

## Duty Free Americas launches inaugural DFA Festival in LATAM



The inaugural DFA Festival in Panama's Tocumen International Airport combines celebrating Carnival and Spring Break with an exclusive Visa promotion.

Duty Free Americas (DFA) has launched its first **DFA Festival**, a dynamic travel retail event running now through May 2025 across key airport locations in LATAM.

DFA Festival has partnered exclusively with Visa and the world's leading wines and spirits producers, including Diageo, Pernod Ricard, Moët Hennessy, Bacardi, Campari Group, Suntory Global Spirits, William Grant & Sons, Proximo Spirits, Sazerac, Brown-Forman, S.P.I. Spirits (Stoli), Compañía Licorera de Nicaragua, Varela Internacional, Beluga and Tito's.

Duty Free Americas comments that it is redefining the wines and spirits travel retail experience by providing top wines and spirits producers with a unique platform to enhance visibility among millions of global travelers. The Festival not only strengthens brand presence, but also elevates luxury and exclusivity in key LATAM markets, says the retailer. Building on the festival's success, DFA Festival will expand across Duty Free Americas' 250+ store network throughout the Americas in 2026.

### Exclusive Visa Promotion

To further engage travelers, the DFA Festival features an exclusive Visa cardholder promotion. Travelers who spend above a specified

threshold with their Visa card will receive a complimentary trolley bag.

As part of the DFA Festival, airports have been celebrating Spring Break and Carnival season with live DJs, captivating performances, and experiential tasting stations, creating an immersive and festival atmosphere for travelers

"This is an exciting milestone for Duty Free Americas as we launch the DFA Festival, backed by the world's leading wine and spirits producers. The initiative positions these producers at the forefront of one of the fastest-growing categories in travel retail while delivering a highly engaging experience for travelers," said Dov Falic, DFA Vice President. "We look forward to building on this success and expanding the DFA Festival across our broader store network in 2026 and beyond."



The DFA Festival is in full swing at Punta Cana International Airport, where it will run throughout May of this year. An expanded program is planned for 2026. See more photos on next page.



### TARIFFS AND TRADE WARS Passenger bookings on Canada–U.S. air routes down by 70%

OAG reports that passenger bookings on Canada–U.S. routes are currently down by 70% compared to the same period last year. As a result, airline capacity between Canada and the U.S. has been reduced through to October 2025, with the most significant cuts occurring during the peak travel months of July and August.

Though OAG schedules data suggests that airline capacity between Canada and the U.S. remains broadly unchanged for the summer season, the tracking agency says that a closer look at recent weeks reveals a downward trend in airline capacity and a sharp decline in forward bookings.

### Canada to U.S. capacity cuts

Comparing the total number of scheduled one-way seats between the two countries filed on March 3 and those filed on March 24 shows that over 320,000 seats have been removed by airlines operating between the two countries through to the end of October. The most noticeable cuts are in July and August - the two peak summer season months - where airlines have cut capacity by some 3.5%.

### Canada to U.S. forward bookings collapse

Using forward booking data from a major GDS supplier, OAG has compared the total bookings held at this point last year with those recorded this week for the upcoming summer season. The decline is striking — bookings are down by over 70% in every month through to the end of September. This sharp drop suggests that travelers are holding off on making reservations, likely due to ongoing uncertainty surrounding the broader trade dispute.

## Duty Free Americas' inaugural DFA Festival in Panama and Punta Cana provides unique TR platform for top wine and spirits brands *Continued from page 1.*

Duty Free Americas says that with its DFA Festival, it is redefining the wines and spirits travel retail experience by providing top wines and spirits producers with a unique platform to enhance visibility among millions of global travelers. The Festival not only strengthens brand presence, but also elevates luxury and exclusivity in key LATAM markets, says the retailer.



The DFA Festival is being celebrated throughout Panama's Tocumen and the Dominican Republic's Punta Cana airports. From left, the DFA B and E stores in Panama, and the DFA A store in Punta Cana.

### BY THE NUMBERS

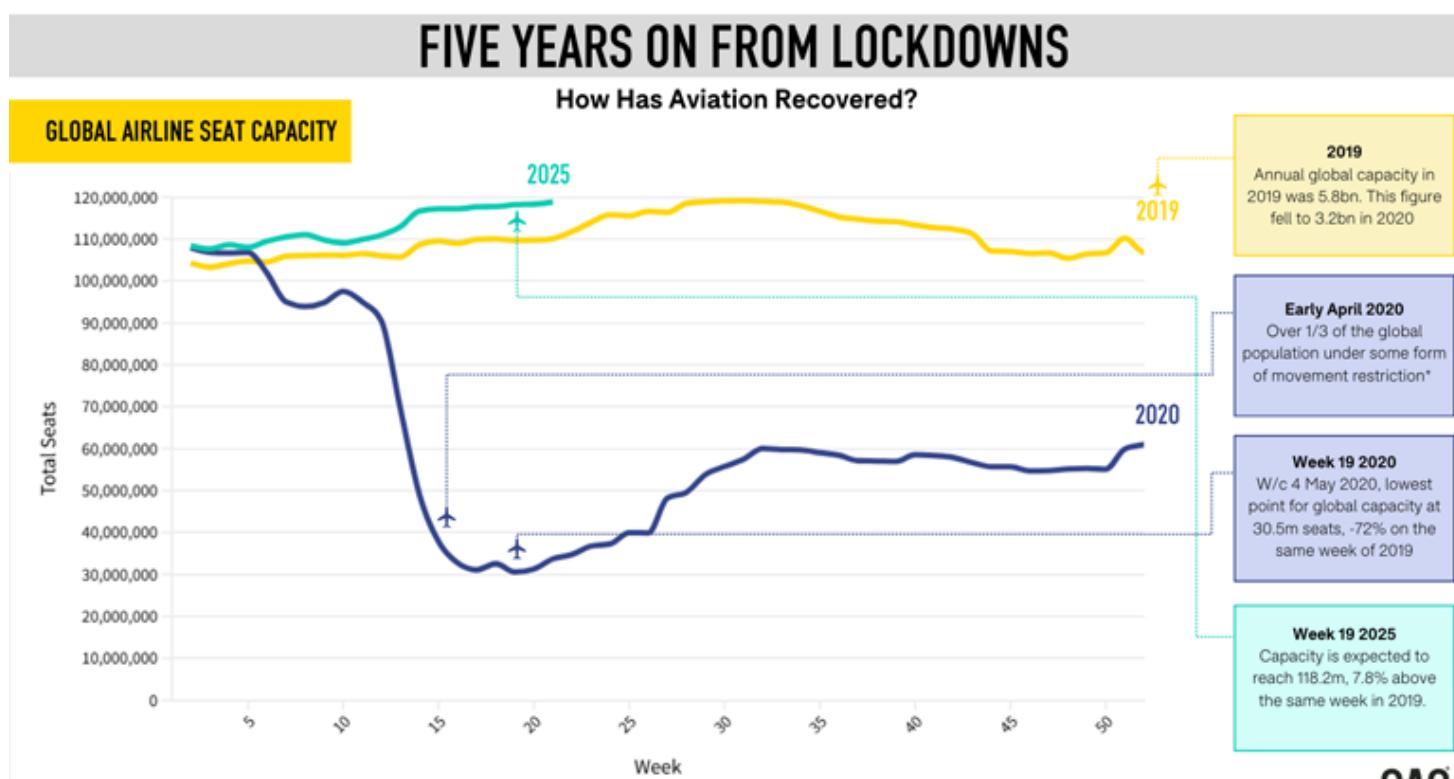
#### Five Years On: OAG shows impact of COVID-19 on global air travel

This time five years ago, global airline capacity was heading quickly towards its lowest point of the Covid-19 pandemic, reports OAG. The chart below shows the dramatic drop in seats available (domestic and international combined) worldwide as travel restrictions came into force. By early April 2020, **1/3 people worldwide** were under some form of movement restriction or lockdown, and the effect of these shutdowns is clearly visible on this graph, showing weekly airline capacity in 2019

(pre-pandemic), 2020 and 2025. Capacity reached its **lowest point of the pandemic in week 19 of 2020** (week commencing May 4th), falling to 30.5m seats, a 72% reduction compared to the same week of 2019.

**Total annual capacity in 2020 was 3.2 billion seats**, compared to 5.8 billion in 2019.

Following a long road to recovery, capacity in **week 19 of 2025 is expected to reach 118.2m seats**, 8% above the same week in 2019.



## MSC Cruises unveils details of expansive retail offering aboard new *MSC World America*

MSC Cruises intends to make a major splash in cruising circles with the official launch of its new *MSC World America*, which is set to be officially named on April 9 in the U.S. at the company's new state-of-the-art MSC Miami Cruise Terminal, the largest in the world.

*MSC World America* -- with a capacity for 6,762 passengers and 2,138 crew -- is the 23rd ship in the cruise line's modern fleet and offers new venues and concepts tailored specifically to the U.S. market, combining the brand's signature European style with American comfort.

The World Class prototype set new standards in cruising with the introduction of *MSC World Europa* in 2022, and the platform continues to evolve with each new ship incorporating innovations in design, technology and guest experience. Reflecting the global nature of MSC Cruises, the ships are named after the world's continents and oceans, not necessarily indicating where they will be deployed.

*MSC World America* is one of the most energy-efficient cruise ships in the world surpassing all design requirements under the International Maritime Organization's Energy Efficiency Design Index. Her latest-generation engines run on LNG that enables a direct transition towards drop-in bio and synthetic renewable fuels.

The ship is also equipped with shore power to allow the engines to be switched off while in connected ports, such as the new MSC Cruise Terminal in Miami.

Amongst a number of other features, the ship has an advanced wastewater treatment system and a comprehensive on-board recycling management plant, which combined, significantly reduce the waste output.

The ship's inaugural season from Miami starts on April 12 with alternating 7-night Eastern Caribbean itineraries to Puerto Plata, D.R., San Juan, Puerto Rico and MSC Cruises private island Ocean Cay and 7-night Western Caribbean voyages to Costa Maya and Cozumel, Mexico, Isla de Roatan, Honduras, and Ocean Cay.

MSC Cruises has revealed the huge and varied retail experience that it says "will be brought to another level" aboard *MSC World America*, when it debuts in Miami next month.

Not only will the 6,762-passenger-capacity ship house 19 dining concepts, 18 bars and MSC's new "Harbour" concept, which has amenities like a water park and a playground, but the new flagship's 1,000-sqm+ spacious and modern shopping area will offer nine unique shops, providing guests with an impressive selection of boutiques, world-renowned brands, and exclusive shopping experiences.

**MSC Cruises Senior Vice President Onboard Revenue, Georg Schmickler** shared, "We are thrilled for our future guests to experience our dynamic retail offering aboard our newest ship, *MSC World America*. The shopping experience onboard has been thoughtfully designed to cater to every guest, featuring a diverse range of world-class brand partnerships, innovative new concepts and returning guests' favorites. With our expanded retail offering, our aim is to provide our guests with an exceptional and tailored shopping journey while at sea."

Among the highlights are **Luxury at Sea**: MSC Cruises' first pre-loved accessories concept situated in the Luxury Accessories shop onboard. The new concept will give guests the chance to shop unique, pre-owned high-end items from brands such as Hermès, Chanel, Dior & Louis Vuitton.

Also new is the **Bulova Pop-Up Shop**, a pop-up experience located in the ship's World Galleria, offering a wide range of watches from the iconic brand.

Debuting exclusively on *MSC World America*, MSC is introducing **Sif Jakobs** Lab-Grown Diamonds, a first at sea for the brand.



*MSC's new World America flagship will feature more than 1,000 sqm of spacious shopping space within nine unique shops, similar to the Shopping Gallery and MSC Logo Shop seen on the MSC World Europa above.*

Situated in the ship's Shopping Gallery, the boutique offers a curated selection from Sif Jakobs' 14k gold and lab-grown diamond collection.

*Continued on the next page.*

## MSC: New *World America* flagship will bring onboard retail “to another level” *Continued from page 3*

There will be a wide range of options for timepiece shopping. **TimeVallée**, the luxury and innovative watch multi-brand retail concept expands to its third location within the MSC fleet, offering access to a curated portfolio of seven prestigious watch brands (Baume & Mercier, Cartier, Chopard, Hublot, IWC, Panerai, Tag Heuer) along with a compelling range of experiences and services. In addition, an **Omega Shop**, the fourth single-brand boutique in MSC Cruises’ fleet, will offer its latest collections.

When it comes to jewelry, *MSC World America* will feature **World of Jewels** - an innovative luxury multi-brand boutique offering a wide choice of exquisite jewelry from world-renowned brands including Chopard, Messika and RF Jewels; while the **Effy** store will feature a range of Effy’s fine designs.

Rounding out the retail offer, the 364-sqm **Shopping Gallery** carries a wide range of products including fashion items, liquors, perfumes, electronics and souvenirs; and the **MSC Shop** showcases a collection of exclusively branded MSC Cruises and *MSC World America* merchandise.



Extensive Shopping Gallery on *World America* will echo that on *World Europa*, shown above.

## Nassau Cruise Port breaks passenger record again with 30.5K visitors in a single day



Six cruise ship visits on March 11, 2025 brought more than 30.5 thousand visitors to Nassau in one day.

Nassau Cruise Port (NCP), a consortium including Global Ports Holding Plc, the Bahamas Investment Fund ("BIF") and the Yes Foundation, has set a new milestone in the Bahamian tourism industry by welcoming 30,538 cruise passengers in a single day on March 11, 2025. This record-breaking achievement underscores the continued growth and popularity of The Bahamas as a top cruise destination.

This surge in passenger arrivals was driven by a combination of major cruise lines, with six ships

docking at the port that day: *MSC Seaside*, *Disney Dream*, and four Royal Caribbean Cruise Line ships- *Independence of the Seas*, *Symphony of the Seas*, *Liberty of the Seas*, and *Utopia of the Seas*.

The high volume of visitors reflects both the resilience of the cruise industry and the outstanding reputation of Nassau as a premier vacation hotspot, according to the port director.

“We are thrilled to announce this incredible achievement,” said **Mike Maura, Jr.**, CEO and Director of

### Nassau Cruise Port.

“Breaking this passenger record is a testament to the hard work and dedication of our team, our local partners, and the Bahamian people. But beyond the numbers, it’s about the joy of seeing families, couples, and friends making lasting memories together. It’s the smiling faces and the shared experiences that make Nassau such a special destination for cruise passengers.”

The record-breaking day also had a positive impact on the local economy. With the arrival of thousands of passengers daily, the port plays a vital role in driving commerce and supporting local businesses, including retailers, shore excursion operators, and restaurants.

Nassau Cruise Port has made significant strides in enhancing its facilities and services since its \$300 million transformation was completed in 2023.

In anticipation of the next phase of the growth of the port, \$2 million will be invested this year to enhance ground transportation services and to provide additional ferry terminal capacity that will

serve the Royal Caribbean Paradise Island Beach Club, which is scheduled to begin operations in December 2025.

New amenities, including the newly opened Shore Break restaurant and the pool day club experience, which is under construction, will support the Nassau Cruise Port plan to handle record numbers of visitors while maintaining its renowned hospitality.

Looking ahead, NCP anticipates welcoming 6.5 million passengers this year (up approximately 15% from 2024), while revenues are expected to increase from \$49m in 2024 to \$78m this year. Compared to 2023, cruise ship calls to NCP increased by 12% in January and 19% in February.

Passenger numbers also rose, with over 50,000 more visitors (an 11% increase) in January and over 57,000 more passengers (a 13% increase) in February.

“The passenger record set on March 11, 2025, marks the beginning of what promises to be another banner year for Bahamian tourism,” Maura, Jr. added.



## Industry veteran David Ferreira joins Costa Coffee to lead U.S. Travel Retail expansion

Costa Coffee has appointed David Ferreira as Senior Director of Strategic Sales for the U.S., underscoring its commitment to growth in the travel retail sector.

Ferreira, a seasoned executive with extensive experience in CPG, retail, travel retail, foodservice and wholesale channels, has held leadership roles at JDE Peet's USA (Tea Forte, L'Or Coffee), A.T. Cross Pen and LVMH (Guerlain).

He also served as a Management Committee Member of the Tax Free World Association (TFWA) from 2014 to 2016, bringing a deep expertise in global travel retail strategy.

In his new role, Ferreira will be expanding Costa's presence in travel hubs by developing partnerships with concessionaires, food and beverage operators and travel retailers. His work will span airport cafés, coffee shops, grab-and-go kiosks, sit-down restaurants, airport lounges, in-flight services, train station cafés, airport food courts and self-service vending machines.

"Costa Coffee is a globally recognized brand with a rich heritage, and I am excited to lead its strategic sales efforts in the U.S. market," said Ferreira. "The travel retail sector presents significant opportunities for premium coffee experiences. I look forward to working with our partners to enhance Costa's Coffee offerings across key travel hubs and introduce more U.S. travelers to the brand."

Ferreira served as Vice President of Global Retail and Wholesale for hospitality, retail, international, cruises and travel retail at JDE Peet's for eight years. Before that, he spent nearly a decade as head of global travel retail and premium channels at A.T. Cross Pen. Ferreira's expertise in travel retail will be key in establishing Costa Coffee as the traveler's top choice and driving brand engagement in the U.S. market.

Providing grab-and-go convenience and barista-quality coffee, Costa Coffee's Smart Café and countertop units currently serve travelers and staff in more than 17 U.S. airports, including major international hubs like Chicago O'Hare, Dallas/Fort Worth and Seattle-Tacoma.

Owned by The Coca-Cola Company, Costa Coffee is a total coffee brand and with over 2,700 coffee shops in the UK & Ireland and 1,300+ globally. Costa Coffee entered the U.S. market in 2021. Learn more at [www.us.costacoffee.com](http://www.us.costacoffee.com)

## Antony Morato appoints Javier Brandwain as new CCO, focusing on expansion and Travel Retail

Antony Morato, an international men's fashion brand based in Milan, Italy, has named Javier Brandwain as Chief Commercial Officer (CCO) with the goal of strengthening the brand's international presence and developing new business channels.

With a solid career in the fashion industry, the Uruguayan executive has contributed to the growth of international brands such as Givenchy, Calvin Klein, Replay, and 7 For All Mankind, as well as gaining experience in IP management at Authentic Brands Group.

As CCO, Brandwain will be responsible for developing and implementing global commercial strategies for Antony Morato. His deep expertise and ability to drive international expansion will be crucial for the brand.

Lello Caldarelli, CEO of Antony Morato, stated: "We are delighted to welcome Javier to our team. His extensive experience and strategic vision will be essential in strengthening and expanding Antony Morato's international presence."



Javier Brandwain commented: "It is a privilege to join Antony Morato at this stage of its growth and to collaborate with the team to develop strategies that enhance the brand's global visibility. We are focusing on new business channels, such as Travel Retail, and growth opportunities through Brand Extension, two areas where the brand has great expansion potential."

This appointment marks an important milestone in Antony Morato's international growth journey, reaffirming the brand's commitment to spreading its vision of style worldwide.

## Marcos Zobel joins Citizen Watch to oversee Frederique Constant and Alpine Geneve brands

Marcos Zobel has joined luxury watch group Citizen Watch America as VP of Sales for LATAM, Caribbean & Travel Retail, where he will be responsible for the Frederique Constant and Alpina Geneve brands. Previously, Zobel spent more than 11 years at Victorinox, the last two as Americas Director, Travel Retail, Cruises & Fragrances.

Before that, Zobel spent nearly five years as Regional Director, Latin America, for TRG Group (Travel Gear & Accessories).



## PEOPLE IN THE TMI SPOTLIGHT

TRAVEL MARKETS  
**INSIDER****Rob Robertaccio launches new travel retail/global distribution consultancy**

Rob Robertaccio

After more than 20 years building the travel retail business for New York-based fashion watch company E. Gluck, Rob Robertaccio has launched ITRC (International & Travel Retail Consultants), a venture dedicated to helping brands expand into Duty Free and Travel Retail markets, U.S. retail, and global distribution.

"Throughout my career, I've collaborated with nearly every major department store in the U.S., built a global distribution network, and developed a thriving travel retail business. Now, through ITRC, I am partnering with leading brands in

fashion jewelry, Swiss watches, eyewear, and accessories, helping them navigate growth opportunities and execute strategic expansion plans," said Robertaccio in his company announcement on LinkedIn last month.

Robertaccio will be specializing in global business development and go-to-market strategies tailored for brands looking to expand their footprint as well as break into or strengthen their presence in Duty Free and Travel Retail markets.

"With a proven track record of success in this space, I'm committed to helping brands maximize their visibility, increase sales and expand their global reach," he noted.

ITRC has already announced several clients: Scandinavian fashion jewelry brand Nora Norway AS; Swiss brand Jowissa, offering elegant timepieces and jewelry that deliver exceptional quality and design at affordable prices; and Brandzstorm, a leading producer of Lee Cooper eyewear.

For more information, contact Robertaccio at [rob@itrconsults.com](mailto:rob@itrconsults.com)

**Marcolin and Max Mara renew eyewear license**

Global eyewear producer Marcolin, and fashion house Max Mara have renewed their license agreement for the design, production and international distribution of Max Mara sunglasses and optical frames.

The new agreement extends the license for an additional 7 years, until December 31, 2032.

After the extension signed in January 2024 for the MAX&Co. Eyewear line, this agreement confirms and further strengthens the partnership with Max Mara Group that has been established over the past years, said the companies in the official announcement.

The new Max Mara Eyewear collection is available at Max Mara boutiques, in eyewear stores and authorized retailers and online at [www.maxmara.com](http://www.maxmara.com)

**Brandzstorm and ITRC join forces to introduce Lee Cooper eyewear to Duty Free and Travel Retail**

Brandzstorm, a leading producer of Lee Cooper eyewear, has announced a strategic partnership with ITRC (International & Travel Retail Consultants), to introduce the Lee Cooper eyewear collection into the duty free and travel retail markets.

This collaboration offers a unique combination of style, sustainability, and affordability, with collections starting at just €50, alongside exclusive travel retail editions, say the companies.

Founded over a century ago as the original British denim brand, Lee Cooper has evolved from its humble workwear beginnings into a global style innovator. Today, the brand's eyewear collection carries forward this rich heritage with modern, energetic designs for both men and women. By combining polarized lenses, durable frame structures, and innovative aesthetics, Lee Cooper eyewear continues to set new trends in the fashion industry.

**Affordable and sustainable collections**

The new collection features an accessible price point starting at €50, ensuring that high-quality eyewear is available to a wide audience. Additionally, a dedicated sustainable collection addresses the growing consumer demand for eco-friendly products.

Exclusive travel retail designs are also part of the offering, available only at select airport and duty free locations.

Brandzstorm CEO Ujjval Saraf, stated, "At Brandzstorm, our mission is to produce and distribute iconic eyewear with the highest standards of innovation. Our partnership with ITRC positions us at the forefront of the travel retail sector, delivering Lee Cooper eyewear that embodies affordability, sustainability, and cutting-edge design."

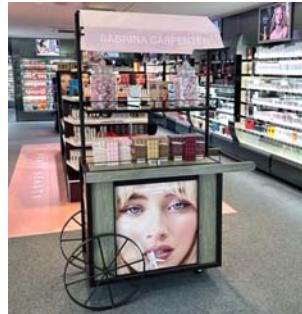
Rob Robertaccio, President of ITRC, commented, "Our collaboration with Brandzstorm represents a significant advancement in the production and wholesale distribution of Lee Cooper eyewear.

"Together, we are committed to driving trends and expanding our reach. We are actively seeking retailers and distributors who share our vision of offering stylish, eco-friendly, and cost-effective eyewear solutions to a global audience."

The Lee Cooper eyewear collection, including its sustainable and travel retail exclusive ranges, will soon be available across major international travel retail locations.

For further information or to discuss partnership opportunities, please contact: Ujjval Saraf, CEO, [ujjval@brandzstorm.com](mailto:ujjval@brandzstorm.com)

## Tairo brings Sabrina Carpenter fragrances to Mexico & the Caribbean



Tairo featured the Sabrina Carpenter fragrances across Mexico and the Caribbean, including (left) Sears Rio (Mexico) and Vanity First (St. Martin).

Tairo Group, in partnership with Scent Beauty, has launched the Sabrina Carpenter fragrances in Mexico and the Caribbean's local and travel retail markets.

This expansion marks a major milestone, bringing the star's signature scents to a wider audience.

A singer, songwriter, actress, and fashion icon, Sabrina Carpenter has a worldwide fan base. With gold-certified hits, sold-out tours, and standout roles in film and TV, she has cemented her status as a global sensation. Recently named to Forbes' "30 Under 30", she's set to headline major European venues in 2025.

Since the launch, Tairo Group has driven rapid market growth by

activating high-impact brand experiences in key retail locations, training dedicated brand ambassadors during peak sales periods, and expanding distribution to over 200 stores across the region.

To maximize the launch, Tairo Group leveraged digital and social media, working closely with retail partners to share engaging content. These efforts have already reached over 25,000 consumers, strengthening the brand's visibility.

"The success of Sabrina Carpenter Fragrances reinforces Tairo Group's leadership in the beauty industry and its commitment to bringing top global brands to new markets," says the company.

Molton Brown partnered with Harding+ to create immersive pop-up activation spaces onboard P&O Cruises' Iona and Arvia Excel class ships from January through March, engaging thousands of cruise guests and recruiting new customers.



## Molton Brown partners with Harding+ for cruise ship pop-up activations



Molton Brown pop-ups on P&O Cruises Iona and Arvia Excel ships.

British luxury fragrance brand Molton Brown has partnered with cruise retail specialist Harding+ to create pop-up activation spaces onboard P&O Cruises' Iona and Arvia Excel class ships. The immersive sensorial beauty experiences ran on both vessels from January until March.

A key focus of the pop-ups is Molton Brown's pioneering Artists of Note initiative, first unveiled in September 2024, which invites different creatives to reinterpret selected fragrances through their respective artistic mediums. The Initiative highlights the concept of perfumery as artistry – and perfumers as artists.

The three-month Harding+ promotional sites are showcasing three of Molton Brown's most popular fragrances: Re-Charge Black Pepper, Coastal Cypress & Sea Fennel, and Rose Dunes.

In addition to the EDPs, passengers are invited to discover the full portfolio of bath and body products for each fragrance, within a dedicated space that highlights the Artists of Note new brand vision and creative direction.

To further enhance the travel experience and bring fragrance discovery to life for the onboard guests, Molton Brown is using cabin drops to offer complimentary 1.5ml samples of its signature scents. In addition to this personal introduction to its luxury fragrance portfolio, passengers who purchase a 100ml Eau de Parfum are eligible for a 40ml Fiery Pink Pepper Hand Cream GWP.

Early results indicate that the pop-ups have been hugely

successful, engaging thousands of travelers across both ships, and connecting with both new and existing customers. As each ship has a capacity of around 5,200 passengers and an estimated 20,000 passengers per month, both Iona and Arvia have provided excellent visibility for the brand.

Importantly, with typical cruise durations ranging from seven to 14 days, there has been plenty of quality dwell time for travelers to explore and enjoy Molton Brown's luxury fragrance collections.

"We are delighted to partner with Harding+ to create these personalised promotional spaces and invite P&O Cruises' guests to discover our Artists of Note series," commented Molton Brown Head of Business Development, Global Travel Retail Sophie Sponagle.

"In line with our objective to build brand awareness in the channel, we are committed to exploring all new opportunities within travel retail. This latest collaboration has allowed us to present a curated selection of products within an elevated yet engaging environment, in order to deliver another exceptional fragrance discovery experience to a new passenger demographic."

Harding+ Chief Commercial Officer Linzi Walker commented: "Our partnership with Molton Brown exemplifies the power of cruise retail in delivering immersive and engaging brand experiences, and we are thrilled to be working together on this exciting activation."