



HOTEL

The Challenge

Airport Hotel Billund is a modern hotel, offering convenient accommodation for travelers with early departures or late arrivals. The hotel provides easy access to Billund's main attractions.

To create a more distinctive coffee experience, the hotel aimed to introduce a dedicated barista concept in the lobby, separate from the standard restaurant offering, while also seeking an internationally recognized brand that could strengthen perceived quality, drive additional revenue, and enhance guest loyalty.

The Solution

Serving Starbucks® coffee in your café.

The solution was to implement the Starbucks We Proudly Serve concept as an integrated part of our food & beverage offering, ensuring a high-quality and recognizable coffee experience supported by efficient and consistent operations.

Starbucks has been a strong driver for both revenue and guest experience. The brand's international recognition builds trust among our guests and has resulted in significant growth in coffee sales in a very short time.

Denise Dudat, Hotel Manager



AIRPORT HOTEL

BÜHLMANN

The Results

Within two years, the hotel has more than tripled its coffee sales. The Starbucks brand has increased guests' willingness to purchase, particularly among international travelers who recognize and trust the brand. At the same time, the solution has strengthened the hotel's internal coffee culture and increased employees' focus on upselling.

