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## **Airport seeking concessionaires for brand new shopping and dining environment at SDIA**

*'Concessions 101' event for interested parties to be held June 15*

SAN DIEGO – June 11, 2010 – The San Diego County Regional Airport Authority is implementing a comprehensive Concession Development Program to completely redevelop San Diego International Airport's food, beverage and retail environments throughout all terminals.

Airport Authority staff is holding outreach sessions, called *Concessions 101*, to inform the business community about the upcoming opportunities and cover what it takes to succeed in an airport retail environment. The next *Concessions 101* event is scheduled for Tuesday, June 15 from 1-3 p.m. at San Diego International Airport, Commuter Terminal, 3<sup>rd</sup> floor. Those interested in attending can register or get more information at: [www.san.org/cdp](http://www.san.org/cdp).

Requests for Proposals (RFPs) for new concession opportunities at the airport are expected to be released in the first quarter of 2011. Based on this competitive process, the Airport Authority will select several companies to operate and manage single or multiple concession locations at the airport. New shops will open to the public beginning in early 2013.

The new concessions arrangement will provide opportunities for a wide variety of businesses, including local and disadvantaged businesses, as well as existing and new concessionaires. It is designed to encourage individual identities and storefronts to pursue inclusion in the airport's future shopping and dining environment. The Airport Authority is looking for local, regional, national and international concepts that will enhance the passenger experience with concessions that are unique, original and representative of the San Diego region.

*In 2009, passengers rated San Diego International Airport 88% in overall passenger satisfaction, the highest in six years of surveying.*

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