional



The basic shape of Terminal 3 was inspired by an aircraft wing. Designed by the Vilhelm Lauritzen firm of architects and made of glass, steel, aluminum, and granite, T3 was built in 1998.



When Denmark joined the Schengen system in 2001, the terminal area at Pier C was extended to include this building, designed by architects Holm & Grut. Part of the upper layer of the ceiling has been cut out and an ellipse of glass installed.



SAS, and Finnish partner Blue1, dominate traffic at CPH.