

Special Issue
TFWA
World Exhibition
October 2026

TRAVEL MARKETS INSIDER

Travel retail in the Americas shows resilience despite global turbulence

Even as world disruptions show no signs of resolving and a trade war escalates between the United States and Canada, this issue of *Travel Markets Insider* focuses on how travel and travel retail throughout the Americas remains resilient.

As the mega-airport projects in New York come online, billions of dollars of new investments have been announced for Washington Dulles, Chicago O'Hare and Seattle-Tacoma International Airports, ushering in infrastructure upgrades that will further enhance the travel experience.

With Latin America's direct exposure to the impact of the conflict in the Middle East comparatively low, international air traffic has remained positive and has outperformed other areas so far in 2026. Read how operators in both airports and on the border are investing to grow the business, including Motta Internacional's Attenza Duty Free in Quito, Mannah Group's Le Petisquera in Asuncion, and Siñeriz in Rivera, Uruguay.

TMI is especially proud to be presenting an in-depth interview with Motta Internacional CEO Erasmo Orillac, who recounts the changes he has seen over the four decades he has been in the industry.

TMI also speaks with Peace Arch Duty Free's Peter Raju, who is completing a C\$6.5 million renovation for his Canadian store even as cross-border tensions increase.

On the supply side, we take



Leading Latin American operator Motta Internacional evolves its stores in Panama (shown above) and Quito, Ecuador. See exclusive interview with Motta Internacional CEO Erasmo Orillac on page 32.

a deep look at several emerging trends, from the surging interest in K-beauty and Arabic fragrances, to the growing acceptance of suncare in travel retail.

Duty Free Global's Ben Geoghegan discusses the company's foray into K-beauty as it prepares to launch its newly created portfolio across the industry.

International Luxe Brand's Joel Lakatos explains the allure behind the world-wide success of fragrances from the Middle East.

Hampton Sun's Salvatore Piazzolla and By the Beach's Jessica McGratty Singer and Andrew Glass talk about the recent successes their distinctive suncare brands are having in the channel.

Luxury fragrances continue to shine, as well, as seen in the impact of two stunning Parfums de Marly pop-ups at Los Angeles

and Miami airports with Duty Free Americas.

Looking at spirits, Starboard shares how it is using exclusivity and premiumization to appeal to cruise guests within the confines of ship regulations, and Heaven Hill's Bill Kerry speaks exclusively about how the company is growing its Americas TR business with strategic listings, meaningful activations, and exclusive listings.

On a personal note, *Travel Markets Insider* will be marking its 30th anniversary in 2027, a remarkable achievement due in large part to our loyal readers and supporters. You all share our deepest appreciation.

All this and more, *Inside Insider*.

Lois Pasternak,
Editor/Publisher

INSIDE INSIDER



Peace Arch Duty Free undergoes C\$6.5 million renovation



Invicta Tequila has been a huge success on cruise ships for Starboard



Duty Free Global Beauty's Ben Geoghegan and Jonathan Holland launch K-beauty in travel retail



By the Beach suncare launches in travel retail and in Target

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THE NEW FRAGRANCE

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m1nd-set unveils landmark 10-year analysis of the evolution of the global duty free shopper

Leading travel retail research agency m1nd-set has released a comprehensive ten-year retrospective analysis tracking the health and evolution of the global travel retail industry. Using its Business Intelligence Service (BIS) database*, the research reveals that today's traveler is fundamentally different from 2016, transitioning from a focus on value and promotions to greater self-purchase intent and appetites for discovery and exclusivity.

(* The BIS global database has been continuously tracking and analyzing travel retail shopper behavior across all categories, as well as across multiple segments and time periods, since 2016.)

m1nd-set says that the analysis looks at how traveler habits have evolved from 2016, before, through and after the global Covid-19 pandemic, and up to the first half of this year. Among the key findings of this ten-year analysis is the changing pattern of store footfall and purchase conversion.

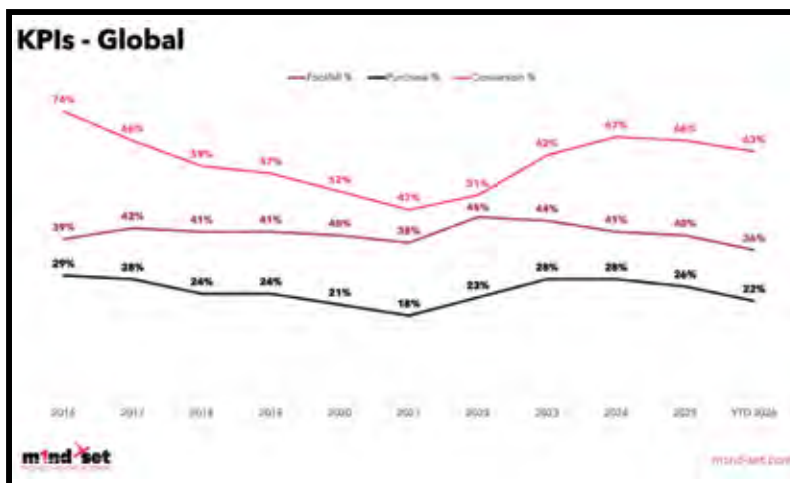
Globally, duty free footfall has declined since the Covid-19 pandemic. While four in ten international travelers visited shops before the pandemic, that figure fell to 36% in the first half of 2026.

The global purchase rate followed a similar trend, declining from 29% in 2016 to 18% in 2021, and recovering to 22% in 2026. However, conversion has remained resilient. In 2016, conversion stood at 74%. After hitting a low of 47% in 2021, conversion stabilized at 63% in the first half of 2026, showing, according to m1nd-set, that those who enter the shops are highly motivated buyers.

The research reveals a marked convergence trend of shopper behavior across world regions and age-groups. Pre-pandemic footfall was strongest in Asia Pacific, peaking at 50% between 2017 and 2019, while the Americas recorded the lowest at 32% in 2016.

By 2026, regional footfall converged to between 34% and 36%. Similarly, regional conversion rates have aligned, with all regions standing uniform between 63% and 65%.

Generationally, age-based footfall differences have disappeared, with Boomers settling at 36%, Millennials and Gen X at 35%, and Gen Z at 34%. This is a major shift from pre-2020, when Millennials and Gen Z dominated footfall with visit rates above 45%. Conversion



rates across all four age segments have also aligned to between 63% and 65% in 2026, according to the research.

Commenting on the findings, Dr. Peter Mohn, CEO & Owner at m1nd-set, highlighted the strategic actions stakeholders must take to navigate this evolving landscape: "While post-pandemic shoppers visit duty free stores less often, they enter with clearer intent. With conversion rates high but footfall down over the past 5 years, the primary challenge is no longer converting visitors but giving travelers a compelling reason to step through the door in the first place. Stakeholders must focus on enticing travelers before they reach the airport or store," Mohn said.

The most decisive behavioral shift over the past decade is in purchase purpose. Travelers are increasingly shopping for themselves, with the global share of self-purchases rising from the mid-40s in 2016 to 59% in 2026. In contrast, gift purchases

have fallen quite significantly from circa 40% to just 18% by 2026.

This personal focus is closely linked to an appetite for discovery and exclusives, according to m1nd-set. After reaching 69% in 2022, up from the mid-to-high 50s range before the pandemic, first-time buyers represent 64% of duty free shoppers in 2026. Demand for travel retail exclusives (Trex) rebounded powerfully from a 2020 pandemic low of 31% to 66% in 2026. Gen X and Boomers have steadily increased Trex purchases, now converging with younger age-segments at 65% to 66% in 2026.

Purchase planning has also evolved. Specific pre-planning, where shoppers know their desired brand beforehand, has grown from 21% in 2016 to 30% in 2026. In contrast, partially planned purchases declined from 59% to 44%, and pure impulse purchases fell to 26%. This means the vast majority still arrive with partial

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Rendering of interior of New Concourse D at Chicago O'Hare International Airport, which broke ground a year ago and remains on schedule to complete 19 new gates in late 2028.

Chicago accelerates development of its New Concourse E at O'Hare

The City of Chicago will break ground later this year on the first phase of The New Concourse E at O'Hare International Airport, a move that will speed up the airport's \$8.8 billion ORDNext modernization program.

The revised plan shifts work on the new concourse ahead of the terminal, while keeping the airport's long-term expansion on track.

The New Concourse E will expand O'Hare's capacity to meet future demand while helping pave the way for the O'Hare Global Terminal. Located west of The New Concourse D, the new multilevel concourse will enhance the passenger experience with expanded amenities and seamless connections across O'Hare's terminal complex.

In announcing the acceleration of the new construction on August 20, Chicago Mayor Brandon Johnson said that "Chicago is not waiting to build the O'Hare our residents, businesses and visitors will need for the next generation. By moving forward with New Concourse E this year, we are adding gates where they are

needed, keeping this historic modernization moving, and creating a clear path to deliver the O'Hare Global Terminal, the centerpiece of ORDNext, as quickly as possible."

The first phase of the New Concourse E will add 14 new gates and provide the capacity needed to support the construction of the O'Hare Global Terminal in a single, coordinated phase beginning in 2029, with completion scheduled for 2033.

Following completion of the Global Terminal, a second phase of New Concourse E will add 10 additional gates, bringing the concourse to 24 total gates by 2034.

The revised schedule was developed in coordination with O'Hare's hub carriers United Airlines and American Airlines. This new timeline allows the Global Terminal to be completed more quickly and adds additional square footage and additional gates to the terminal's design.

Construction on the New Concourse D, which broke ground a year ago, remains on schedule to complete 19 new gates in late 2028.

Demand at O'Hare continues to grow, reports the Chicago Department of Aviation (CDA). This summer, the airport handled nearly 100 more daily departures than in July 2025, while both hub carriers have significantly expanded their operations.

Under the revised phased approach, Concourse D will be completed in 2028, the first 14 gates of Concourse E in 2030, the O'Hare Global Terminal in 2033 and the final 10 gates of Concourse E in 2034.

When completed in 2034, The New Concourse E will be a multilevel facility totaling approximately 460,000 square feet, located west of The New Concourse D. Its gates will be designed to accommodate a mix of regional and narrowbody aircraft serving domestic and preclearance international flights.

The concourse will feature airline lounges, passenger amenities and new dining and retail opportunities. It will connect directly to The New Concourse D and the O'Hare Global Terminal through an underground passenger tunnel, creating a more seamless journey through O'Hare's expanded terminal complex.

m1nd-set continued from page 8

or open intent, giving retailers a prime continu opportunity to influence final brand choices on the shop floor.

According to m1nd-set, given that still a significant share (70%) of purchases involves either partial planning or impulse purchases, travel retail stakeholders have a major window of opportunity to influence brand choice on the shop floor.

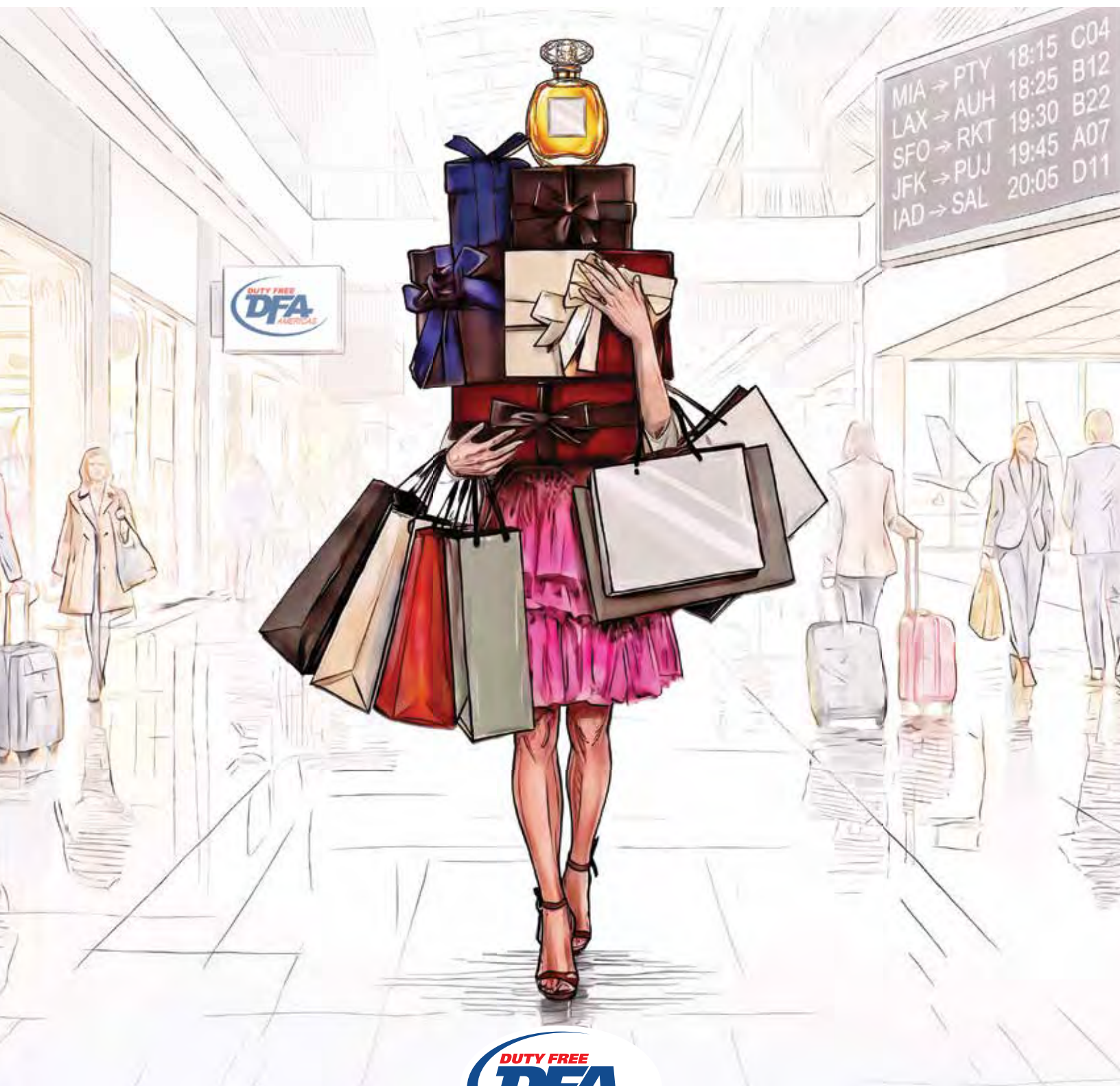
"Retailers need to capture partial planners early via pre-trip digital messaging and airport-terminal advertising. Clear value and exclusivity messaging in pre-travel touchpoints, combined with high-impact store entrance displays, will effectively entice passing travelers inside," comments Mohn.

"While younger travelers initially led in footfall and conversion, generational performance has converged over the

past decade. Over-focusing on a single age segment risks alienating equal-value shoppers. It is vital to align age-specific marketing proportionally with each segment's traveler share.

"While this means a growing focus on younger age segments, Gen X and Boomers still require attention. Campaigns must communicate value and exclusivity across all age groups," Mohn concluded.

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Federal Administration, MWAA announce \$20+ billion investment to transform Washington Dulles International Airport

Metropolitan Washington Airports Authority, the Federal Administration, the U.S. Department of Transportation and United Airlines announced a \$20+ billion initiative to transform Washington Dulles International Airport into a world-class gateway to the National Capital Region. The historic collaboration will include more than 5 million square feet of new or renovated space and generate billions of dollars in economic opportunity, create thousands of good-paying jobs, expand flight capacity and elevate the passenger experience, say the organizations.

The USDOT's selection of the joint Airports Authority-United Airlines proposal followed an extensive review of more than 30 proposals submitted by top companies in response to the administration's request for information seeking ideas for modernizing the airport.

Plans for the future of Dulles International will preserve the vision and design of famed architect Eero Saarinen and improve customer experience by:

- Streamlining the passenger journey with close-in parking, modernized check-in facilities, state-of-the-art TSA security screening and easier access to concourses and gates;
- Building new and modernizing existing concourses that will expand flight capacity and concessions options, while providing more spacious, comfortable seating with charging stations, workspaces, and other amenities – ultimately eliminating the current C and D concourses;

- Adding AeroTrain connections for efficient movement throughout the airport to allow for the retirement of mobile lounges;

- Elevating the international travel experience with a re-built modernized concourse connected to the main terminal that includes comfortable seating, world-class shopping and dining, more lounges and direct, walkable access to new, larger Customs facilities;

- Constructing a state-of-the-art baggage system enabling travelers to get their luggage even faster;

- Providing United Airlines with more lounge space, including plans for one of the largest United Polaris Lounges in the world.

“This new construction effort builds upon the multiyear Dulles Master Plan, developed in consultation with our airline partners, to modernize Washington's main international airport,” Airports Authority President and CEO Jack Potter said. “We are grateful for the Trump administration's interest in accelerating the pace and scope of our plans, and we look forward to building new facilities that will be a source of pride for our nation.”

The selection of the Airports Authority-United Airlines partnership accelerates a capital improvement program already underway as part of the Airports Authority's Master Plan and an earlier agreement with the airlines serving Dulles.

The transformation will occur in phases, with the Airports Authority and United Airlines, as well as other airlines and

airport partners working together to move construction forward.

The investment of more than \$20 billion represents a significant increase over the \$7 billion previously allocated for the Dulles International modernization program. The Airports Authority, working with airlines serving Dulles, will finance the new concourses and terminal facilities through municipal bonds, which offer significantly lower interest rates than bonds available to private-sector firms. Other portions of the new development will offer opportunities for public-private partnership investments.

Significant modernization work is already underway. Later this year, the first segment of the new Concourse E will open with 14 additional United gates.

When complete, the transformation will deliver an airport experience that reflects Dulles International's role as the country's premier gateway to the U.S. capital for millions of travelers each year.

With more than 5 million square feet of new or renovated space, the transformation will improve the Dulles customer experience.

Other details include:

Building new and modernized concourses and replacing the current Concourses C and D with facilities that will support more and larger aircraft to fly to more destinations around the world;

Adding additional gates that will give travelers more spacious, comfortable seating areas, dedicated work areas, and amenities in bright, expansive settings;

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MOSCHINO

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GUMMY YUMMY



Port of Seattle Commission approves funding for multi-year project with major construction starting in 2027

The Port of Seattle Commission has authorized initial funding for the S Concourse Evolution (SCE) at Seattle-Tacoma International Airport (SEA). Major construction on the estimated \$2.5 billion S Concourse renovation is scheduled to start in 2027. As part of the \$5.5 billion Upgrade SEA capital improvement program, this project is designed to transform a 1973 facility into a world-class concourse that primarily serves international travelers.

The project does not increase gate count on that concourse, as there is no room to expand between the main terminal and the airfield. Instead, it repurposes, in part, the customs area vacated when the International Arrivals Facility (IAF) opened in 2022.

The modernization will add 150,000 square feet, including a new Upper Concourse Level, improved dual-level boarding operations for select gates, and expanded dining, retail, lounge, and passenger amenities.

“The existing building is over half a century old, making it challenging for us to meet our goals of providing the best possible service to our travelers and tenants — this is a necessary upgrade,” said SEA Airport Managing Director Wendy Reiter. “As we’ve done in previous Upgrade SEA projects, we’re being innovative by



Rendering of upgraded SEA SCE Concourse Level, provided by Design Team of AECOM and HOK.

building up and not out. We’re mindful of the fact that we have one of the smallest footprints of any major U.S. airport considering our passenger volume.”

The project will be completed in multiple phases over the course of eight years. This allows continuous flight operations at most gates during construction and minimizes traveler and airline operational impacts.

To make up for the gate closures, a temporary S Annex east of the facility will be built to support ground boarding operations. The goal is to have only three of the 12 gates impacted by construction

at any time. As each phase of the project is completed, more space will reopen to the public, with all phases currently estimated to be completed by 2034.

The total estimated project cost for the SCE is \$2.5 billion. The Commission authorized \$1.1 billion to fund the project into 2029. The remaining costs will be presented to the Commissioners for their review and consent at a later date. Funding for the project comes from a combination of Airport Development Fund and future revenue bonds. No taxpayer dollars will be used to fund the project.



Washington Dulles continued from page 12

Improving walkability, including with a stunning new central passenger connection between concourses;

Creating a walkable path to a new, large U.S. Customs facility and improvements designed to deliver an international arrival experience second to none.

In December 2025, USDOT announced a new initiative to explore the revitalization of IAD. The Department sought proposals and public-private partnership plans from the best developers, architects, and engineers to construct completely new terminals and concourses to replace or build on the existing main terminal and satellite

concourses at IAD.

Significant modernization work is already underway. Later this year, the first segment of the new Concourse E will open with 14 new United gates that will help the airline expand its international network, provide direct access to the airport’s AeroTrain system, and debut new and enhanced passenger lounges.



Where operators and brands connect, **opportunity follows.**

A major announcement for the travel retail and duty-free community across the Americas will be revealed **September 29.**



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TFWA World Exhibition & Conference 2026: a preview

As the global duty free and travel retail industry's premiere event, the TFWA World Exhibition & Conference brings together leading brands, retailers, and transport operators, border stores and business partners from across the international market. The event in Cannes will offer a comprehensive program of exhibition, conference and networking, providing a platform for business, dialogue and insight, say the organizers.

Leading brands and newcomers

The exhibition floor will showcase many of the world's leading travel retail brands, including Campari, BVLGARI, Clarins Group, CHANEL, Ferrero and Longchamp. It is also welcoming a number of exciting new exhibitors. Among the brands making their debut in Cannes are Crocs, LOEWE, Domaines Barons de Rothschild Lafite, Eau Thermale Avène, Bioderma, Anua, Molinari, Atyab Al Marshoud and A L'OLIVIER. Together, the line-up reflects the breadth and diversity of the industry, spanning beauty and fragrance, fashion, gourmet food, tobacco, wines and spirits.

TFWA member exhibitors will benefit from enhanced visibility through Brand Pages, now accessible directly from the Exhibitors and Members sections of tfwa.com. Members are encouraged to create a Brand Page or update their existing profile to help visitors discover their brands before, during and after the event.

Conference line-up

Kicking off the event, the TFWA World Conference takes place on Monday, Sept. 28, from 09:00 to 11:45 in the Grand Auditorium of the Palais des Festivals. Under the theme **Shaping the World of Travel Retail**, TFWA President Sarah Branquinho will open the conference with her state of the industry address; she will be joined by David McWilliams, Gilles Roucolle and Charles Duhigg to share their perspectives on the key forces underpinning the future of our industry. The Conference will be moderated by Stephen Sackur.

Workshops and networking opportunities

A comprehensive workshop program at the Jean Mineur Auditorium will examine the trends, challenges and opportunities



shaping the future of duty free and travel retail. On Tuesday, Sept. 29, Pierre-Alexandre Koch and Denise van Wijk of Oliver Wyman will present findings from an exclusive TFWA study on future opportunities for customer growth, while Marina Giuliano of Amadeus will explore the forces reshaping global mobility and where the next wave of travel demand could emerge.

On Wednesday, Sept. 30, Anna Marchesini of m1nd-set will join industry leaders to examine changing traveler behaviors and opportunities for future growth in fashion, followed by Victor Dijon and Alex Liu of Kearney, who will present findings from an exclusive TFWA study on how AI can turn consumer data into growth. For more details, see the event program on tfwa.com.

Networking will feature the Opening Cocktail on Carlton Beach on Sunday, Sept. 27, officially launching the week. Throughout the event, the TFWA Lounge will provide a setting for after-work and evening networking, while the popular ONE2ONE meeting service will facilitate pre-arranged business meetings on exhibitor stands across the week.

TFWA Start up Day is back on Thursday, Oct. 1 from 9am to 11.30am. Alongside event sponsor Mondelez International World Travel Retail, solutions and services companies such as Altavia Travel Retail, blynk, CXG, DWS, Illuminette x Trinax and Voiceback Analytics will present and pitch their latest innovations in the Press Centre (Level 1) of Palais des Festivals.

Purpose-driven initiatives

TFWA is again reinforcing its commitment to social impact through

two purpose-driven initiatives. Delegates will be invited to invest some energy and reinforce the industry's collective support for **The Moodie Davitt Report's #KickCancerThon**, a fundraising campaign for cancer research and awareness inspired by the late Sinead Moodie, by cycling on stationary bikes installed in front of the Palais des Festivals throughout the week. Collectively generated kilometers cycled will convert to financial contributions from TFWA to the renowned cancer research program at London's Royal Marsden Hospital, where Sinead was treated for NUT Carcinoma lung cancer.

Additionally, the fourth edition of **'Yes We Cannes!' Handisport** will promote inclusion and accessibility through adaptive sports activities in the Allées de la Liberté, adjacent to Cannes City Hall. This event reflects TFWA's ongoing commitment to giving back to the wider community.

Strong partners throughout the week

TFWA World Exhibition & Conference 2026 is supported by a strong network of partners whose presence will be felt throughout the week. Qatar Duty Free returns as Main Partner of the TFWA Lounge, anchoring one of the event's key meeting and networking spaces at the Carlton Beach. A curated group of brand partners, including Haribo, Heineken, Lakrids by Bülow, Liviko Crafter's, Pernod Ricard Global Travel Retail (presenting its Drink More Water campaign), Pringles, Santa Margherita, Seeberger, Storck, Walker's Shortbread and Wonderful Pistachios, will also contribute to the Lounge experience, enhancing the overall delegate offer, creating a high-quality environment for informal meetings and exchange.

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Inside Peace Arch Duty Free's C\$6.5 million renovation as cross-border tensions escalate

A multi-million dollar redevelopment project is underway at Canada's Peace Arch Duty Free Shop. In an exclusive interview, Peter Raju, President and CEO, talks Luke Barras-Hill through the plans and his hopes for the business amid the latest Canada-U.S. trade dispute.

Peace Arch Duty Free's Peter Raju faced a stark choice in the wake of the Covid-19 crisis: turn the business around or walk away. In 2022/2023, the retailer was forced to shut its doors due to pandemic-related border restrictions.

"We opened back in 2024 and everything was going great," he told *Travel Markets Insider (TMI)*, before referencing President Trump's overtures around Canada becoming the '51st state' as negatively impacting U.S.-bound traffic at the border.

"We were evaluating the way things were going across Canada. We were losing money and had to make [one of] two difficult decisions: Close the shop or reinvest."

Fortunately for Canada's largest land-border duty free location, established on Se-Mi-Ah-Mu First Nation land, it chose the latter. Situated at British Columbia's busiest land-border between Vancouver and Seattle, the store is well positioned to capitalize on strong traffic volumes, with the crossing serving approximately 4,800 vehicles a day.

A C\$6.5 million investment to

regenerate the shop and its outdoor areas began in January this year. Exterior works including a new water feature, children's playground and landscaped gardens were completed recently, which Raju says has helped the business, notably in June and July.

"Peace Arch is a tourist destination not a commercial crossing – 90% are tourists or Canadians on holiday," he explained. "We've created a real park and built a children's play area of about 5,000 square feet, so it's become a destination for parents stopping over. We have an extensive coffee shop and a lot of seating."

The priority now is on interior refurbishments with the store set to carry an expanded and enhanced product offering. An array of Canadian merchandise will join internationally recognised brands across perfumes & cosmetics, luxury fashion – including an expanded menswear collection – food & confectionery, leathersgoods, designer watches and wines & spirits.

Upgrades to the liquor aisles will be followed by wines and cosmetics, leathersgoods and luxury watches, before

works commence on the perfumes, food & confectionery and clothing areas.

"We will keep them open," said Raju, who expects 90% of the newly renovated sections to be open by the U.S. Thanksgiving holiday on November 26th.

Leading sales contributors are cosmetics, aided by Korean brands, while Dubai perfumes remain the number one best-selling fragrance range. Attractive price points and lower margins on products are also helping to boost sales, confirmed Raju. Meanwhile, assortments have been extended to cover electronics, children's toys and trending categories such as ladies' leisurewear and children's designer clothing.

Regular *TMI* readers will recall that Peace Arch Duty Free Shop expanded in 2005 when it opened a 22,500-square-foot building featuring 18,000-square-feet of net retail space. Despite the latest overhaul, Raju confirms this footprint has not changed.

Raju insists that once the renovation is completed, Peace Arch Duty Free will become one of the world's most luxurious



Peace Arch Duty Free recently completed the exterior works of its C\$6.5 million investment to regenerate the shop and its outdoor areas including a new water feature, children's playground and landscaped gardens.

Below: Renderings of the spirits sections planned for the renovated Peace Arch Duty Free store.

land-border duty free facilities, drawing its inspiration from a Middle East-inspired design aesthetic to lift the customer experience.

This summer's FIFA World Cup (June 11 –July 19) offered healthy impetus for footfall and sales, observed Raju, as many travelers, including those from Latin America, flew to Seattle before driving across the border to host city Vancouver.

When *TMI* spoke to Raju in early August, he reported a stagnant start to business in 2026, though improvements were registered from May as sales increased over the summer months. June and July yielded revenue growth of more than 40% helped by rising cross-border traffic, with near three-hour vehicle lineups recorded into the weekend of August 1st-2nd. A substantial share of that traffic consisted of Canadians traveling into the U.S., despite Canada's travel market conditions remaining somewhat sluggish. This positive development was enough to almost double the business year-on-year,

he said. A marked uptick in American customers also helped.

However, shortly before this article went to press the latest round of U.S.-Canada trade talks collapsed. The Trump administration imposed additional 50% tariffs on around C\$28 billion worth of Canadian goods in late August and Canada retaliated with similar counter-tariffs on U.S. goods. At the time of writing, the Canadian levies were due to kick-in on September 8.

The suspension of trade dialogue between both sides was met by a renewed call from British Columbia Premier David Eby for British Columbians to boycott travel to the U.S. and buy locally.

"From our position, people are still crossing the border," Raju updated *TMI*, in doing so reiterating comments he gave to local daily the *Vancouver Sun* on the camaraderie being displayed by Canada's American neighbors in response to a situation that is already having a detrimental hit on his business.

"Right now, we are still riding the wave and beating our numbers," he stated.

Encouragingly, Peace Arch Duty Free Shop's customer profile remains diverse. Aside from North and South American customers, the shop welcomes increasing numbers of Asian, South Asian, Vietnamese and Filipino visitors.

Throughout periods of global turbulence – from 9/11 and SARS to the Covid-19 pandemic – Raju's guiding philosophy as a business leader has always been to concentrate on keeping the company profitable, ensure operating expenses are handled while boosting retained earnings.

"We feel we have taken the right direction by reinvesting back into the business and giving a new outlook to duty free at the border crossing," he declared.

Turning to the current state of Canada's beleaguered land-border duty free industry, Raju doesn't hold back in sharing his views on what needs to change to enable businesses to remain competitive





Renderings of the clothing area (above left), skin care section (above right) and wine room (below). The Peace Arch renovations draw inspiration from a Middle East-inspired design aesthetic.

– and flourish.

In August, he penned a letter to Ernie Klassen, Member of Parliament for South Surrey – White Rock, which includes the Peace Arch and Pacific Highway border crossings between Canada and the U.S. The letter sought clarity on an industry proposal to grant Canadian duty free shops full export status, which would permit them to compete with other internationally operated stores.

“The potential benefits are considerable,” wrote Raju. “A full export designation would create an attractive channel for international luxury brands – including leathersgoods, luxury watches, clothing, wine, and spirits to market their products through Canadian duty free operations. Major suppliers are increasingly looking at duty free as an important opportunity to reach international

travelers, and Canada should be positioned to capitalize on this growing market.”

He noted that some duty free and border-crossing shops have either been forced to shutter or are staring at closures. That situation has been compounded by provincial markups on liquor sales, including a 20% price hike applied in British Columbia.

Raju says the current lack of full export status means international suppliers, particularly those trading liquor, have closed operations in Canada and relocated them to the U.S. and Latin America.

The letter continued: “These additional costs make it increasingly attractive for Canadian consumers to make their purchases on the U.S. side of the border, particularly at U.S. duty free shops, where comparable tariffs and markups do not apply. As a result, Canadian businesses

are losing significant consumer spending to the U.S., representing a substantial loss of economic activity and revenue for Canada.”

Additionally, the industry has also long been subjected to an excise tax on tobacco products, which increases unit prices for Canadian stores versus their counterparts on the U.S. side of the border.

“In our duty free industry we are the only country in the world where we have to pay taxes on cigarettes and a tariff on liquor,” explained Raju. “That should be removed.

“We have reduced our prices by 20% so we stay competitive. The government should make us completely duty and tax free. Our dollar is cheaper [versus the U.S.], which makes it a bit more attractive and that is what we need to promote to the tourist industry.

“On P&C, we are doing monthly promotions, picking good products that are strong in the domestic market and promoting them at almost giveaway prices just to get people buying more and we can see a big difference.

“We need the suppliers to come back and to show them we are also working very hard rather than counting on them.”

Despite the Canada-U.S. trade tensions, Raju’s remains cautiously upbeat on the outlook for 2027.

“We are getting very positive feedback; Americans are spending more dollars and Canadians are traveling,” he maintained.

“We have achieved the first segment of our dream to make it a destination where everyone stops. We are on a positive road and already forecasting 20% growth if Canadian traffic comes back.”



Privato Duty Free and Streiffer Duty Free sponsor Pinehurst Barbecue Festival for second year in a row

As part of its strategy to introduce high-net worth individuals to its private aviation duty free offerings, Privato Duty Free, in partnership with Streiffer Duty Free, sponsored the Pinehurst Barbecue Festival in North Carolina for the second year in row. Privato Duty Free is currently operating in 115 FBO locations around the country.

The sixth annual festival, which featured award-winning pitmasters, gourmet dinners, and cooking classes, was an ideal event to help spread the word about Privato's private airport duty free business at FBOs around the country, Privato President Marco Arilli tells *TMI*.

"The Pinehurst Barbecue Festival keeps growing. More people are driving in from other areas, and people are flying in on private jets. There is a lot of big money there," says Arilli. "Last year they sold 7,000 total tickets. This year they sold 9,000."

The three-day event, which took place September 4-6, featured a Pitmaster Dinner in the Pinehurst Fair Barn on the first day, a special Grilling Class on the second day, and the main festival on the last day.

Privato and Streiffer together were a key sponsor of the event, featuring drinks from participating brands including Suntory Global Spirits, Sazerac, Diageo, Moët Hennessy, Brown-Forman, Proximo, Edrington, Heaven Hill and Tito's.

"We had a 40-foot table at the sold-out 450 person Barn event where we did



tastings of every category of liquor and sold cigars. It attracted really high-end people; it was a tremendous event.

"Because we received the number one feedback last year, the Festival organizers moved us to the very center on Sunday, next to the biggest barbecue guy. We had six booths totaling 120 linear feet, the largest presence at the event. We were serving palomas, offering bourbon tastings, sampling vodkas and Irish Whiskey. And we had The Last Drop as well, which disappeared very quickly," says Arilli. Privato also sold sunglasses, Legos, and cigars, says Arilli.

Privato has a permanent store at Moore County FBO for private jets where many flew into for the Pinehurst Barbecue Festival, says Arilli.

Last year sales were up 208% for the weekend at the airport, and this year sales were up 37% versus the 2025 event weekend.

Besides the Pinehurst Barbecue Festival, Privato has been sponsoring PGA Tour events, and plans to sponsor an event at the upcoming Super Bowl in California, as well as music festivals like Coachella and Burning Man.

Privato Duty Free has been growing its business in private airports around the

United States, opening new warehouses and Fixed Base Operations (FBO). Today, Privato has 115 FBOs and 20 warehouses.

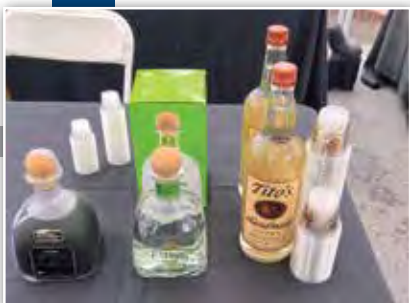
"We've opened new stores and FBOs and are generating interest from other larger chain FBOs. We're now getting interest from outside the country. We opened Marathon in the Keys, Bozeman, Montana, and Panama City, Florida," says Arilli.

Sunglasses, watches, and toys are the biggest categories, but since announcing that it was partnering with Streiffer Duty Free to distribute the tobacco, wines, champagne, and spirits for Privato in June 2024, those categories have also been growing.

"The partnership has worked out great for both of us, adding to the locations that we can carry liquor. It's very popular, and we're going to continue to grow that business," says Arilli, who says he is looking for a similar distribution partnership for the beauty category.

Arilli says Privato Duty Free has been investing behind the business, improving its important app, and sees huge potential for private aviation duty free.

"Private aviation keeps growing. And we are here for the long term. We are here to grow the channel," says Arilli.



Starboard: The art of selling spirits onboard

How can cruise retailers position spirits – one of the top three core duty free categories—to appeal to passengers, when cruisers can neither drink their spirits purchases onboard or take them to their cabins until they disembark?

Starboard has evolved its spirits strategy to optimize space and stimulate sales by focusing on four key trends – premiumization, exclusivity, personalization, and destination – Director of Merchandising Karla Nedeski and Spirits Buyer Lindsey Mitchell tell *TMI*'s Lois Pasternak.

“For a long time it was all about value, but that was becoming much harder, especially with the expansion of discount stores like Total Wine,” says Mitchell. “So we are testing ways to use space differently and focusing on exclusive products.”

Whereas traditional travel retail exclusives may also be available in port destinations, Starboard has been expanding into more cruise line exclusives and even Starboard exclusives, says Mitchell.

“We also seek out lesser-known brands or products with limited port availability, so even when they are not exclusive to us, they still feel special to our passengers.”

Starboard's partnership with Casa Maestri Tequila is a prime example. The partnership involved the launch of Invicta Tequila, developed in collaboration



Starboard partnered with Diageo to introduce a limited edition Bulleit Bourbon exclusively on 14 Carnival ships for America's 250th anniversary.

between Starboard and Invicta Watch Group and produced by Casa Maestri Distillery in Mexico. Starboard launched the premium tequila on 26 cruise ships in summer 2025. Not only was it a first-of-its-kind—and first-at-sea—collaboration between a watch brand and a tequila producer, but it was also the first time Starboard spearheaded the creation of a branded, premium spirit from concept to shelf.

“We’ve grown the Casa Maestri business about 10 times since the first year,” says Mitchell.

Starboard also carries the core Casa Maestri portfolio in their distinctive red, blue or black ceramic bottles, and most recently, exclusively launched their new Dubai-style pistachio chocolate flavor three months before any other retailer received it.

“Casa Maestri really resonates with our guests. It has a very Mexican heritage, and our guests feel like they’re getting a truly authentic gift versus a more Americanized product. It performs extremely well when the ships go to Mexico. Casa Maestri is not very widespread in the ports, making it even more attractive.

“We also emphasize full-scale activations, offering Casa Maestri tastings on every cruise ship that goes through North America and supporting them with

marketing throughout the ships,” says Mitchell.

“Combining premiumization with authentic exclusivity is really driving travel retail spirit sales now. We are giving our guest a reason to purchase on board and the urgency to purchase now,” she says.

“The premiumization trend is extremely important, especially since people are consuming less spirits, but they are consuming better spirits,” adds Nedeski.

This trend has been especially effective with American whiskeys and single barrel programs.

“Because single barrels come from one specific barrel rather than a blend, that exact liquid cannot be replicated. That exclusivity has produced strong results, plus we have been working to create compelling programs around these single barrels,” she says.

This past summer, Starboard partnered with Carnival Cruise Line and Diageo to introduce a limited-edition Bulleit Bourbon exclusively on 14 Carnival ships as part of their celebration of America's 250th anniversary this year. The limited-edition Bulleit Bourbon was from a barrel that was personally selected by Christine Duffy, President of Carnival Cruise Line, and Lisa Bauer, President and CEO of Starboard.

“This created a unique story on board. Not only was the limited edition exclusive, but it had a connection back to the cruise line. It is selling double what a normal SKU would do on board, and on some ships, it's selling three times more.”

Starboard also featured a single-barrel campaign with Jack Daniel's for Royal Caribbean, that sold through in a couple of months, she said.

While some barrels are available across an entire cruise line, some of the Starboard campaigns are for a specific ship. One recent campaign launched individual barrels of Angel's Envy bourbon across three Celebrity Cruise ships, *Apex*, *Beyond*, and *Ascent*.

Starboard specially labels every bottle that comes from a single barrel with the cruise line name or the ship name, explains Mitchell. The bottles from the Jack Daniel's Royal Caribbean single barrel sported a metal neck hanger with the cruise line name, for example.



Starboard partnered with Invicta Watch Group and Casa Maestri Distillery for the launch of the first-of-its-kind Invicta Tequila, which has been a huge success onboard since launching in summer 2025.

Personalized labels on Don Julio tequila helped increase sales 100% for the brand.

Some of Starboard's premium American whiskey offerings featuring Weller, Angel's Envy, High West, Westland, and Jack Daniel's.

Ultra-Premiumization

Starboard enhanced the cruise premiumization aspect even further with the recent introduction of Sazerac's exclusive Weller 18 Year Old onboard *Celebrity Xcel*. Guests on the ship were the only cruise travelers in the world to have access to this new release, which is the oldest age-stated whiskey in the Weller portfolio.

"We have been working very closely with Sazerac to create a special vendor partnership that will offer experiences that take advantage of the dwell time onboard. Weller in general is hard to find, and Weller 18 is extremely limited. But we secured a few cases for the *Celebrity Xcel* launch and partnered with the cruise line's food and beverage team to offer it by the glass, creating a full 360-degree onboard experience."

Starboard is experimenting with other ways in which travel retail can collaborate with cruise line F&B programs. In one, Royal Caribbean launched an immersive bar tasting event with Jack Daniel's called Sound and Vision. Anyone who attends the tasting can visit the duty free shop, purchase one of the bottles featured in the



Starboard has been premiumizing its cruise offerings with ultra-premium aged-whiskey from the Weller portfolio.



tasting, and receive the glassware that they used during the tasting as a GWP.

Starboard is introducing even more very high-end spirits, including a limited-edition Weller Millennium launched on 10 ships in September, priced at more than \$2,000; and the Johnnie Walker Vault Collection on eight ships, priced at about \$2,500.

Currently, the most expensive bottle in the portfolio is a Macallan M in the \$6,500 range. Next, Starboard is set to launch a \$12,00 Eagle Rare 25 Year Old, and a \$15,000 Eagle Rare 30 Year Old onboard Royal Caribbean's *Legend of the Seas* when it returns from the Mediterranean.

"We haven't offered anything in this price point before in liquor. We have guests onboard who purchase Birken bags for that same price so it'll be interesting to see how that works with the spirits department," comments Mitchell.

"There's definitely an appetite on board for these high-end spirits. It goes with the fact that people are drinking better. They're willing to splurge and celebrate while they're on their cruise, and they want to be able to talk about this really amazing rare bottle they found on their vacation when they get back home," adds Nedeski.

Personalization & Destination

For non-exclusive spirits, Starboard is turning to personalization to make the bottles feel more special and unique.

"Personalization also allows the guest to have an experience onboard," says Mitchell, citing a partnership with Diageo for Don Julio tequila using personalized labels.



"The program increased sales about 100% for that brand on the ships that have this label," she said.

Tying the spirits offer into the destination is another important trend that Starboard has tapped into.

"Our itinerary department does a really great job of bringing destinations to life and when we collaborated with them to put the destination liquors into that life-style assortment, we saw good lift on those brands. We featured a Mediterranean gin from Spain; Disaronno liqueur from Italy, Mermaid Gin from Wales, and Ouzo from Greece."

In the U.S., Starboard has introduced Port to Pour, a tasting program held on the first night of a cruise that features spirits either from the home port or one of the ports along the voyage.

"For ships out of New York, we featured Widow Jane Bourbon, which introduced a unique, American whiskey. Some of our Florida ships featured Caribbean Moonshine Rum that's locally made in Orlando, to impart a little hometown charm. Of course, we feature tequilas when the ship goes to Mexico and rums when it goes to the Caribbean," says Mitchell.

Even as Starboard focuses its spirits on exclusivity, premiumization, personalization and destination, it is very careful not to offer a one-size-fits-all approach to its cruise ship partners.

The key to describing these programs is "intentional," says Karla Nedeski. "Any activation, personalization or even exclusivity, must be meaningful to that cruise line and its business."

Caribbean cruise tourism continues strong growth: CTO reports top 10 fastest-growing ports for first quarter 2026

Caribbean cruise tourism continued its rapid expansion in the first quarter of 2026, with several destinations reporting double-digit growth and the region's busiest ports welcoming hundreds of thousands of additional passengers.

The three-month data from the Caribbean Tourism Organization shows that cruise tourism continues to grow faster than stayover tourism across much of the Caribbean.

The strongest gains were reported by the US Virgin Islands, Puerto Rico and the British Virgin Islands.

The top 10 fastest growing cruise ports in the first quarter of this year are:

1. US Virgin Islands: up 68% - 831,690 cruise passengers
 2. Puerto Rico: up 51.6 % - 740,471 cruise passengers
 3. British Virgin Islands: up 29.3% -493,397 cruise passenger arrivals
 4. *The Bahamas: 20.1% - 3,314,627 cruise passengers
- * The largest cruise destination in the CTO report by volume*
5. Curaçao: up 15.2% - 355,151 cruise passengers
 6. Antigua and Barbuda: up 13.8% - 197,206 cruise passenger arrivals (only recorded January but indicates strong start of the year)
 7. Aruba: up 12.1% - 376,442 cruise passengers
 8. Dominica: up 12% - 209,745 cruise passenger arrivals
 9. Dominican Republic: up 9.1% - 1,095,625 cruise
 10. Saint Lucia: up 6.6% - 364,713 cruise passenger arrivals



Cayman Islands report record first half tourism arrivals

The Cayman Islands welcomed 40,460 stayover visitors in June 2026 recording its eighth consecutive month of year-over-year stayover growth. This was up 6.9% compared with June 2025 with growth led by the United States and strongly supported by increased visitation from Canada and Europe.

The Cayman Islands also welcomed 55,639 cruise passengers in June, an increase of 15.5% compared with June 2025. Total visitation for June, including both stayover and cruise passengers, was 96,099 up 11.7% year over year.

June's performance solidified a record first half of 2026, with stayover arrivals between January and June reaching 288,694, up 11.3% from the same period in 2025 according to Deputy Premier and Minister for Tourism and Trade Development Gary Ruddy.

Canada leads market growth

While the United States continues to deliver the largest number of tourists to the Cayman Islands (2,259 visitors up 6.8% in June) Canada was the destination's fastest growing market recording its strongest June on record. Arrivals were 1,679, an increase of 44.1% compared with June

2025. Arrivals from Canada for the first half of the year reached a record 26,674, up 48.9% compared to the same period in 2025.

Canada's share of total year-to-date stayover visitation has grown to 9.2%, up from 6.9% in 2025, moving it from a secondary market to a new primary market, said the Cayman Islands Department of Tourism.

Europe and LATAM show gains

European markets also showed solid gains in June, reflecting the continued strength of the destination's strategic partnerships with travel trade in the UK, Ireland, and European markets.

Visitors from the UK and Ireland increased by 4.1%, while Continental Europe recorded the strongest increase at 73.9%, led by growth from France, Germany, and Spain. Arrivals from UK & Ireland for the first half of the year rose by 8% and arrivals from Continental Europe increased by 22.9%.

Latin America saw a modest dip of 4.8% in June, however the market's overall performance for the first half of the year was up 10.8% compared with the same period in 2025.

USVI Tourism reports 12% air arrival growth, and 1.27 million cruise passengers through June

The U.S. Virgin Islands Department of Tourism reported a record 303,388 first-quarter arrivals, up 12% year-over-year and a 6% rise compared with 2024. The USVI also reported \$47.8 million in hotel tax revenue through June and 1.27 million cruise passengers.

Most of those arrivals were recorded on St. Thomas, which had received 464,289 visitors by June, reported the Virgin Islands Consortium.

The momentum has been driven by targeted strategies, according to Commissioner of Tourism Jennifer Matarangas-King.

Demand from U.S. travelers remained particularly strong. This segment continues to dominate arrivals. The islands have positioned themselves as accessible and attractive, and the result is a record-setting quarter that reinforces long-term growth.

Tourism officials outlined expanded new air service, such as the launch of daily Fly The Whale service between Puerto Rico and St. Thomas and United Airlines' upcoming route between Newark and St. Croix.

Cruise arrivals totaled 1,265,527 passengers through June, a 40.2% increase compared with the same period in 2025. Most of the cruise passengers arrived on St. Thomas.

Matarangas-King said Tourism is working with local stakeholders to "expand authentic cultural, culinary, retail, and experiential offerings."

The department intends to strengthen destination marketing through sports, entertainment and lifestyle partnerships, supported by targeted market initiatives, she said.

Avolta acquires majority stake in Penha Duty Free Group



Avolta officially announced that it has acquired a majority stake in Penha Duty Free Group, one of the leading duty free operators in the Caribbean.

The deal was widely known throughout the region, while the legalities of the complicated multi-island contracts were completed.

Penha Duty Free Group operates 25 points of sale across Aruba, Bonaire, Curacao, Grand Cayman and St. Maarten, serving domestic and international travelers in airport, cruise ports and downtown retail locations. The business operates under long-term concession agreements, with a weighted average remaining duration of more than 10 years.

In 2025, it generated revenues of approximately CHF 47 million.

The transaction strengthens Avolta's presence in attractive Caribbean leisure destinations, adding a well-established travel retail platform with a diversified presence across multiple channels and further enhancing Avolta's position in the region.

The transaction is consistent with the company's capital allocation framework, focusing on disciplined, value-accretive investments. It is funded with available cash on balance sheet, has a negligible impact on leverage (less than 0.01x) and is expected to be immediately accretive to EBITDA margin, earnings per share, equity free cash flow and ROIC.

In a first step Avolta acquires a 51% stake in the business. The transaction provides a contractual pathway to 100% ownership by Avolta.

Aruba ranks among Caribbean's fastest-growing tourism destinations

Aruba was not only ranked at Number 7 among the Caribbean's top 10 fastest-growing cruise destinations, according to recent data from the Caribbean Tourism Organization (CTO), but it also performed strongly in stayover tourism this year.

Aruba recorded 427,343 overnight visitors between January and March, an 8.9% increase year-over-year. This made Aruba one of the region's strongest overall tourism performers.

The CTO report highlighted Aruba as one of the destinations achieving strong growth in both sectors, alongside Curaçao, the Dominican Republic and Dominica.



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Economic resilience in Latin America despite tense world scenario

John Gallagher looks at the economic scene in the major Latin American economies and how it has affected the travel retail business.

The international geopolitical scenario has created multiple uncertainties for the worldwide economy and the duty free business.

The unpredictable and ever-changing state of events in the Iran - USA conflict and the closure of the Strait of Hormuz have disrupted the world oil market. As international oil prices rise, the cost of gas and aviation fuel has increased, and most developed economies are experiencing some level of inflation. International passenger traffic has suffered in many countries around the world, especially those with direct flights to the Middle East.

In general terms, Latin America has only suffered indirectly, as direct flights and trade exposure with the Middle East are comparatively low. However, higher fuel costs and higher transport costs have added to consumer inflation, which has contributed to slower economic growth throughout the continent.

Mixed outlook for Argentina

Since taking office in December 2023, President Javier Milei's government has made significant progress in stabilizing Argentina's economy after years of high inflation and fiscal imbalance. However, recent official data show that many sectors remain stagnant.

According to the government statistics office, Indec, Argentina's economy grew in the first half of 2026, but the recovery was more modest than the government's initial targets and varied widely across sectors.

Real GDP grew by 1.6% year over year, but growth was concentrated in primary sectors. Agriculture, mining, oil and gas exports drove growth. Consumer-facing sectors, industry, and commerce stagnated or contracted slightly. Supermarket sales remain below government and corporate targets, prompting some chains to close stores nationwide.

Domestic demand remains weak, with all retail segments either stagnant or contracting. Many retailers report that sales increase only when they offer aggressive promotions.

Inflation and demand

Inflation has fallen sharply from the extreme levels of previous years but remains high by regional and international standards. While neighboring countries report low single-digit annual inflation, Argentina continues to miss its yearly targets and faces substantial monthly price increases.

In August, 12-month inflation rose to 33.8%, up slightly from 33.5% posted in July. The government has struggled to bring monthly inflation below 2%, a pace that would put the annual rate near its initial 25% forecast. The IMF and a host of independent analysts now expect full-year inflation will be closer to 30%.

More positively, Argentina maintained primary fiscal surpluses in the first half of the year, in line with its 2025 performance—an unexpected achievement after years of deficits. However, this fiscal discipline has also curtailed government investment and infrastructure projects.

Now in the third quarter, observers say that full-year GDP growth will be around 2.5%, well below the government's earlier forecast.

With the next presidential election scheduled for October 2027, Milei says he will maintain his fiscal balance program and is confident that voters will give him a second term to complete his economic reforms.

The opposition remains divided and has yet to name a presidential candidate. Meanwhile, consumer groups and some private businesses are calling for measures to boost consumption and speed up the economic recovery.

Elections in Brazil

With presidential elections looming in early October, Brazil's economy rebounded in the first quarter of 2026, with household consumption and stronger investment helping GDP recover following a weak 2025 second half.

Ahead of his October reelection bid, President Luiz Inácio Lula da Silva has rolled out additional measures to boost consumption, including subsidized vehicle loans and higher social benefits and pensions.

Higher real disposable income, an increase in the minimum wage, and broader income tax exemptions for middle-income earners boosted household spending. Indeed, household consumption and private investment were the key drivers of growth in the first quarter.

On the supply side, agriculture posted solid growth in the first quarter of the year, with output rising 2.0% on a strong soybean harvest. Industry expanded 1.0%, led by the extractive sector, while services rose 0.5%.

Lower private consumption and stricter monetary policy slowed growth in the second quarter, but the figures were still higher than in Q2 of 2025.

The government still expects Brazil's economy to grow 2.3% in 2026, matching last year's pace, although private analysts forecast growth closer to 2.0%.

Annual inflation remains around 4.4%. The consensus forecast is 5.0% for 2026, easing to just under 4.3% in 2027.

Growth in air traffic

International air traffic has remained positive in Latin America, outperforming other regions so far in 2026.

Through the first half of 2026, airlines carried 242.8 million passengers in Latin America and the Caribbean, up 3.4% year-over-year. International traffic has been especially strong; Latin American airlines saw international demand surge 12% in early 2026, with load factors around 85% — the highest of any region. The increase of about eight million more passengers than in the same period of 2025 was excellent news for retail concession holders at airports.

June was a weak month, as the region recorded its first year-over-year monthly decline since 2021. Higher fuel costs contributed, but many observers also point to softer North American demand and FIFA World Cup-related disruptions to travel patterns across the Americas.

IATA continues to project 5% passenger demand (RPK) growth for the year, among the fastest worldwide, supported by resilient regional economies and low-cost carrier expansion.



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Argentina shows growth in international air travel but domestic declines

Total air traffic in Argentina reached 28.8 million passengers in the first seven months of 2026 – a record figure, up 0.3% on the same period last year. International traffic grew about 12% in this period to 10.35 million passengers. The June dip seems to have been a pause rather than the start of a negative trend — so the international outlook looks positive for the rest of the year, in contrast to a domestic segment that fell in the first seven months of the year.

Weak consumer demand pushed domestic traffic down 5% in the first seven months to 18.53 million passengers, and the contracting economy offers little promise of improvement by year-end.

After cancellations rose in the second quarter, more than 75% of Flybondi's

scheduled flights were canceled in July and August. Because Aerolíneas Argentinas and JetSMART could not absorb the displaced passengers, Flybondi's crisis has become a major contributor to the decline in domestic traffic. Industry observers now expect the airline to announce bankruptcy soon.

International and domestic growth in Brazil

Brazil's airport network recorded positive passenger growth in the first seven months of 2026. Domestic traffic reached 59 million passengers from January through July, up 4.04% from the same period in 2025.

Meanwhile, international traffic is growing at twice the rate of domestic traffic, and the government is forecasting 17.7 million travelers, up by 8.2% on 2025.

Air traffic at Chilean airports declined

slightly. From January through July 2026, total passenger traffic fell 2.1% year over year to 16.46 million. Domestic traffic declined 3.6%, while international traffic edged down 0.3% to 7.25 million passengers.

Uruguay and Paraguay, however, posted solid results.

Uruguay's airports handled 1.42 million passengers in the first seven months, up 2.8% from the same period in 2025.

Paraguay's airports handled 839,000 passengers between January and July 2026, up 12% versus the same period in 2025; this continues a sturdy growth trajectory after a record 2025, when Paraguay's airports moved 1.28 million passengers for the full year. Paraguay's civil aviation authority, DINAC, is targeting 1.4 million passengers by the end of 2026.

Avolta awarded long-term retail contract extensions across four GAP airports in Mexico

Avolta has announced that it has been granted long-term travel retail contract extensions with four airports operated by Grupo Aeroportuario del Pacífico (GAP).

The contract extensions cover Guadalajara, Puerto Vallarta, Los Cabos and Bajío International Airports in Mexico. The length of the extensions were not revealed.

The agreement builds on a partnership between Avolta and GAP that spans almost three decades and the companies say that it reflects a shared commitment to enhancing the airport experience while further developing the commercial potential of Mexico's growing aviation market.

The four airports, which handle both business and leisure travel, together welcome more than 30 million passengers annually.

In addition to securing extensions at Avolta's existing operations, the agreement covers planned terminal expansions at Guadalajara and Puerto Vallarta airports. Avolta is expected to expand its commercial footprint in both developments, including a minimum of three additional duty free stores in each new terminal as they become operational.

The Avolta announcement says that the company will continue to offer a retail proposition combining globally recognized

brands with locally relevant products and experiences. The stores will showcase key duty free categories alongside a carefully curated assortment reflecting Mexico's heritage, culture and gastronomy, creating a strong sense of place for domestic and international travelers alike.

Enrique Urioste, President & CEO Latin America & Caribbean at Avolta, commented: "These extensions reinforce our long-standing partnership with GAP

and strengthen our presence across four of Mexico's most important airport locations. Building on nearly 30 years of collaboration, we will continue investing in innovative retail concepts that combine international brands with the best of Mexico. We are particularly pleased to secure opportunities within the future terminal developments at Guadalajara and Puerto Vallarta, providing a strong platform for continued growth in the years ahead."

ASUR closes acquisition of Motiva's interests in airports in Brazil, Ecuador, Costa Rica and Curaçao

On September 1, 2026 Grupo Aeroportuario del Sureste, S.A.B. de C.V. ("ASUR") and Motiva Infraestrutura de Mobilidade S.A. ("Motiva") announced that, following the satisfaction of all conditions set out under the agreement entered into on November 18, 2025, ASUR has acquired Motiva's entire equity interest in its Companhia de Participações em Concessões ("CPC") subsidiary.

The final purchase price was R\$5.1 billion (US\$992.2 million), following customary closing adjustments.

The transaction represents a key component of ASUR's growth strategy

and was financed through a loan facility arranged when ASUR submitted its offer to Motiva.

As a result of the transaction, ASUR has added to its portfolio 20 airports across four markets in Latin America and the Caribbean, including Brazil, Latin America's largest aviation market by passenger traffic.

ASUR's acquisition of the Brazil-based Motiva subsidiary makes it the leading airport operator in Latin America, with stakes in 17 airports in Brazil, as well as in Quito, Ecuador, San Jose, Costa Rica, and Curaçao.

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Mexico delivers record tourism numbers, benefits from “World Cup Effect”

Mexico recorded 51.1 million international arrivals in the first half of 2026, a record high volume, according to official statistics, which reflect a growing diversity of visitors attracted by global sports events, including the 2026 FIFA World Cup.

The Mexico Secretariat of Tourism reported a 7.7% increase in international travelers for the January-June period, which the country says underlines Mexico’s resilience and growing appeal, providing opportunities for the travel and travel related industries.

International travelers generated approximately \$18.78 billion in tourism spending between January and June, representing a 0.5% increase compared to H1 2025.

The cruise sector remains a key driver of Mexico’s economy. During the first half

of 2026, Mexico welcomed 6.6 million cruise passengers, up 15.2% compared to the previous year. These visitors generated approximately \$575 million in spending, representing an 18.7% increase year over year.

Growing appeal to diverse travelers

A significant trend in 2026 is the growing diversity of international visitors, according to analysts. While travelers from the United States remain the largest market, arrivals from other countries have grown. During the first half of 2026, visitors from Colombia grew by approximately 31.5%, Brazil by 19.3%, and Japan by 17.1%, while Canadian arrivals increased by 7.6%.

This demographic shift is supported by global sports events, including the 2026 FIFA World Cup, with matches hosted in Mexico City, Guadalajara, and Monterrey.

The tournament provided a global platform to promote Mexican cities beyond standard beach resorts. Reaching new regional markets helps reduce the tourism sector’s reliance on a single source market.

According to the data from the World Tourism and Travel Council (WTTC), Mexico now ranks fourth globally for direct tourism contribution, behind the United States, China, and Germany. Mexico’s travel sector generated roughly \$149 billion in direct economic activity, a measure that includes spending on hotels, parks, restaurants, and other services used by visitors. This makes Mexico one of the world’s ten biggest economies in direct travel and tourism contribution and the only Latin American country included in either ranking, according to a report in the *Riviera Maya News*.

ASUTIL welcomes new Conference Manager

South America Duty Free Association ASUTIL has announced the appointment Germán Barcala as Conference Manager. Barcala succeeds Diego de Freitas, who held the role for the past three years with great success.

Barcala is the Director of Rúbrica Event and former President of the Uruguayan Events Chamber. He also serves on the board of AUDOCA (the Uruguayan Association of Organizers of Congresses, Fairs, Exhibitions and Related Activities).

“[Germán Barcala] brings an outstanding track record in the organization and production of corporate events across Latin America. His experience, ability to build relationships, foster partnerships and create meaningful spaces for dialogue will be essential in supporting the development of the Association’s upcoming initiatives,” comments ASUTIL Secretary General Carlos Loaiza-Keel.

“Welcome, Germán! We are confident that your arrival — together with your valuable experience and strong reputation in event organization — will be key to ensuring ASUTIL’s future gatherings continue to be unique, memorable experiences that strengthen the bonds within our entire community,” continues Loaiza-Keel.

Diego de Freitas informed the Association of his decision to conclude his tenure as ASUTIL’s Conference Manager



Diego de Freitas with the ASUTIL team at the conclusion of this year’s ASUTIL Conference in Punta Cana.

on June 30, 2026.

The ASUTIL Board and General Secretariat have expressed their special appreciation for de Freitas’ management and leadership throughout three consecutive editions, during which the conference reached record numbers of participants, sponsors and exhibitors.

“Diego’s commitment, professionalism and dedication, together with the work of the ASUTIL team, contributed to the growth and modernization of the conference, while preserving the closeness, regional

identity and spirit that have historically distinguished ASUTIL,” Loaiza-Keel added.

“ASUTIL wishes Diego every success in this new stage of his professional career and sincerely thanks him for everything that was built during this period,” he concluded.

Strong Tocumen traffic growth underscores hub position

Total air passenger traffic at Panama’s Tocumen International Airport grew strongly in the first seven months of 2026, up by 16% to 13,808,023 travelers from January through July. 2025, compared to the same period in 2025.

As one of the most important hub airports in the Americas — connecting Central America, South America, North America, and Europe — Tocumen recorded an average of more than 70,000 passengers per day in July, of which 75% of the passengers were in transit.

The top five transit cities during the first seven months of 2026 were Bogotá, Colombia (592,388 pax), Miami, USA (472,163), San José, Costa Rica (441,642), Punta Cana, Dominican Republic (437,600), Medellín, Colombia (413,369).

JG



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A Motta Internacional Attenza Duty Free store in Panama's Tocumen International Airport.

A TMI Profile: Motta Internacional CEO Erasmo Orillac: A Life in Travel Retail

Following Attenza Duty Free's recent expansion of its arrival and departure Duty Free stores and opening of specialist boutiques for Polo Ralph Lauren and Adidas at Mariscal Sucre International Airport in Quito, Ecuador, Travel Markets Insider caught up with Erasmo Orillac, CEO of parent company Motta Internacional, to review the latest developments at one of the pioneering companies in global travel retail, and how the industry has evolved over the past five decades. John Gallagher reports.

Erasmo Orillac, CEO of Motta Internacional has been in the duty free business for more than four decades. He has held the CEO role since 1996 and has been a board member of the IAADFS since 2005. Clearly, he has seen more than a few changes since he first started delivering liquor for his father's company at Tocumen Airport.

John Gallagher of *Travel Markets Insider* spoke with him about his early days in the business and how Motta has grown into a major player in travel retail in the Americas and one of Panama's most respected companies.

Travel Markets Insider: What are the major changes you have seen in the duty free business since you first started?

Erasmo Orillac: Alberto Motta Sr. recruited me to join the company in the late seventies, and it's fair to say I have seen a few changes. Probably the biggest I have seen in Latin America since the early years



Erasmo Orillac, Motta Internacional CEO

is the size and design of the stores.

Back then, the duty free stores tended to be small, and everything was stocked behind the counter. Shop assistants only

fulfilled orders with very little interaction with customers.

When I go through airports and see these stores now, it is clear there have been huge changes.

The format of the stores has changed dramatically – the layout, the design, and the furniture we have in our stores are now world-class.

In the last ten – fifteen years, the stores in Latin America, from Mexico down to Argentina and Brazil, have grown in size and in style. We have come a long way since the early days, and I would say that many of our stores are better than some stores in Europe and Asia.

More professional staff

The staff we have now are quite different from those in the early years. Store staff are better trained; and really understand the categories and brands we sell. They engage with customers and are tremendously proud to work in travel retail.

Motta Internacional reports excellent results from its stand-alone stores and branded boutiques, like these at Tocumen Airport in Panama at right and below.



Our duty free stores carry a variety of locally sourced products, including coffee, chocolate, and liquor. In the past, customs regulations made offering these products complicated. Today, several local brands play an important role for us and account for a meaningful share of overall sales. Airports also recognize the value of local brands not only in sales, but also in giving stores a sense of place.

Customer knowledge

Lastly, another notable change since my early days is customer knowledge. Passengers know exactly what a brand costs in New York or in Madrid. Anybody can pick up their cell phone and find all the information they are looking for, or even ask Claude, “What price should I pay for this?” Online consultations before purchase are common, and we must work more closely with brands to ensure we have the right pricing strategy across all our stores.

TMI: How has traffic developed in the airports where you operate?

EO: A few decades ago, people did not travel much, as flight tickets were expensive. Nowadays, not only has traffic increased, but we have four or five generations traveling in significant numbers.

At the same time, you have Baby Boomers, Gen Xers, Millennials, and Gen Zs passing in front of our stores; each one with different purposes, different tastes, different discretionary income, and different expectations of a duty free store. We are studying this phenomenon more than we have done in the past to adapt our stores and brand portfolio. If you manage this well, you can really improve footfall, conversion, and sales.

TMI: What lessons have you learned since you started in the duty free business?

EO: Well, I do not think we have enough time to cover all the mistakes I have made, but my main lesson is that it all boils down to people and relationships. I recall that Don Alberto (Motta Sr.) always said, “Treat people well and have a good relationship with them” - that is the best piece of advice I received in my years at Motta. Relationships are long-term, and if you have good relationships with people, the business will go well. You have no idea how many business opportunities have come from friends moving from one company to another.

And at the same time, I think that when I began, I thought I could do everything. Nowadays, I know there are certain things I cannot do. With our associates, I rely on them, trust them, and make sure that I do not overstep. The job of a CEO is to be a coach and to check results.

People are very important to our business. Relationships and people are key to success. Good, solid relationships have





Motta expanded its arrival and departure Duty Free stores at Mariscal Sucre International Airport in Quito, Ecuador this past summer (below) and opened specialist boutiques for Polo Ralph Lauren and Adidas.

always been important, but nowadays they are even more so.

I must be aware that people are the key factor. Relationships and people are more important nowadays. They were always important, but nowadays they are even more so.

TMI: How has Attenza duty free changed in the last few years?

EO: In recent years, we have accelerated the way we do things in Attenza. I would say most significantly in our ability to design, build and open new stores. For example, the store we just opened in Quito in July is at the leading edge of travel retail design. Thanks to the long-lasting relationship between our Retail Team and a specialized architectural firm, we can quickly adapt our stores to the needs of

passengers and airports, and things have come out well. When we renovate and build stores in the future, we are convinced that will compete with the best.

Service in-store

We offer the brands we work with more sales staff per square meter than most operators in Europe, the USA, or Asia because we believe the service they provide is instrumental in key metrics. We evaluate this daily to ensure we maintain the right balance between service and cost.

Data Analysis

We have also made significant investments in software to measure performance in stores, which our partners value tremendously because it enables better targeted actions at the commercial level and improves sales and margins. In

an industry where you open 24 hours a day, seven days a week, and operating costs are high, this level of granular analysis is vital.

Technology will also help us to process sales at stores faster. Airlines are making passenger dwell times shorter, and we must be able to help the passengers shop and pay as quickly as possible so they can get on their flights relaxed and on time.

TMI: What is happening with passenger behavior and how has that affected your commercial strategy?

EO: As I mentioned before, catering to four or five generations at the same time is our biggest challenge. We have been studying the customer journey of each type of buyer to understand their expectations and adjust accordingly. For instance, last year we hired an outside consultant to measure,



with the help of mystery shoppers, how our sales staff approach distinct types of customers. How do you greet a customer? How do you say goodbye to a customer? Even if they did not buy from us. We have always had a protocol, but now we are refining it, training more, and reinforcing it with the right incentives and technological tools.

A while back, I went into a store and went to the office, and there were about 65 or 70 notes with different promotions we had running at the same time. It is clear no one can remember that many, so now we have an app to help them remember, review, and explain promotions more efficiently.

Technology also helps us measure and monitor in-store traffic. With the help of heat maps, we can see where the hot spots are and measure the impact of changes in layout, promotions, and ads in real time, and make changes quickly when needed.

TMI: After the Quito renovations, what are the plans for Attenza?

EO: Our renovations in Quito were completed in July, and now we are looking to grow our footprint with new stores in Panama, while also exploring new opportunities in our territory to increase stores or add extra business units. Fashion and Clothing brands are doing extremely well for us and we would like to expand them.

TMI: You mentioned the importance of brands. Is that behind your interest in doing more branded boutiques at airports?

EO: Yes, it is. The results we have had are incredibly positive with both “shop within shop” boutiques and stand-alone boutiques. We are very pleased with our current brand portfolio and looking to expand it. We have a strong operational platform that allows us to quickly and efficiently add new brands.

TMI: How is Carisam* performing?

EO: Carisam is doing well, and the cruise industry is doing well - there is more

competition coming into the industry, but our company is performing well.

The success of Carisam is a combination of two things – perfect logistics: we have to be perfect in order to make deliveries on Fridays, Saturdays, and Sundays, have the right assortment of products in the warehouse, and work very closely with the cruise ship companies.

TMI: The last question: if you could sum up Attenza Duty Free and your recent successes in one phrase, what would it be?

EO: Search for excellence.

For Attenza and Motta Internacional, search for excellence is our clear objective. We are searching for excellence every day of the week and every month of the year.

**Originally a ship chandler, Carisam is a Miami-based division of Motta Internacional that provides logistics for duty free goods and specialized services to the cruise and cargo industries, as well as the diplomatic and military channels.*

Attenza renovates retail offer at Quito Airport

Attenza Duty Free, part of the Motta Internacional Group, has boosted its retail offering at Mariscal Sucre International Airport in Quito, Ecuador, expanding its arrival and departure Duty Free stores and adding specialist boutiques for the Polo Ralph Lauren and Adidas brands.

The recently completed project has increased Attenza’s footprint by more than 50%, bringing the total retail area to 2,156 square meters across ten stores. The renovated stores combine modern design, intuitive layouts, and an environment that encourages passengers to engage with the brands.

The product range includes perfumes, cosmetics, and other beauty products, wines and spirits, premium chocolates and confectionery, accessories, fashion, and travel goods.

The new Polo Ralph Lauren and Adidas boutiques further expands the shopping options available to international travelers passing through the terminal.

“This investment reflects confidence in Quito Airport, its growth, and the potential of the Ecuadorian market. The expansion not only modernizes our retail offering but also strengthens Quito’s position as a gateway to Ecuador, with service standards



Stanley Motta, Ramon Miro, President & CEO, Quiport, Carlos Alberto Motta.

comparable to the best airports in the region,” said Ramón Miró, President and CEO of Corporación Quiport.

The partnership between Quiport and Attenza began in February 2013 with the opening of the new Mariscal Sucre International Airport in Tababela. Since then, both organizations have worked together to renovate retail spaces, introduce international brands, and develop services aimed at enhancing passenger experience.

“We are delighted to formally inaugurate these new spaces and to

continue working alongside Quiport. For thirteen years, we have shared the joint goal of offering passengers an ever-improving experience. We are confident that this renovation will help ensure the experience at Quito Airport remains among the best in the world,” said Carlos Alberto Motta, Executive Vice President of Attenza Duty Free.

In addition to its stores in Quito, Attenza also operates airport duty free stores in Panama, Colombia, El Salvador and Nicaragua.

JG



The 10,000 square meter Siñeriz flagship store is the biggest duty free retailer in Rivera, Uruguay.

Siñeriz refreshes and renovates flagship store in Rivera, Uruguay

After successfully completing landmark changes in its wines & spirits and fragrances departments in its 10,000 sqm flagship store in Rivera, Uruguay over the past year, duty free retailer Siñeriz is now poised to significantly modify the rest of the store layout in response to changing shopping behaviors and demand. Travel Markets Insider's John Gallagher speaks with Siñeriz CEO and president, Dr Ghandi Abdullah, about the company's performance over the last eighteen months, the success of the recent changes in its main store, and his upcoming plans to refresh and update the commercial offer.

Siñeriz, which between its flagship and its original 4,000 sqm downtown location in the center of town is the largest single retailer in Rivera, reports an “exceptionally good year” in 2025.

“Sales increased 15% year on year in 2025. We saw a much higher number of Argentine tourists passing through in the first half of the year and the number of Brazilian shoppers was very much in line with the previous year,” Dr. Abdullah tells TMI.

The CEO explains that the Brazilian Immigration Office is adjacent to the

flagship store, and all Argentine travelers going to Brazil must register there.

“Many travelers spend an hour or two in our store to pick up some duty free goods on their way to Brazil. On their way back, many also shop for bulkier electrical goods to take home to Argentina,” he says.

Siñeriz’ business in the first quarter of 2026 was a little slower compared to 2025. Argentine traffic was down about 20%, although the number of Brazilian shoppers stayed steady, reports Abdullah,

Despite the slowdown in Argentine travelers in January and February, the

retailer saw higher sales of wines and fragrances in the first six months due to the inauguration of the groundbreaking Siñeriz Wine Experience and Siñeriz Fragrance Experience.

“The renovations in these areas have been exceptional, and we have seen an incredibly positive reaction from our customers. The wider selection of wines from traditional and non-traditional producers was welcomed by our shoppers, as was the new gastronomic offer,” recounts Abdullah.



The Siñeriz Fragrance Experience, opened earlier this year, allows perfume connoisseurs looking for new sensations to experience a full olfactory range of fragrances and experiment with new niche brands.



Perfumes remains a key category for Siñeriz, which features the latest trends.

Siñeriz' unique experiences pay off

Abdullah reports that the Siñeriz Wine Experience was successful with both wine connoisseurs who were pleased with the enlarged space and range of wines, and regular customers.

"We have seen very solid sales of our wines in the \$200-\$300 segment," he says.

Customers were also impressed by the store's decoration and wine displays.

"The overall quality of the commercial proposal combining wines and spirits from the leading producer countries with gourmet food options and culinary equipment was very well received by all our shoppers," he added.

The new Siñeriz Fragrance Experience, which featured the introduction of Edition Privée perfumes in collaboration with the niche Argentine perfume house of the same name, along with the addition of new boutique fragrances, was a significant factor in bolstering sales in the perfumes

and cosmetics category, notes Abdullah.

"We have been looking to adapt to changing consumer fashions and shopping habits. Many consumers will continue to buy internationally renowned fragrances, but we have seen a huge move towards Korean and Arab fragrances and cosmetics, and we continue to source new brands in line with consumer demand from Brazil and Argentina."

Sales of Siñeriz' two principal categories – perfumes and wines and spirits – continue to be resilient, and while sales of other categories fell slightly in the first few months, the retailer reports stronger business over the last couple of months.

"Our numbers for the big categories have been in line with last year's excellent results. Our average sales ticket is steady at around \$120, and if the normal number of shoppers come into the store in the next few months, we should have a good full year."

Adapting to changing consumer preferences

Abdullah confirms that Siñeriz refreshed the flagship store after closely analyzing shopper behavior—not just purchases.

"There is a clear difference in the shopping behavior of our two principal customer groups. Brazilians come to Rivera primarily to shop; they come to the store year-round; many come several times per year. The biggest category for almost all Brazilian shoppers is perfumes. They also prefer wines over spirits, and purchase foodstuffs from the wide range we have in stock," says Abdullah.

Siñeriz' Argentine shoppers, who mostly travel through Rivera during the southern hemisphere summer on their way to or from a vacation in Brazil, are very keen purchasers of spirits, clothes, and sports footwear, says Abdullah.



Siñeriz has one of the biggest sections of wine in any duty free store in Latin America.



The Siñeriz mega-store offers a full range of categories, from luxury watches and fashion to toys, foodstuffs and electronics.

“On their way home, we often see them purchasing larger electronic products of all types,” he adds.

More changes on the horizon

Siñeriz is now planning several major layout changes to its flagship store, which originally opened in 2013.

“It will be a huge ‘refresh’ for the store where not too much has changed over the past 13 years. Customers’ shopping habits have changed, and we are going to give them what they want,” explains Abdullah.

“Our objective is to give our shoppers a great retail experience with a well-organized store and knowledgeable and professional staff providing helpful and friendly service. We know that our shoppers want to see new products, new categories, and the most fashionable brands in each category.”

Siñeriz will refresh nearly every category to offer the latest trends and best

commercial value, says Abdullah.

“Today’s customer clearly is different from the customer we started serving in 2012, so we must give them what they are looking for today.”

As part of the changes, Siñeriz will create personalized spaces for Arabian and Korean perfumes and cosmetics, so as to offer a broad selection across different price points, which are in demand from both its Argentine and Brazilian customers.

The personal care products layout will also change, with hair, skincare and suncare, hands, and nails getting their own spaces within the overall category.

Changes from candy to sunglasses

Coming up, Siñeriz will also strengthen the confectionery category, which is one of the key success stories in the Rivera store.

“In confectionery, it is important to offer the right assortment for gifting to friends and family, as well as options for

self-consumption. Sales have been very solid over the last year or two, with this area drawing a lot of in-store traffic. We need a wide range of brands – and most suppliers are launching new brands and extensions, which certainly helps sales.”

The location of Sunglasses will also be changed, relocated from the back of the store to much closer to the checkouts.

“Whereas sunglasses used to be just a destination category it is now very much an impulse purchase. We will organize the brands by fashion, luxury, and performance and use interactive displays to boost the overall experience.”

Abdullah expects to have the latest renovations in place before the end of the year: “We are making changes that will benefit the shopper and will make the shopping experience better than before. We have the right brands, and we will make the duty free retail journey as streamlined as possible.”





La Petisquera opens new store in Asunción

La Petisquera, the long-established Paraguayan retailer and an integral part of the Mannah Group, has opened a new store in Asunción, marking a new chapter in the company's expansion in Paraguay.

Located in Villa Morra, one of the capital's key commercial districts, the new store covers 800 square meters and offers perfumes and cosmetics, wines and spirits, confectionery, and electronics and technology, with a broad selection of international products.

The opening brings to the capital the retail expertise that La Petisquera has developed over more than five decades in its border shops in Ciudad del Este. The Mannah Group already has an established presence in Asunción through its import and distribution operations in the domestic market and is now expanding its retail presence in the capital.

Company President Mohamad "Alejandro" Mannah said:

"Asunción has always been an

important market for our group, and opening La Petisquera in the capital represents a natural step in the evolution of our business. We are bringing to Asunción more than fifty years of retail experience, our longstanding relationships with international brands, and the standards of service and product selection that have shaped La Petisquera's history in Ciudad del Este. This is a project we have been planning for some time, and we are very pleased with the result and excited about this new chapter for the company."

Established in 1970, La Petisquera now operates five stores in Paraguay. Its four Ciudad del Este locations include two stores on Avenida Monseñor Rodríguez, the city center's main commercial thoroughfare, one in the Shopping del Este mall and another in the Shopping Paris mall.

The new Asunción operation further strengthens La Petisquera's presence in the Paraguayan market, bringing to the capital the experience the company has built over more than 50 years in retailing international products.

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Swiss Proventum

The Universal Booster aims to enhance global skin-care routines

True novelty in beauty is rare. Textures evolve, formulas grow more sophisticated, yet the ritual itself seldom changes. With **The Universal Booster**, Swiss Proventum enters the market with a more singular ambition: not simply to introduce another product, but to propose a new place for it within contemporary skincare.

Presented as a **skin longevity supplement**, **The Universal Booster** is designed to be used either on its own or alongside existing products. In a market shaped by layering, multiplication and excess, Swiss Proventum advances a more distilled vision of efficacy – one intended to support the skin without burdening the routine.

Launching selectively across international markets, the brand positions itself at the meeting point of two traditions of excellence. From Switzerland, it draws precision, scientific discipline and an exacting standard of quality. From France, it borrows a more instinctive language of beauty, shaped by subtlety, refinement and effortless elegance. Together, these influences define a proposition that is both rigorous and sensorial.

Formulated with more than **99.6% naturally derived ingredients**, **The Universal Booster** combines carefully selected actives including **Pycnogenol®**, probiotics, acerola extract and fermented rice water. Swiss Proventum presents the formula as capable of hydrating, exfoliating and supporting the skin while also enhancing the effectiveness of existing skincare products, from pharmacy creams to high-end serums, from sun care to make-up.

For Dr. David Faivre, physician, doctor of biochemistry and the scientific mind behind the product, that distinction is essential.

"Swiss Proventum's Universal Booster is a unique product on the market, neither a classic serum nor a simple antioxidant," explained Dr. Faivre, who has developed the science behind the product. "It is the first universal antioxidant booster capable of reinforcing all existing skincare products, prolonging their effectiveness and offering the skin unprecedented protection and performance."

That promise of universality gives the product particular force in selective environments. Rather than asking consumers to adopt a more elaborate system, Swiss Proventum proposes a formula intended to move with ease across routines, habits and markets. Its logic is not one of substitution, but of enhancement.

"I wanted a product you can use alone, a natural product without perfume, without alcohol, without dye, without colorant. I wanted it to be anti-aging, fighting free radicals with a very strong anti-oxidant."

Swiss Proventum expresses this philosophy in a concise formula of its own: "**Swiss Excellence with a French Touch.**" More than a line of positioning, it signals an ambition to unite scientific seriousness with a cultivated and quietly luxurious vision of beauty.

That same ambition extends to the company's operational model. Swiss Proventum is currently produced in a facility located between Lake Geneva and the Swiss mountains, where research and development, production, packaging, logistics and shipping are brought together within a single site.

"This new building will have pharmaceutical certification, which is very unique in skin care," says Mr Bornand. "All products will be made under the highest pharmaceutical grade standards,

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in a 'white room' under a very specific protocol."

"Our product is 100% under our own control from beginning to end," explains Dr Faivre. "We organize logistics from here, we package and ship from here; we can receive here all the distributors, all the journalists. Every aspect of production and marketing is conducted in this space under very good conditions. This is very important to us."

This coherence gives the brand particular clarity in premium points of sale, including **travel retail**, where space is selective and attention brief. With one signature product and a sharply defined proposition, Swiss Proventum offers a concept that is both premium and immediately legible.

As the brand expands through department stores, retailers, airports, spas and clinics, The Universal Booster is positioned not as a product that displaces existing routines, but as one that strengthens them. In a beauty market too often driven by noise, Swiss Proventum proposes a quieter form of ambition: one formula, one gesture, one proposition designed to endure.



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Luxury suncare brand Hampton Sun launches with Avolta: “It’s all about the experience”

Hampton Sun, the luxurious niche product that began with a loyal following on the exclusive East End of Long Island nearly 20 years ago, has broken into travel retail with a major listing with Avolta in 13 U.S. airports.

The luxury suncare brand has been listed with Avolta in Atlanta, Seattle, Salt Lake City, Tampa, Las Vegas, New York JFK, Newark, Houston, Minneapolis, Denver, Boston, Chicago O’Hare and Detroit airports.

Hampton Sun is the only luxury sun brand in the market, company founder Salvatore Piazzolla tells *TMI* in an exclusive interview shortly after the collection hit Avolta’s duty free shelves in August.

“Hampton Sun focuses on skincare first, merging skincare ingredients with SPF for high sun protection. Hampton Sun is a luxurious experience with high-tech formulations and exquisite packaging,” says Piazzolla.

Although new to the duty free channel, Piazzolla has been expanding into international markets for years.

“We’ve built the brand globally in resort very strategically around the world. We’re in luxury hotels and luxury cruise ships, and positioned in Las Vegas, which is an international hub. We have international exposure in the Middle East, Greece, the UK, Puerto Rico, Mexico, and other countries. This strategic positioning has built broad international exposure for the brand,” he says.

Hampton Sun’s breakthrough into travel retail comes at a time when interest in skincare has never been higher. The U.S. suncare market was valued at \$14.35

billion in 2023 and is expected to reach \$25.85 billion by 2033, reports numerous sources.

Growing consumer awareness about the importance of protecting skin from harmful UV rays to prevent skin damage, premature aging, and skin cancer is spurring demand for organic and natural sun care products.

In fact, skincare was the fastest-growing category in prestige beauty in the U.S. during the first half of 2026, led by body care and suncare, reported Circana last month. Suncare sales increased +19% as consumers continued to prioritize preventative skincare, said the research firm. Sunscreen products were also up both in dollar and unit sales in the mass segment during this time.

Hampton Sun has been positioned separately from anything on the market in terms of technology and performance since Piazzolla came up with the idea of a lifestyle brand that combined suncare with skincare in 2005.

“Sunscreen is highly regulated, and people want to know what makes our product different. We always took the approach of skincare first. We merge skincare and SPF together to give the consumer the utmost highest level of sun protection. We infuse the suncare with skincare ingredients and test for irritation, stability, everything you can think of. All this testing ensures that the products are effective. You will never burn plus you get the utmost luxurious experience because the texture, the feel, the effectiveness, and then the performance of the sunscreen really sets us apart. The esthetic of the brand, the hydration that it delivers into



Salvatore Piazzolla, Hampton Sun founder

the skin, and the protection—it’s just truly a remarkable sun product,” he says.

Hampton Sun offers sunscreen for every type of sun data.

“We have all natural organic sunscreens, we have a whole range of mineral SPF’s, we have sprays, lotions and gels, and then we have the UV Advanced SPF sun protection that have chemical filters for the person who wants longer lasting protection, like the golfer or tennis player or surfer. In addition, Hampton Sun is reef safe, reef friendly.”

Hampton Sun was recently boosted by a connection with businessman Rande Gerber, husband of the famous supermodel Cindy Crawford and father of model Kaia



Gerber. Gerber discovered the brand while vacationing in Miami and was so impressed with the products that he ultimately partnered with Hampton Sun founder Salvatore Piazzolla.

Looking ahead, Piazzolla says that he

plans to expand further in travel retail and, internationally, is particularly targeting Latin America.

“We’re very widely recognized here in the U.S. but just starting to tap into more international markets. The Latin

community and Europeans visiting places like Nieman Marcus in Bal Harbour purchase Hampton Sun in bulk because it isn’t available in their own countries. So we see great opportunities ahead. We just don’t have that exposure yet.”

In conclusion, Piazzolla says that Hampton Sun is “all about the experience.”

“For years we’ve been trying to educate the consumer about the importance of wearing sunscreen, but products were very prescriptive, very generic, very pharmaceutical-looking. There was nothing special and glamorous about sunscreen. Hampton Sun comes along with this exquisite, beautiful packaging with unbelievable high technology formulations, and the consumer finally is getting it. For duty free and resort operators it is a way to elevate the guest experience. Especially when traveling, you are looking for luxury. Hampton Sun is the luxury brand.”

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New By the Beach suncare line takes off in travel retail and U.S. domestic market

By the Beach, the fun, exciting and sensorial new suncare brand co-founded by Jessica McGratty Singer and Andrew Glass, has had a sensational launch year both in travel retail and domestically in the United States.

In travel retail, the brand debuted onboard five cruise ships through Starboard in March, including Virgin, Carnival, and Royal Caribbean. The line has since been listed on a total of 16 ships through Starboard, Diamonds International, Heinemann Americas and HFDF (Effy).

By the Beach also broke into the airport channel, with a listing with Avolta in Atlanta with Hudson, and at Heathrow Terminal 2 through Lagardère.

"This is so exciting for us. Starboard has launched us on two more ships, Royal Caribbean's *Harmony of the Seas* and *Legend of the Seas*. Onboard *Legend*, Starboard put a sundry shop on the pool deck, so sales are very good," co-founder Jessica McGratty Singer tells *TMI*.

With its core three scents in Citrus Crush (orange), Melon Days (green), and Candy Clouds (violet), in SPF 30 and 50 creams that hydrate and nourish the skin as well as protect, the accessibly-priced new suncare brand transforms sun protection



into "an indulgent experience" that bridges the gap between suncare, skincare, and fragrance, says McGratty Singer.

The nutrient-rich By the Beach products are scented and colored and feature a light and refreshing texture on the skin. They all have broad spectrum protection against UVA and UVB rays, are cruelty free, and all the packaging is recyclable. By the Beach currently offers three creams and three dry oils, enhanced with scents that have been created to evoke a memory, as well as additional ancillary products.

The brand is also making significant inroads in the U.S. domestic market, a development that McGratty Singer and co-founder Andrew Glass say will increase By the Beach's exposure in travel retail even further.

By the Beach initially launched with Boxycharm (IPSY) which was followed by Ulta, and then with high-end life-style retailer Anthropologie and Nordstrom.

On Sept. 10, By the Beach took a giant step forward when it launched in more than 600 Target stores, within its reimagined Target Beauty Studio. The Studio has been designed as a prestige beauty destination that replaces Ulta Beauty's shop-in-shop in Target. It features 90 prestige, global and emerging brands. More than two-thirds of these brands are new to the retailer, according to *WWD*, who quotes Target's senior vice president of merchandising, essentials and beauty Amanda Nusz saying

these brands are anchored on discovery, quality, innovation, accessibility and ingredients

"The Target Beauty Studio is featuring prestige beauty brands, from K-beauty to hair care to suncare, targeting that Gen Z customer, but it's more like an area of discovery. They will also have staff there to help educate people about specific brands," says McGratty Singer.

Prior to launching the Beauty Studio, Target conducted internal training, which By the Beach fully embraced.

"We provided extensive product samples and detailed documentation covering the brand and its product features. We also hope to hold in-store activations throughout the year," said Glass.

The By the Beach founders are particularly excited that Target is allowing them to display testers in the Studio.

"Testers are so important because we're a sensorial suncare brand. It makes such a difference if you can smell the product and feel it. Testers are a great tool to help people educate themselves about our brand too. We're one of the few brands with testers, so that's going to be really important," said McGratty Singer.

Target will be carrying the full By the Beach collection. In addition to the three core Melon Days, Candy Clouds, and Citrus Crush scents in cream and dry oil formats, Target will carry Coco Loco, a new scent exclusive to the Studio. By the Beach has also created 1.7-ounce mini sizes for the store's Travel Section, and an exclusive discovery kit called Endless Summer which features the 3 scents in the mini creams and a mini dry oil.

McGratty Singer sums up why the brand has achieved such a phenomenal presence in such a short time: "We designed By the Beach to solve one of the biggest challenges in using sun protection: inconsistency in daily use. We wanted By the Beach to be as attractive and easy to use as possible, so people would want to indulge."

Glass concluded: "By the Beach represents happy memories. The name By the Beach represents a mindset, versus a physical location. We really want to invoke those happy beach memories, no matter the time of year, no matter where you are in the world."



By the Beach founders Jessica McGratty Singer and Andrew Glass in a fun visual introducing their launch with Target.



Coty launches BOSS Bottled Beyond For Her and BOSS Bottled Beyond Eau de Toilette Intense in dual avant-première across the Americas

Coty has begun the exclusive avant-première launch of BOSS Bottled Beyond For Her and BOSS Bottled Beyond Eau de Toilette Intense across Travel Retail Americas, beginning August 1, 2026.

Key activations are taking place across key locations in The Americas, where Coty is offering a range of immersive retail experiences designed to bring the world of BOSS Bottled Beyond to life.

Among the elements of the avant-première launch, travelers have the opportunity to recognize someone who has inspired them through the BOSS Recognition Wall experience. Participants can select a pre-written recognition message or create their own personalized message, place it inside a BOSS luggage tag, and take it with them to gift to someone who has made a meaningful impact on their journey.

There are also an ingredient discovery experience, photobooth, photo wall, and a hologram showcasing the BOSS Bottled

Beyond for Her bottle. There is also a digital game featuring the fragrances' key ingredients, available via Snapchat and adapted into a Travel Retail web version at select locations.

The campaign also includes a Connected TV activation across U.S. airports, along with a dedicated OOH activation at New York JFK, as well as personalized newsletters, app visibility, push notifications, branded digital experiences and exclusive member engagement across various key airports.

The travel retail exclusive avant-première launch of BOSS Bottled Beyond For Her and BOSS Bottled Beyond Eau de Toilette Intense also employs tailored retailer media, including branded website experiences, CRM communications, social media activations and sponsored product placements.

The campaign is further amplified through a dedicated network of travel retail creators across key LATAM markets such

as Mexico, Brazil, and Argentina.

"This dual avant-première marks an important moment for BOSS Bottled Beyond as we introduce the franchise's first fragrance for women alongside a bold new expression for men," said Mette Engell, Senior Vice President, Global Travel Retail, Coty. "Our integrated media, retail and loyalty activations bring BOSS Recognize BOSS to life throughout the traveler journey. Offering travelers this exclusive first look, is exactly what makes travel retail such a powerful stage for our brands."

The Americas launch builds upon successful activations in Europe and Asia Pacific, introduced earlier in July 2026.

BOSS Bottled Beyond For Her is available in 50ml and 100ml formats. BOSS Bottled Beyond Eau de Toilette Intense is available in 50ml, 100ml and 150ml formats.



BOSS activations for BOSS Bottled For Her and BOSS Bottled Beyond Eau de Toilette Intense in Rio (above), Mexico (left), and Buenos Aires Ezeiza with Avolta.



Parfums de Marly is showcasing its newest feminine fragrance, Athénais, along with a selection of 20 fragrances from the wider collection at pop-ups at Miami International Airport and Los Angeles International Airport with Duty Free Americas.

Parfums de Marly Introduces Athénais at Miami and LAX Airports

Essence Corp is featuring Parfums de Marly Athénais pop-up activations in two key U.S. travel retail gateways: Miami International Airport (MIA) and Los Angeles International Airport (LAX) TBIT with Duty Free Americas.

Drawing inspiration from the grandeur and elegance of 18th-century France, particularly the reign of Louis XV, the Parfums de Marly aesthetic and storytelling revolve around the lavish lifestyle of the French aristocracy, emphasizing heritage, craftsmanship, and luxury.

This philosophy is captured in the elegant pop-ups, which feature the introduction of Athénais, the House's latest

feminine fragrance. The pop-ups are using an immersive luxury retail experience to reflect the brand that has become a cult favorite of both beauty editors and TikTok fans.

Designed to capture the elegance and modern femininity of Athénais, the installations invite passengers to discover the fragrance within refined, visually striking environments that embody the Maison's signature savoir-faire and French heritage. Athenais is a flamboyant perfume that captivates with notes of yuzu, orange blossom, neroli, and tonka bean.

In addition to Athénais, the pop-ups are showcasing a selection of 20 fragrances

from the wider Parfums de Marly collection, including such best-sellers as Delina Exclusif and Althair.

Located in two of the United States' most influential international travel hubs, the activations reinforce Parfums de Marly's commitment to elevating the travel retail fragrance experience while engaging a growing global audience of luxury beauty consumers.

The Miami pop-up has been in place since July and will be active until October while the Los Angeles pop-up has been active since August and will be in place until October.



Passenger response to the Parfums de Marly pop-ups In Los Angeles International Airport (above) and Miami International Airport (below) has been very positive, due to the brand's increasing popularity. Travelers stop to observe the beautiful set-up and ask to sample the perfumes as trained sales staff guide them through the olfactive journey.

A woman with long hair is shown in profile, looking towards a bright sunset. The sun is a large, glowing orb on the right side of the frame, casting a warm, golden light across the scene. The woman's silhouette is dark against the bright background.

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One on One with Joel Lakatos, International Luxe Brands The compelling mystic of Arab fragrances

One of the most interesting trends in the fragrance world today is the unprecedented global growth in Arab fragrances, including in North and South America.

In a recent article, *WWD* featured Spate data demonstrating the global boom in Middle Eastern perfumery. Spate reported that in 2025 Arabian perfume interest was up roughly 63 percent year-over-year across platforms while oud perfume has grown 20.5 percent.

Arabic perfumes are characterized by their intense high-concentration oil-based formulas, long-lasting notes such as oud, amber, musk and sandalwood, and unique scent profiles, which differ from traditional Western fragrances. Many – but not all – are also more accessibly priced than more traditional Western style fragrances.

Miami-based specialty fragrance house International Luxe Brands (ILB) is focusing strongly on the category and currently represents several Arab fragrance brands. The boutique distributor reports significant inroads in North and South America and last year made a strong entry into travel retail in the Americas.

ILB Managing Director Joel Lakatos spoke with *Travel Markets Insider* to explain why Arab-inspired scents have become one of beauty's most powerful growth engines, and how his company is leveraging that interest.

ILB entered the market in 2024 as



Joel Lakatos, ILB managing director

the regional distributors for the Atyab Al Marshoud range of fragrances.

Boasting Middle East origins but using their own production facilities in France for several years, Atyab Al Marshoud is a strong player in the premium fragrance market.

Lakatos tells *TMI* that ILB has been able to educate the market on the brand message and philosophy and established solid relationships with premium retailers, specialty stores, and high-end e-commerce platforms.

"In our next stage of expansion, we targeted duty free store operators throughout the Americas, especially those that are looking to expand their fragrance assortment and looking to satisfy the needs of a carefully targeted consumer," Lakatos

tells *TMI*.

"We continued the same educational policy as we expanded into border and airport stores and rolled out in travel retail," he said.

Lakatos reports that in its first year the fragrance range was listed with Cellshop Duty Free in Paraguay and Brazil, with Jerusalem Duty Free in Paso Canoas in Panama and with Ultra Beauty Department Store in Panama City, and has since opened in several countries, including the Caribbean, Colombia, Panama, Venezuela and Chile, as well as overseas.

"We have now been operating for more than a year and a half. In year one we established operations and laid the groundwork to make sure that all the different aspects of the business, especially the backside, were operating properly. In year two, we started expanding our portfolio," said Lakatos.

House of Dreams

In January of this year ILB launched its first in-house brand, House of Dreams. The first collection – Sweet Dreams of Dubai – consists of six fragrances each encased in a charming ice cream cone-shaped bottle in a different color and flavor – Choco Dream, Vanilla Addict, Candy Kiss, Pistachio Fever, Mandarin Exotic and Cherry in Love. According to the company, each fragrance represents a dream world, carefully crafted through



Dolcemanía is the second line from House of Dreams, launching now. Its theme is described as “a world where sweetness transforms into light and — where colors shift, reflections glow, and every sensation is revealed through a new spectrum.”

flavor-inspired notes, warm gourmand textures, and playful fantasy elements. The book-like outer packaging opens up to a beautifully illustrated “world” representing a dream.

“We officially launched in the U.S. at Cosmoprof Miami, which followed a global pre-launch at Beauty World in Dubai. The response has been very positive. So far, we have opened the Caribbean where we are working with Reba Americas. Domestically, we’ve opened Colombia and Panama through Beluxe. We opened Venezuela with Fragrance Boutique, and we launched in Chile in June with the Dayanani Group. Some of these openings are in travel retail as well, where we are currently available on the border.”

Lakatos, who has been in the luxury side of the business for his entire career at companies including L’Oréal, Shiseido, Dyson and Estée Lauder – says that these fragrances are so appealing due to more accessible pricing, agility in production, creation and marketing, and social media to attract a new customer.

“After being in luxury for quite some time, I’m seeing that there’s another segment of beauty. These Arabic brands are very agile and can bring a new product to market in six months or less. They move quickly from concept and marketing to launch.”

ILB has in large part been selling House of Dreams direct to consumers.

“Mainly we are using TikTok, which is the biggest and fastest growing player in beauty in the U.S. You can order on TikTok, and Arab fragrances are all the trend on TikTok,” says Lakatos.

“The biggest beauty retailer in the U.S. is Ulta, and it’s growing in the low double digits. TikTok is right below Ulta

in value, but it’s growing about 200% year over year.”

ILB created House of Dreams to be multisensorial and appeal to younger generations because they use more social media and are better communicators, explains Lakatos.

Ironically, while the brand was created for younger users, most of the ILB consumers are between 25 and 45 years old.

“But the younger consumers become our evangelists and propagate the message much faster. So we created a product you could not only smell, but fully experience. Every time you open one of our House of Dreams fragrances, you’re entering our universe, and it’s in line with the DNA of a brand.

“Basically, House of Dreams is that moment when you fall asleep, and you enter a beautiful mansion with multiple doors, and every door is the entrance to a new dream,” he says.

An emotional connection

“Our first collection, Sweet Dreams of Dubai, plays on the nostalgia of when you were a kid opening a caramel or unwrapping an ice cream and it brings you joy. We wanted to create that connection with the consumer, and consumers are giving us very high feedback.

“People respond emotionally when they see and open the product. House of Dreams has a distinctive appeal that resonates with consumers wherever it is presented.”

House of Dreams is launching globally and recently exhibited at Cosmoprof Bologna. International Luxe Brands focuses on the Americas business although it is overseeing the overall global strategy from Miami.

Lakatos notes that the brand has recently expanded its global footprint further, launching in Lebanon, Dubai, Lithuania, Hungary, Bulgaria, Romania and most recently Paraguay/Uruguay with expansion plans to Brazil.



Faisal Al Marshoud with Joel Lakatos at the House of Dreams stand at 2026 Cosmoprof Miami.



Isoi, a featured brand in Duty Free Global Beauty's portfolio of K-beauty brands, is recognized for its naturally focused approach to skincare and effective, high-quality formulations.

One on One with DFG's Ben Geoghegan

Duty Free Global Beauty reveals brand partnerships, strategies and marketing philosophy as it launches K-beauty platform for global travel retail

After leading international travel retail distribution company Duty Free Global announced its foray into the beauty sector through a strategic partnership with Korean based Duty Free specialist Brandepot in May, the new venture has put together a dynamic portfolio of Korean beauty and lifestyle brands to launch to a global audience, which it will be showcasing in Cannes at the Duty Free Global booth (Green Village, H42).

With an initial portfolio of Beauty of Joseon, Isoi, Daily Weekly, Pleuvoir, Teabloss, and Holika Holika, Duty Free Global Beauty says that it will develop and expand the brands' presence across key duty free channels, including airports, airlines, cruises, border stores and other

travel retail destinations worldwide.

Headed by Singapore-based CEO Jonathan Holland, who helped launch such leading Korean beauty brands as Dr Jart, Laneige and Sulwhasoo, Duty Free Global has deep roots in the Korean beauty industry. As such, it is uniquely positioned to connect the next generation of K-beauty brands with travel retail operators around the world at a moment when Korean beauty's global influence has never been stronger, says the company.

Commenting on the new venture, DFGB Sales Manager Ben Geoghegan, says: "We are absolutely thrilled to welcome these amazing brands to the Duty Free Global Beauty portfolio. Korean beauty continues to be one of the most powerful and exciting forces in global travel retail, driving discovery, innovation and consumer engagement like never before. These brands each represent a unique expression of what K-beauty can offer, and together they offer travel retailers an incredible opportunity to inspire and entice global travelers. We look forward to building something truly special together across Global Travel Retail."

K-beauty, an umbrella term for skincare products made in South Korea, revolves around the belief that makeup should enhance natural beauty, not mask it. It's popularity has exploded on global markets, especially in the United States, where it is rapidly evolving from a niche category into the main-stream, with

dedicated areas for K-beauty in such leading retailers as Ulta and Target.

South Korea is the world's second-largest exporter of cosmetics, and DFG Beauty reports that Korea shipped a record-breaking US\$7 billion in beauty products overseas in the first half of 2026 alone, up more than 27% year-on-year. The global K-beauty products market has been valued at over US\$13 billion in 2026, with growth forecast at between 6-10%.

In the U.S., K-beauty sales surged to \$2 billion—up 37% year-over-year, reports NielsenIQ. K-beauty brands in prestige retail grew +23% in dollars and +24% in units sold, signalling strong consumer demand, noted Circana.

The growing popularity of K-beauty is increasingly visible across the travel retail channel as well. Cruise operators, airport and downtown duty free retailers around the world are expanding their K-beauty assortments in response to strong guest demand.

Against this backdrop, Duty Free Global Beauty says that is well positioned to help its partner brands capture a meaningful share of one of the fastest-growing categories in global travel retail.

TMI speaks with Sales Manager Ben Geoghegan regarding the latest developments as the company is poised to introduce its concept to the industry.

"We have introduced our specific K-World Beauty concept to the industry and it has been well received. Next, our



Ben Geoghegan and Jonathan Holland



Duty Free Global Beauty's "diverse and compelling collection of brands" includes Beauty of Joseon, Daily Weekly and Dr.Pepti.

major focus has been on selecting the right brands for this concept. There is strong competition emanating from Seoul on many brands and it is essential to get the selection process right. In this regard we have had excellent support from our Korean partner, Brandepot in Seoul who has been instrumental in the selection of the key brands in the portfolio. In addition, it has been important to get the business model right together with the suitable pricing structure. We have been thorough in these tasks and believe our initial portfolio is correct for our target markets," Geoghegan tells *TMI's* Lois Pasternak.

Duty Free Global Beauty's portfolio of a "diverse and compelling collection of brands" reflect the growing consumer demand for innovative beauty, distinctive brand stories and elevated self-care experiences. They include:

Beauty of Joseon brings a modern interpretation of Korean beauty traditions, combining heritage-inspired ingredients with contemporary skincare innovation that has captured global attention.

Isoi is recognized for its naturally focused approach to skincare and commitment to effective, high-quality formulations rooted in Korean skincare expertise.

Daily Weekly offers a fresh and contemporary approach to everyday beauty and lifestyle, aligned with the evolving needs of modern consumers.

Pleuvoir brings an elevated perspective to beauty, combining thoughtful product concepts with a distinctive brand identity that resonates

with design-led beauty consumers.

Teabless introduces a unique and innovative approach to beauty and personal care, designed to appeal to today's experience-driven and trend-conscious traveler.

Holika Holika, one of Korea's most recognizable beauty brands, is known for its playful identity, innovative products and strong global appeal, making it a standout name in the K-beauty movement.

Dr.Pepti harnesses the power of peptides to boost skin health. Its formulas center around skin rejuvenation and long-term health.

Geoghegan explains that the new K-World Beauty venture aims to introduce a whole portfolio of selected high-quality Korean beauty products to K-beauty enthusiasts around the world.

"Our direction is top-to-toe beauty. So our products are a combination of those facial skincare already well-established across Korea and may also include fragrance, hair and body products that would work in relevant markets.

"We all know K-beauty brands have exploded across the world due to the Korean skincare philosophy – this differs from Western beauty norms which generally focus on correction and coverage," he adds.

DFG Beauty's K-World Beauty products all follow the philosophy K-beauty has popularized, says Geoghegan: prevention and gentler skin maintenance; hydration and barrier care; layering lightweight products; achieving "glass skin" ie. natural, healthy and luminous

skin; and affordable experimentation.

"A few of our brands stand out in our portfolio, in particular Beauty of Joseon, Isoi & Daily Weekly, which all have innovative ingredients and strong sales performances in Korea. However, most importantly, all our selected brands follow the K-World philosophy as indicated above," he notes.

Geoghegan tells *TMI* that DFG Beauty is now in discussion with numerous operators in the Americas, Europe and the Middle East and hopes to announce some specific listings by the fourth quarter of this year and the first quarter of 2027.

"Most definitely, the U.S. territory is a major target for us across both mass and masstige retail. The market has grown phenomenally over the past 12 months and this gives us confidence that we are going in the right direction in terms of development of this market. European markets are also a major target right now," he says.

"It is clear from the retailer feedback we have already received that we are on the right track in our ambitions. In addition, we expect the structured way we are addressing this whole concept to pay dividends as we continue to develop the listings in the targeted travel retail markets," he concludes.

For further information about the brands and partnership opportunities, please contact Duty Free Global Beauty. To arrange an appointment at TFWA Cannes please contact: Ben.geoghegan@dutyfreeglobal.com.

Joseph Ribkoff unveils new global brand vision starring Elizabeth Hurley and brings growing travel retail ambitions to Cannes

Canadian womenswear brand Joseph Ribkoff returns to the TFWA World Exhibition showcasing a significant evolution of the brand as it continues to build its profile in global travel retail (Riviera Village, RF8).

Joseph Ribkoff has unveiled its renewed creative vision, *She Icons*, starring internationally renowned actress, entrepreneur and style icon Elizabeth Hurley. The campaign celebrates women who embrace every new chapter without losing their authenticity, with Elizabeth Hurley's confidence, authenticity and effortless sophistication reflecting the spirit of today's Joseph Ribkoff woman.

Guided by the brand's new philosophy, *Elegance in Motion*, *She Icons* introduces a modern expression of Joseph Ribkoff as the company looks to deepen its connection with existing customers and reach new audiences around the world.

Building on the momentum of its renewed global brand vision, Joseph Ribkoff introduces Edit 57, a new contemporary line named in honor of



Joseph Ribkoff's founding year. Created as a platform for creative expression, Edit 57 introduces seasonal capsule collections featuring fresh silhouettes, styling and ideas while remaining unmistakably Joseph Ribkoff, says the company.

Its debut limited-edition *Icons Capsule* comprises 28 styles curated into nine complete looks, bringing together modern tailoring, elevated separates and versatile statement dressing, with pieces designed to transition effortlessly from day to evening.

Commenting on the company's return to Cannes, Joseph Ribkoff's President & CEO, Stephen Belfer, said: "This is an incredibly exciting moment for Joseph

Ribkoff. We are building on nearly seven decades of design expertise while evolving the brand for its next chapter. Our renewed brand vision, *She Icons* with Elizabeth Hurley and the introduction of Edit 57 reflect our ambition to deepen our connection with existing customers while introducing Joseph Ribkoff to a new generation of women around the world.

"Cannes gives us an important opportunity to share that evolution with the global travel retail industry and demonstrate our ambitions for the channel as we continue to raise the profile of Joseph Ribkoff globally."

Joseph Ribkoff's VP Global Sales and Business Development, Nadine Clour, added: "We are returning to Cannes with significant newness to share and growing ambitions for travel retail. Our experience in the channel to date has given us confidence in the opportunities it can offer Joseph Ribkoff, and our focus now is on building the right partnerships and identifying locations where we can create a strong brand experience for travelers"

Liht Organics expands travel retail offering with new TREX duos and skincare innovations for airport retail

Liht Organics, which is represented in the Americas by International Brand Builders Inc., is strengthening its commitment to the travel retail channel with a series of new products designed specifically for travelers seeking high-performance, certified organic beauty in convenient, travel-friendly formats.

Building on its growing presence in global travel retail, the brand is introducing a collection of exclusive launches that combine clean formulations with portability, tailored to the unique demands of the airport shopping environment.

Leading the launches is the *Berry Delicious Lip Duo*, a travel retail exclusive featuring two of Liht Organics' bestselling liquid lipstick shades: *Berry Yogurt* and *Berry Brûlée*. The compact duo fits easily into a handbag, carry-on or makeup pouch while delivering long-lasting color with nourishing ingredients including shea butter, coconut oil and jojoba. Formulated with 90% USDA-certified organic ingredients, the carmine-free, fragrance-free formula offers clean, high-performance beauty without compromising on wear or



color intensity.

Dewy Duo, another travel retail exclusive, pairs Liht Organics' award-winning *Pore Perfection Primer* with the *Youth Elixir Liquid Foundation* in convenient travel sizes.

Liht Organics will also introduce its *Lash & Brow Elixir*, a plant-based serum formulated with 94.5% organic ingredients. Vegan and cruelty-free, the treatment uses organic oils and botanical extracts

to nourish, strengthen and support the appearance of fuller-looking brows and lashes without harsh chemicals or synthetic peptides.

Dewy Oasis Mist, a multi-tasking facial mist developed with travel firmly in mind completes the list of new products. The refreshing mist instantly hydrates and soothes all skin types exposed to long-haul flights and dry cabin environments, helping travelers arrive looking and feeling refreshed.

Commenting on the launches, Founder of Liht Organics Nerissa Polke, said:

"Today's travelers are increasingly looking for products that fit seamlessly into their journey without compromising on quality, performance or sustainability. Our latest launches have been created specifically with travel in mind, combining certified organic ingredients, multifunctional benefits and convenient formats that are perfectly suited to the travel retail environment. We're excited to continue expanding our travel retail portfolio with products that deliver genuine value for both retailers and consumers."

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Heaven Hill grows Americas TR business with strategic listings, meaningful activations, and exclusive products

Global Travel Retail is a priority channel for Heaven Hill Brands. Since creating a dedicated GTR team in January 2025 led by Salvador Blanco, the spirits company then hired long-time Bacardi travel retail veteran Bill Kerry to grow its business in the region as Americas Director for travel retail.

Kerry tells *TMI* in an exclusive interview that the creation of a dedicated Global Travel Retail team was an important step in Heaven Hill's broader strategy to build its brands globally. Since he joined, the company has been developing new business across major Americas travel retail accounts and building a strong pipeline of additional listings.

"The objective was to approach travel retail as a strategic brand-building channel, with the right portfolio, products and strategy behind it. Since joining as Americas Director in April 2025, my focus has been on translating that strategy into execution across the region: developing relationships with key retailers and operators, securing relevant listings, building visibility and ensuring that our proposition genuinely adds value to existing assortments," he says.

"We are very positive about the progress we have made. We began from a relatively small base, so the first phase has been about establishing the foundations correctly. We are now moving into the next stage, with a growing pipeline of listings, activations and exclusive products. For us, success is not simply being present in travel

retail; it is building a sustainable business and making our brands increasingly relevant to travelers and retail partners."

The United States is Heaven Hill's largest market, and the company is doing all it can to leverage the domestic strength into regional travel retail success.

"Our strength in the U.S. domestic market gives us an important foundation. Brands such as Elijah Craig, Evan Williams and Tequila Ocho already have strong credentials and consumer recognition, so our opportunity in travel retail is to build on that equity rather than start from zero," says Kerry.

Heaven Hill is complementing its core portfolio with differentiated formats, exclusive products and stronger storytelling.

"Travelers increasingly expect to see brands they know from the domestic market, but travel retail also needs to give them a reason to purchase in the channel. That means Heaven Hill was not completely new to travel retail before the dedicated division was established. The company was operating with some of the key U.S. travel retail customers with some of the brands in the portfolio, but not in all of their sales channels. What changed in 2025 was the decision to manage GTR as a dedicated, coordinated global business and to introduce a broader range of strategic Heaven Hill brands to the channel (such as Elijah Craig or Tequila Ocho), and with a much more proactive approach to airports and cruise line divisions," says Kerry.

In Americas travel retail, Heaven Hill's principal focus is on Elijah Craig and Tequila Ocho, with Evan Williams providing an additional opportunity within American Whiskey at a different price point.

"Elijah Craig is particularly important because it gives us a strong proposition in super-premium American Whiskey. It has genuine Bourbon heritage, established credentials in the U.S. market and gives us an opportunity to differentiate through age statements, which we believe are a very relevant and easily understood quality cue for the travel retail shopper," says Kerry.

"Tequila Ocho gives us a very different but equally compelling proposition. Its single-estate approach and focus on terroir bring transparency, provenance and discovery to premium Tequila. As consumers become more knowledgeable about Tequila, we believe those credentials will become increasingly important."

Kerry tells *TMI* that it is imperative that Heaven Hill differentiates what it is putting on the shelf.

"We do not want simply to put another Bourbon or Tequila on an already crowded shelf. We want to give retailers propositions that add something meaningful to their assortment and give travelers a clear reason to choose our brands," says Kerry.

"We have enormous respect for the established players in American Whiskey, and their investment has helped build the category globally. Our strategy



Heaven Hill, which is the Official Bourbon of the Ryder Cup, activated the brand this year at JFK Terminal 7 with Duty Free Americas when the event was held in New York.

is not to try to replicate what they are doing. We compete through authenticity, craftsmanship and differentiation. Heaven Hill wants to become a strategic partner in GTR, with a clear focus in Whiskey and Tequila.”

One of the clearest opportunities for Heaven Hill is age, says Kerry.

“We believe an age statement provides the shopper with a very tangible and transparent indication of what they are buying. It is easy to understand, particularly for international whisky consumers who may be more accustomed to seeing age statements in Scotch and other whisky categories. That is particularly relevant with Elijah Craig. It gives us an opportunity not only to recruit existing Bourbon drinkers but also to speak to premium whisky consumers more broadly.”

The company is also developing channel specific products to bring exclusivity to travel retail: the new Elijah Craig 10 Year Old Small Batch, developed exclusively for Global Travel Retail.

“It takes the award-winning Elijah Craig Small Batch proposition and introduces a clear 10-year age statement. It is bottled at 94 proof and reflects exactly the kind of differentiation we want to bring to the channel: a familiar and trusted brand proposition, but with something genuinely distinctive for the traveler,” says Kerry.

“The launch is particularly important strategically because it reinforces our belief that age statements can become a meaningful point of differentiation for American Whiskey in GTR.

“We have also developed travel retail-specific formats for Elijah Craig and Tequila Ocho, and our pipeline includes further exclusive or highly allocated propositions. The intention is to create innovation that is relevant not only to existing American Whiskey consumers, but to premium whisky shoppers more broadly.”

Elijah Craig is the official bourbon of the Ryder Cup, and Heaven Hill activated the brand at JFK Terminal 7 with Duty Free Americas last year, when the event was

held in New York.

“It was a good example of the direction we want to take with our activations in the Americas: connecting the brand with a relevant international moment while giving travelers greater visibility, storytelling and an opportunity to engage with Elijah Craig in a premium environment.

“For a relatively new GTR organization, activations like this are especially important. We are not simply trying to secure shelf space; we want to help shoppers discover the brands and understand what differentiates them. Our broader activation strategy therefore focuses on education and discovery, supported by tastings, strong visibility and close collaboration with our retail partners.

“As our footprint grows, you will see more of this approach - combining strategic listings with meaningful activations and exclusive products. That combination is how we believe Heaven Hill can build long-term relevance in Americas Travel Retail,” concludes Kerry.



MONARQ Group and Cazcanes Tequila partner across the Caribbean & Latin America & USA Duty Free

MONARQ Group and Cazcanes Tequila have announced a new strategic partnership for the distribution and development of Cazcanes across the Caribbean, Central America and South America, as well as Mexico duty free and U.S. duty free, including the cruise channel.

The partnership significantly expands Cazcanes' international footprint, bringing together MONARQ Group's extensive regional distribution network and market expertise with one of the fastest growing names in the ultra-premium tequila category.

Together, MONARQ and Cazcanes will focus on building the brand with craft consumers, leading retailers, premium on-premise accounts and travel retail operators throughout the region.

Cazcanes traces its roots to a remote jungle distillery in Jalisco, where third generation distiller Humberto produces a raw agave spirit with just three natural ingredients: agave, water and yeast.

Cazcanes features a collection of organic tequilas that explore barrel aging, blending, and strength. The tequila is crafted with an emphasis on low intervention production, intentional complexity and respect for the natural character of the agave, says the company.

"We are excited to welcome

Cazcanes to the MONARQ portfolio. The brand represents exactly what today's premium tequila consumer is looking for: authenticity, craftsmanship, transparency and an uncompromising commitment to quality. Cazcanes has built tremendous momentum in the U.S., and we see a significant opportunity to extend that success across the Caribbean and Latin America, as well as the important duty free and cruise channels. We look forward to working closely with the Cazcanes team, establishing the brand as a leading ultra-premium tequila throughout our markets," says Robert de Monchy, CEO of MONARQ Group.

"We've been very intentional about

how and where we expand Cazcanes, and this partnership with MONARQ represents an important next step in our growth. Expanding across the Caribbean, Central and South America, along with Mexico and U.S. duty free and the cruise channel, gives us the opportunity to introduce Cazcanes to a much broader international audience. MONARQ's experience, relationships and deep understanding of these markets make them the right partner to lead that expansion while protecting the quality and integrity of the brand. We're excited to build Cazcanes throughout these markets and establish a strong foundation for our continued international growth," says Jeff Kozak, President of Cazcanes Tequila.



Bottega to unveil new travel retail innovations in Cannes

Italian winery and distillery Bottega S.p.A. will showcase a portfolio focused on products that respond to changing consumer expectations while strengthening partnerships with operators, distributors and retailers worldwide at the TFWA Exhibition & Conference.

Among the key highlights on-stand (Blue Village A11) is Amazonik, a sparkling wine concept inspired by the energy, colors and biodiversity of the Amazon rainforest. Characterized by an eye-catching design and strong shelf presence, Amazonik has been developed to attract consumers seeking expressive brands with a contemporary lifestyle identity.

Bottega is also expanding its collection of 20 cl formats, a segment that continues to gain relevance within travel retail thanks to its practicality, versatility and suitability

for individual consumption, gifting and impulse purchases. Designed to meet the needs of modern travelers, these formats offer the quality and character of Bottega's most successful products in a convenient and accessible size.

Within this range, Bottega will present the refreshed packaging of Petalo Moscato 20 cl, featuring a more contemporary and vibrant visual identity while preserving the product's well-established quality and recognition, says the company.

Alongside these innovations, Bottega's flagship portfolio, including its acclaimed Prosecco collection, premium sparkling wines, grappas and liqueurs, continue to drive the company's international growth and visibility across more than 160 countries.

"Travel retail is one of the most dynamic and influential channels in our



industry, offering a unique opportunity to engage with consumers from around the world," said Sandro Bottega, President of Bottega S.p.A. "At TFWA Cannes, we will present innovations that combine product quality, design excellence and contemporary consumer appeal. Our objective is to create memorable experiences that reinforce the value of Italian lifestyle, authenticity and craftsmanship."



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Heineken expands cruise training program with first ever U.S. rollout

Heineken Global Duty Free is expanding its award-winning training program and strengthening its presence in the cruise sector, aiming to train 2,500 cruise bar crew across Europe and, for the first time, the United States in 2026.

The program is central to Heineken's global quality commitment to ensure Heineken consumers enjoy the best possible experience across all markets, in bars on land and at sea. By equipping cruise bar crew with the skills, knowledge and technical expertise to consistently deliver high-quality draught beer, the program helps ensure that every Heineken served on board meets the expected standard — contributing to a better experience for cruise guests.

Since launching in Europe in 2023, the Heineken Passion & Quality Training program has grown year on year. In 2025, the expanded program trained 1,500 cruise bar personnel across Europe and Mexico. This year 25 training sessions are planned in Europe, the U.S. and APAC.

The program earned a finalist spot in the Best Cruise Retail Initiative category at the Global Travel Retail Awards 2026.

Alongside the established draught quality training, the 2026 program includes a new Product Knowledge module. Trainers now share brand-specific information and product characteristics tailored to each cruise line's individual assortment. This approach supports Heineken's destination-



MSC bar crew celebrate the completion of Heineken Passion & Quality Training.

driven portfolio approach – anchored by the globally available Heineken brand and complemented by regional favorites, including Birra Moretti in Europe and Dos Equis in the Americas.

Training visits also provide bar crew with hands-on technical support.

Led by draught masters from the Heineken Experience in Amsterdam, the training continues to take place in the onboard bars, meaning that crew are in their natural working environment with familiar set-up and equipment.

Christian Klimpke, Global Account Manager Cruises, Heineken Global Duty Free, comments: "One of the strongest outcomes of the Heineken Passion & Quality Training program continues to be the positive response from the crew.

The interactive training format creates an engaging learning environment, with participants eager to develop their skills and product knowledge with the added motivation of the beer-pouring competition held at the end of each session.

"The program builds confidence and empowers crew members to become passionate ambassadors for our brands while also enabling them to own their role in optimising the guest experience. This supports our ambition to help cruise line partners simplify execution, ensure consistency and grow onboard beverage revenue."

All major cruise operators in the USA, Europe and APAC are participating in the program.

Champagne Lanson to unveil landmark 2027 Wimbledon Anniversary program

Champagne Lanson will unveil an ambitious program of travel retail and consumer activations celebrating its partnership with Wimbledon at this year's TFWA World Exhibition & Conference in Cannes.

Lanson will reveal its plans for 2027, marking its 50th year at The Championships, Wimbledon, where Lanson has been served since 1977. This milestone coincides with the 150th anniversary of the world's oldest tennis tournament.

The anniversary program will feature the launch of exclusive Global Travel Retail packaging, limited-edition releases and an extensive calendar of domestic and selected airport activations designed to engage travelers and champagne lovers throughout the celebratory year.

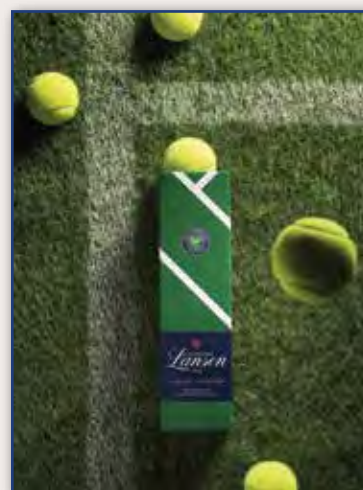
In Cannes, the company will preview how Champagne Lanson intends to

leverage two globally recognized anniversaries through premium storytelling, distinctive merchandizing and exclusive retail experiences.

Founded in 1760, Champagne Lanson is one of the few Champagne Houses whose origins pre-date the French Revolution. Remaining an independent, family-owned Maison based in Reims, Lanson today exports to more than 105 countries.

The relationship between Champagne Lanson and Wimbledon is one of the longest-standing partnerships in world sport. Today, approximately 150,000 glasses of Lanson champagne are enjoyed each year across the tournament's hospitality venues, bars and restaurants.

Lanson will also showcase the Maison's Global Travel Retail portfolio, including favorites such as Le Black



Création, Le Rosé Création, Le Blanc de Blancs and the prestigious Noble Champagne.

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Ferrero Travel Market to unveil next wave of innovation at Cannes

Ferrero Travel Market will introduce its latest innovations across confectionery, biscuits, and digital engagement at the TFWA World Exhibition & Conference in Cannes, reinforcing its commitment to delivering exclusive, shopper-led experiences for the global travel retail channel.

Sergio Salvagno, General Manager of Ferrero Travel Market, commenting on how Ferrero continues to evolve its portfolio for travel retail, said: “By combining product innovation, digital engagement and category expansion, we continue to create value for our retail partners, while offering travelers exciting reasons to discover and enjoy our brands. We also remain committed to embedding sustainability across our business and look forward to sharing further developments during the exhibition.”

A highlight of this year’s exhibition will be Ferrero’s expanding biscuit range,



led by the global launch of Kinder Crunchy Cookies and the wider roll-out of its pioneering ‘La Biscotteria’ concept.

Kinder Crunchy Cookies made its GTR debut last year exclusively with Avolta and will become globally available beginning in September.

In Cannes, Ferrero will showcase Kinder Crispy, now available globally in travel retail after its exclusive debut with Gebr. Heinemann last year.

Ferrero will also introduce a new

Kinder digital game designed to create an interactive brand experience both in-store and afterwards, incorporating digital touchpoints to deepen brand connection throughout the traveler journey.

In addition, Ferrero will unveil a new Tic Tac TWO flavor—the brand’s first sugar-free travel retail offering—combining two flavor layers in a format twice the size of the original Tic Tac.

Alongside its latest product innovations, Ferrero will highlight continued progress across its global sustainability strategy, demonstrating advances in responsible sourcing, packaging circularity, and support for farming communities.

Ferrero continues to invest in partnerships that support farming communities, including its Save the Children program in Côte d’Ivoire, which is set to reach 235 cocoa-producing communities by 2030.

Storck Travel Retail champions gifting expertise at TFWA World Exhibition

Storck Travel Retail says that in an increasingly competitive travel retail environment, trusted brands, gifting expertise and strong partnerships are driving category growth.

The company will showcase in Cannes its internationally recognized portfolio - merci, Toffifee, Werther’s Original and Knoppers - demonstrating how established confectionery brands continue to resonate with travelers seeking thoughtful gifts, sharing occasions and everyday indulgence.

Travel Retail Marketing Director Rebecca Robert believes established brands have an increasingly important role to play as travelers make faster purchasing decisions and seek products they can buy with confidence.

“Travelers value brands they know and trust, particularly when they’re buying gifts for family and friends,” she said.

“Recognition, quality and relevance remain powerful drivers of purchase, and that’s where our portfolio continues to perform strongly. Our role is to help retail

partners convert those moments into sales through brands consumers actively seek out.”

Gifting is central to Storck’s global travel retail strategy. merci resonates through its distinctive ‘thank you’ proposition, while Toffifee combines premium sharing with broad family appeal. Werther’s Original blends heritage with ongoing innovation, attracting loyal consumers while appealing to younger shoppers through new formats and flavor experiences.

Knoppers continues to strengthen Storck’s presence within the on-the-go and impulse segment that performs across multiple travel occasions.

Success in today’s travel retail environment depends as much on consistency as constant innovation, says Robert.

“Innovation remains important, but successful travel retail is about much more than launching something new every year,” she added. “It’s about building long-term



value with brands that consumers actively seek out and retailers know they can rely on. That’s exactly what our portfolio delivers.”

Travel retail-exclusive packs, convenient sharing formats and value-driven multipacks enable the company to meet a broad range of shopper missions while supporting retailers across different passenger profiles and markets.

Underlining its long-standing commitment to the travel retail industry, Storck will again support the TFWA Lounge through its Knoppers brand. The Storck Travel Retail team will be in Mediterranean Village, P9.



Toblerone displays in Brazil (left), Argentina (middle), and Mexico (right).

Mondelēz WTR expands its retail presence across the Americas

Mondelēz World Travel Retail (WTR) is expanding its retail presence across the Americas, investing in a series of permanent retail investments, Toblerone Sense of Place activations and shopper engagement initiatives across key airports. The rollout spans Argentina, Brazil, Mexico, the United States and Canada, and is designed to strengthen the Toblerone and Milka portfolios while creating more engaging retail experiences for travelers.

With m1nd-set research reporting that 57% of duty free confectionery buyers cite the in-store experience and navigation as their primary reason to purchase, Mondelēz WTR is creating more permanent retail spaces and locally relevant activations at airports across the region.

At Ezeiza International Airport in Argentina, Mondelēz WTR has secured a premium walkthrough location for its Travel Collection, doubled Toblerone's backwall space and branded its first generic

retail area. The confectionery offer at Montevideo Departures has been fully refurbished, while São Paulo–Guarulhos International Airport has introduced a new planogram that is delivering encouraging early results. Further upgrades are under way at airports across Argentina.

The rollout also extends Toblerone's Sense of Place concept across the Americas. Brazil-themed executions are now live in São Paulo, and Rio de Janeiro has introduced souvenir placements. Mexico-themed displays have also been introduced in Cancún and Mexico City, while branded sleeves are already available in the U.S., with further Sense of Place activity planned for Canada and Argentina. Gifts with Purchase are also available in Brazil and Argentina, supported by tastings, and branded sleeves, while new display furniture is enhancing in-store visibility across Argentina and Mexico.

The activity is designed to build

excitement around the Toblerone and Milka portfolios, and make the brands easier to discover throughout the airport journey. By combining locally relevant executions with stronger visibility in store, Mondelēz WTR aims to encourage more travelers to explore the category and convert browsing into purchase.

Commenting on the expansion, Beatriz de Otto, Mondelēz World Travel Retail, Senior Manager Customer Marketing said: "As travel retail continues to evolve, the in-store experience is playing an increasingly important role in how travelers discover and choose brands. That's why we're investing in the retail environment itself, working alongside our partners to strengthen visibility, create more relevant experiences and make it easier for travelers to engage with the category. It's an approach that not only supports our brands but helps grow confectionery across the Americas."

Pringles introduces Traveller's Collection GTR exclusive

Pringles is launching its new Traveller's Collection Suitcase Tin, created exclusively for global travel retail.

The new product was previewed at this year's TFWA Asia Pacific Exhibition & Conference in Singapore, and is rolling out this month into the GTR channel.

The playful new offering delivers instant standout shelf presence and souvenir appeal, while the durable, reusable metallic tin format makes it ideal for gifting, impulse purchases, and snacking.

The colorful suitcase design cleverly aligns with the mindset of international

passengers seeking destination-linked purchases.

The Pringles Traveller's Collection Suitcase Tin contains two 70g cans of Original Pringles, in addition to a set of travel-inspired stickers, which can be used to personalise the Tin, or to accessorise other items.

"This latest introduction reinforces Pringles' commitment to driving channel-specific innovation to deliver solutions that resonate with the diverse needs of international travelers," commented Kellogg's Benelux Key Account Manager

International Travel Retail Brechje Houben.

"Travel retail is the perfect environment for playful, keepsake formats like this, that surprise and delight shoppers. With the Pringles Traveller's Collection, we wanted to create something that captures the joy of travel, while delivering the iconic Pringles crunch consumers love.

"By including a set of customizable stickers, we are also giving travelers another unique way to interact with the brand, and create a lasting memory of their trip."

The Hershey Company unveils new identity to strengthen travel retail exclusive portfolio

The Hershey Company has unveiled a major transformation of its Travel Retail Exclusive portfolio, introducing a reimagined range designed specifically for the needs of today's global traveler. Hershey's Kisses and Nuggets are the first lines to debut the refreshed identity, launching in key Asia locations including Singapore Changi, Kuala Lumpur and Bangkok Suvarnabhumi airports from September, followed by Reese's global rollout in January.

The revamped portfolio aims to increase relevance among the growing proportion of Millennial and Gen Z travel retail shoppers – many of which are attracted by limited-edition products. With this in mind, The Hershey Company identified an opportunity to create a more distinctive Travel Retail Exclusive proposition that increases shopper conversion and expands Hershey's presence within the gifting and premium segments.

As part of the transformation, several new products have been added to the Hershey's Kisses and Nuggets, and Reese's Travel Retail Exclusive range: Kisses Classic Selection 500g, Kisses Filled Selection 500g, Nuggets with Almonds 250, and Reese's Miniature Milk and White 500g.



In addition to new SKUs, the transformation includes the rebranding of existing Travel Retail Exclusive products, a refreshed portfolio architecture and new packaging designed for modern airport environments. Reese's will launch globally in January 2027 while the rest of the reimagined portfolio will go live throughout 2027 and 2028 accompanied by an extended flavor line-up and new gifting items.

Purpose-built travel retail portfolio

The redesign moves towards a more travel-focused identity designed specifically for airports and international travelers. Packaging features a contemporary design incorporating travel-inspired cues and storytelling designed to strengthen the connection with the travel journey. The revamped portfolio also includes the launch of strategic 250g and 500g formats that create stronger consistency and better align with travel retail shopping missions.

A new global activation platform

The reimagined portfolio will be supported by a new global activation platform which aims to connect portfolio, shopper journey, airport environment and brand storytelling into one consistent

experience. Launching throughout 2027, the platform will bring The Hershey Company's "Take the Taste With You" rebranded platform to life through immersive airport experiences, including experiential retail, digital engagement and personalization. More details on the activation platform and the portfolio strategy will be showcased to industry partners at TFWA World Exhibition and Conference.

Swarnim Bharadwaj, Director Marketing, India, APAC, EMEA & World Travel Retail, The Hershey Company, said: "Building on the successful rollout of the 'Take the Taste With You' platform, the reimagined Travel Retail Exclusive portfolio marks The Hershey Company's evolution from a branding platform into a fully integrated portfolio strategy spanning packaging, product innovation, shopper experience and activation. We are confident the portfolio transformation will support long-term growth by strengthening our position in channel-exclusive products and improving shelf-impact. The strategic product formats, supported by immersive airport activations, will allow us to connect more deeply with global travelers as we seek to create a connected shopper experience across airports worldwide."



Perfetti Van Melle to unveil new Mentos and Chupa Chups innovations for key traveler consumption moments

Perfetti Van Melle (PVM) is previewing four new concepts developed around the key travel retail consumption moments of refreshment, snacking and sharing, gifting and impulse purchasing in Cannes (Green Village M59). PVM will also highlight its continued investment in shopper experiences that give its brands stronger visibility in-store.

The Cannes line-up includes Mentos Jumbo Roll Sour Tones, Mentos Mints Lemon, Chupa Chups Sleeping Masks and Chupa Chups Pouch Bags in Bites and Filled Bites variants.

PVM is extending flavor-led refreshment with Mentos Gum and Mentos Mints through highly visible checkout locations. Mentos Mints Lemon gives

travelers a new option for refreshment during the journey. Mentos Jumbo Roll Sour Tones extends the established Mentos roll range with fruity flavors and an intense sour taste experience.

To build its portfolio in the snacking and sharing segment, PVM is launching a travel retail exclusive Chupa Chups Sour Bites range, which will be available in two formats, and is also extending the Chupa Chups brand beyond confectionery with a new range of sleeping masks designed to combine travel comfort with gifting appeal.

PVM says that it is also expanding its shopper marketing program through impactful display solutions, brand visibility initiatives and customer-specific retail executions, developing displays that suit



each location, support impulse purchasing and make the retail environment more engaging for travelers.

Nestlé International Travel Retail to show how its A.C.T. framework can accelerate confectionery category growth

Nestlé International Travel Retail (NITR) returns to Cannes with a dynamic 2026 showcase demonstrating how its A.C.T. strategy – Attract, Convert, Thrive – continues to unlock growth for the confectionery category in travel retail.

Building on a year of high-impact brand activations, exclusive travel retail propositions and category-driving innovation platforms, NITR will present

its latest thinking on how confectionery can deliver more memorable, engaging and commercially powerful experiences for traveling shoppers.

A.C.T. is NITR's category vision built around attracting shoppers into the confectionery area, converting engagement into purchase and helping the category thrive through long-term, sustainable growth. From immersive retail theater to personalized gifting and exclusive product stories, the strategy will be further brought to life through a portfolio of initiatives designed to give retailers new reasons to excite travelers at every step of the passenger journey, says the company.

KitKat and Formula 1

Following successful activations throughout key airports hubs in the past few months, NITR will put the spotlight on the growing impact of the KitKat and Formula 1 partnership in travel retail. NITR will provide a glimpse of a new collectible concept designed to build anticipation, spark conversation and further translate the energy of the track into the airport environment.



KitKat Japan

NITR will also showcase the growing travel retail opportunity behind KitKat Japan, a distinctive proposition that brings together exclusive flavors, Japanese-inspired storytelling and immersive retail engagement.

For 2026, NITR will preview a KitKat Japan mystery flavor, designed for a limited, exclusive and culturally distinctive confectionery experience that it says is giving retailers a fresh way to capture attention and fuel shopper curiosity.

After Eight

After Eight is launching new Caramel, Orange and Raspberry varieties alongside the classic Mint recipe, supported by refreshed packaging, and travel retail-exclusive messaging.

Two global chokepoints test travel retail supply chains

By Sean P. Gazitúa, President & CEO, WTDC

Global travel retail depends on movement. Products must reach airports, cruise ships, border stores, and tourism destinations before passengers arrive. Today, developments at the Strait of Hormuz and the Panama Canal show how quickly that movement can become less predictable.

The current situation in the Strait of Hormuz is affecting far more than the energy market. The waterway is a critical outlet for crude oil, refined petroleum products, liquefied natural gas, and liquefied petroleum gas produced throughout the Persian Gulf. Restricted and uneven traffic through the Strait can therefore increase the cost of marine fuel, aviation fuel, trucking, electricity, manufacturing, and ocean transportation.

The U.S. Energy Information Administration reported earlier this year that limited flows through Hormuz forced major regional producers to reduce crude-oil production. It estimated combined production shut-ins of 7.5 million barrels per day in March, increasing to 9.1 million barrels per day in April. The agency also reported that reduced LNG movements tightened global supply and widened the price difference between U.S., European, and Asian natural-gas markets. Its forecast emphasized that restoring normal flows would take time, even after traffic began to recover.

For Duty Free and Travel Retail, the effects move through the supply chain in several ways. Higher energy prices raise the cost of producing glass bottles, aluminum packaging, plastics, cosmetics, fragrances, confectionery, and other consumer products. They also increase the expense of transporting those goods by vessel, aircraft, and truck. Retailers and suppliers serving Gulf airports and other destinations within the region may face longer lead times, limited carrier capacity, changing sailing schedules, and higher insurance or transportation costs.

The impact is also felt outside the Middle East. Fuel represents a major operating cost for airlines and cruise lines. When those costs rise, carriers may adjust routes, schedules, capacity, or



Sean Gazitúa, WTDC President & CEO

pricing. Changes in passenger traffic can then affect product demand at airports, onboard aircraft, aboard cruise ships, and in destination stores. A disruption involving energy commodities can therefore reach the travel retail counter even when the merchandise itself never passes through Hormuz.

On the other side of the world, the Panama Canal is facing a different challenge. Reduced precipitation in the Canal watershed has required the Panama Canal Authority to make temporary capacity and booking adjustments. Effective September 3, 2026, the Authority set daily availability at nine Neopanamax slots and 25 Panamax slots. Panamax availability was scheduled to decline to 23 daily slots beginning September 15. The Authority has warned that vessels arriving without reservations may experience longer waiting times and that a confirmed reservation is the only way to guarantee a transit date.

At the same time, the Canal is providing customers with additional booking flexibility. Beginning with booking dates on September 13, Neopanamax customers may obtain more than one reservation for the same date and secure slots on consecutive dates. The revised system will offer 63 Neopanamax reservation slots each week. It also establishes minimum allocations for container ships, LNG and LPG vessels,

vehicle carriers, bulkers, and other market segments.

These measures are designed to distribute capacity more equitably while conserving water. For travel retail suppliers, however, reduced daily transits can still affect inventory planning between Asia, the Americas, and the Caribbean. Spirits, fragrances, cosmetics, tobacco, confectionery, electronics, and luxury merchandise may experience longer or less predictable transit times. Carriers could also give greater attention to vessel utilization, advance reservations, and alternative routes.

The uncertainty extends beyond maritime shipping. Conditions in the Middle East and the continuing war involving Ukraine have changed international air travel as well. Airlines must regularly reassess airspace, alter flight paths, and avoid areas considered unsafe. Longer routes require more fuel and may affect schedules, connections, aircraft availability, and belly-cargo capacity. These changes influence not only how travelers move, but also how urgently needed travel retail products reach airport stores and regional distribution centers.

The Strait of Hormuz and the Panama Canal do not operate in isolation. Energy availability affects transportation costs. Canal capacity affects vessel schedules. Airspace restrictions affect passenger flows and air cargo. Together, these developments reinforce the need for the Duty Free and Travel Retail industry to maintain additional lead time, monitor inventory more closely, and develop alternative transportation and distribution plans.

The companies best positioned to manage this uncertainty will be those that can delay final market decisions and redirect inventory as conditions change. Foreign Trade Zones, bonded warehouses, and strategically located distribution centers can provide that flexibility. In a global market shaped by changing routes, weather, energy supplies, and passenger patterns, resilient logistics is no longer simply a support function. It is an essential part of serving the traveler.



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