
SSP opens Burger King at HAK

By **Rick Lundstrom** on June, 17 2013 | Airline & Terminal News



SSP has opened Hainan Province's first Burger King at Haikou Meilan International Airport, the company announced today.

Burger King is a highly popular brand across mainland China, but SSP said this is the first time it has been available in the popular holiday destination of Hainan. The company says sales are three times higher than for the brand it replaced.

Burger King Hainan is in the domestic arrivals hall. It measures 228 square meters, and has seating for more than 150, including an outdoor terrace.



"Over a number of years, we have forged a strong relationship with Burger King across Asia," said Daren Lau, managing director of SSP Asia Pacific. "And we're delighted to be bringing the brand to a new location in China.'

The first day's sales were donated to the Red Cross's fund to aid the victims of the Sichuan earthquake.

Haikou Meilan International Airport is the largest and newest airport in Hainan province. It has recently been refurbished and its new international terminal will open later this year.