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Denver International Airport Sets Record With \$322.8 Million in Concessions Revenue

DENVER — Feb. 25, 2015 — Denver International Airport (DIA) generated more than \$322.8 million in gross concessions revenue in 2014, marking the second consecutive year of record-setting sales.

The airport's concessions program ended 2014 with \$322,803,611 in gross revenue, which is 9.5 percent higher than the \$294.8 million generated by the program in 2013. DIA currently offers a total of about 140 shops, restaurants and services in more than 177,000 square feet of space.

The revenue translates to an average of \$12.07 per enplaned passenger in 2014 – an increase of 7.58 percent over the \$11.22 per enplanement in 2013 and an all-time high for DIA. The airport served a record 53.4 million passengers in 2014.

The sales resulted in an estimated \$11.7 million in sales tax to the City and County of Denver and about \$50.4 million in concessions revenue to DIA. The airport relies on revenue from airline and non-airline sources, as no taxpayer money received by the city's General Fund is used for DIA expenditures.

DIA's innovative Retail Merchandising Unit (RMU) and kiosk program, which gives small businesses an opportunity to do business at the airport without a large capital investment, generated about \$16.4 million in gross revenue – the highest amount since the RMU program began in 2011.

“As the airport celebrates its 20th anniversary this year, we are listening to our customers and transforming our shopping and dining program to offer additional healthy choices, locally sourced foods, chef-driven concepts and an improved selection of retail options,” said airport CEO Kim Day. “In 2015, we will continue to add even more variety that includes a brewery-themed restaurant at the upcoming Westin Denver International Airport hotel, as well as concepts for men's and women's fashion, additional restaurants, convenience and retail opportunities — all to provide an elevated travel experience.”

Due to expiring leases, the airport expects to transform about 75 percent of its shops, restaurants and other amenities over the next few years. In 2014, DIA opened a total of 21 new or updated concession locations as part of this transformation – tying the record set in 2013 for the most new locations opened in one year since the airport's inaugural year in 1995. A total of 42 new or updated concessions have opened in the last two years, and the airport expects to open up to 25 new or remodeled locations this year.

New additions to DIA in 2014 included local concepts such as Steve's Snappin' Dogs – a legendary local hot dog eatery; the Tattered Cover, a time-tested Colorado book store that passengers have requested for years; Paradise 4 Paws, the first on-airport luxury pet resort; and MAC cosmetics. The airport will continue in 2015 to add fresh new concepts that include local flavors and national brands. In addition to a brewery-themed restaurant for the upcoming Westin Denver International Airport hotel, the airport is also seeking to add a common-use passenger lounge and a chef-driven restaurant for the A Concourse, as well as additional shops and restaurants throughout the facility.

Denver International Airport is the 15th-busiest airport in the world and the fifth-busiest airport in the United States. With more than 53 million passengers traveling through the airport each year, DIA is one of the busiest airline hubs in the world's largest aviation market. DIA is the primary economic engine for the state of Colorado, generating more than \$26 billion for the region annually. For more information visit, check us out on [YouTube](#) and [Pinterest](#), like us on [Facebook](#) and follow us on [Twitter](#).

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