



MASTER CONCESSIONAIR OFFERS EXPERIENCE AT MCO SAMSONITE STORE

The new Samsonite store at the Orlando International Airport (MCO) delivers an interactive experience for travelers wishing to try before they buy.

Retailer Master ConcessionAir worked with the luggage manufacturer to create the experience. Located in the pre-security B-side of Orlando International Airport's main terminal, the 850-square-foot Samsonite store offers several interactive zones that simulate authentic airplane experiences. The store features repurposed airline seats and overhead bins guests can use to see how luggage fits before purchasing. Additionally, the store features a carry-on luggage sizer and luggage scale, as well as flooring treatments that simulate how bags glide over asphalt, tile and carpet.



“Travelers today want experiences,” said Peter Amaro, CEO of MCA. “Being able to give them that while delivering peace of mind about their luggage is a win-win and doing that while working with Samsonite, the leader in durable, innovative travel pieces, felt like the perfect fit.”