

World Cup fever scores with North American airports

With the **FIFA World Cup** beginning this week, airports across the U.S., Canada and Mexico are reflecting the soccer frenzy gripping the three host countries.

Miami, for instance, as one of the 13 U.S. host cities, is gearing up for activation, welcoming seven matches at Hard Rock Stadium, including the third-place playoff. Nearly 1 million visitors are expected to descend upon the region in a global celebration of sport and culture.

On June 11, Miami International Airport will celebrate the opening day of the 2026 FIFA World Cup with two performances for travelers inside Concourse D by Brazilian & Latin Sounds Co., featuring Samba dancers, Batucada drummers, and Capoeira acrobats.

As the gateway of the Americas and the second-busiest U.S. airport for international passengers, MIA will serve millions of travelers during the World Cup. In addition to welcoming visitors for seven matches in Miami-Dade County, MIA will be a busy connector airport for travelers en route to other host cities across North America.

MIA has embraced the Brazilian theme since Brazil - host of the 2014 FIFA World Cup and home to the most successful men's national team in World Cup history - continues to be one of MIA's busiest international markets, generating 1.3 million passengers annually.

San Francisco

The San Francisco International Airport (SFO) announced a series of in-terminal activations to welcome FIFA World Cup fans to the San Francisco Bay Area. Starting the week of June 1, travelers will be greeted with welcome banners and interactive e-posters that allow travelers to block a shot on goal from a robot named "Striker." That week SFO will also deploy holographic screens featuring welcome messages from two-time FIFA Women's World Cup champion Brandi Chastain and San Francisco Mayor Daniel Lurie.

Starting June 9, travelers can visit a soccer "pitch" photo op, located post-security in Terminal 2, featuring giant soccer balls and a goal net which will also feature host staffed activities, including trivia raffle with miniature soccer balls for prizes and the opportunity for travelers to showcase their dribbling skills. Large-screen monitors will also be positioned in various locations for visitors to watch FIFA games live.

"As the international gateway to the San Francisco Bay Area, we are thrilled to welcome FIFA fans to SFO," said Airport Director Mike Nakornkhet. "With a host of festivities in our terminal, visitors from around the world can experience the excitement of the FIFA World Cup throughout the month."



SEA has the perfect World Cup selfie moment at its headquarters at Pier 69, where the region's largest official match ball is displayed in the public lobby.

Seattle

The Port of Seattle began celebrating the World Cup on June 3rd with a special kickoff at Seattle-Tacoma International Airport (SEA). Travelers were greeted by drum and cheer performances and a soccer freestyle juggler to mark the Port's excitement for a summer of soccer.

Several of the major public-facing Upgrade SEA projects are wrapping up just in time for the games -including the new C Concourse Expansion project with four new floors, new dining and retail options, more seating, and more amenities throughout. A key part of getting from gate to game includes the newly renovated Ground Transportation Information Center and rideshare lot.

Under the theme of [Let's Play SEA 26](#), travelers passing through the airport will be welcomed by themed banners, decals, and digital signage in the International Arrivals Hall, gate areas, entrances, Link light rail walkway, and more. A Big Screen Spectator Zone in Central Terminal will allow travelers to catch every match.

There will be sports-themed games at a specialty Game Zone in N Concourse and a virtual reality soccer experience near Gates A8/A9.

In addition, there will be photo opportunities in A Concourse, including specialty Juneteenth SEA letters, official merch options throughout the terminal at Hudson, Emerald City Market, and FIFA vending machines as well as a roving cart with swag and goodies staffed by Port employees, and musicians around the terminal to showcase Seattle's local music scene.

Houston

Houston Airports expects more than a million passengers a week to move through George Bush Intercontinental Airport and William P. Hobby Airport during the World Cup travel period, totaling about 4.5 million travelers between June 12 and July 6.

Travelers will see food specials, soccer-theme displays, screens to watch the game and other fan-engagement efforts at Bush Airport and Hobby Airport.

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Costumed Mexican fan at pre-World Cup friendly match between the U.S. men's national team and Germany in Chicago on June 6, 2026.

Source: FIFA

World Cup fever scores with North American airports

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IAH and HOU will offer passengers free in-terminal activations that bring the energy of FIFA World Cup 2026 into the airport experience. The family-friendly activations include “spin the wheel” prize giveaways, photo opportunities, an AI photo booth, video games, foosball and prizes for travelers arriving, departing or connecting through Houston.

One of the favorites at the airports is a kiosk that lets travelers take their photo and generate an image of themselves wearing their favorite team’s jersey, creating a personalized World Cup-themed souvenir. The photo will be emailed to them.

Vancouver

Vancouver International Airport is stressing the safety and logistic improvements it has made to prepare for the influx of travelers attending the World Cup, where the first match kicks off on June 13.

Between June 8 and July 12, passenger volumes are expected to hit 2.7 million or an average of nearly 88,000 per day, exceeding the same period in 2025, which was a record year for YVR. This represents a 5-10% increase in passenger volumes over last year. The highest passenger volumes are expected in the days before and after a match.

To support the unique operational demands of the FIFA World Cup, YVR has established dedicated roles to coordinate with FIFA volunteers and event organizers, ensuring seamless movement for accredited groups as well as a smooth journey for other passengers.

A 24/7 FIFA Coordination Desk is now active, providing real-time support for players, officials, media, and other credential travelers. In partnership with RCMP and security partners, YVR has also significantly increased security measures and staffing for the duration of the event.

YVR says that it is also preparing for summer travel, including supporting a forecasted record cruise season out of the Port of Vancouver. To ensure a resilient, reliable operation and a leading passenger experience, YVR has spent the past four years planning with a variety of partners including Canada Border Services Agency (CBSA), TransLink, the Vancouver Host Committee, Destination Vancouver, RCMP, Musqueam, and many more.

The World Cup kicks off June 11, but despite the expected boom in international travel the U.S. hospitality industry was counting on, the reality may fall short of expectations, notes Skift, which report that hotels in many host cities have been running in line

with or below last year’s booking pace, European flight bookings are down for most host city airports, and many short-term rental hosts are still waiting for a surge in demand.

However, today’s U.S. Travel Smartbrief, issued by the U.S. Travel Association, reports that the World Cup has generated a nearly 70% year-over-year rise in international travel to the 16 North American host cities, according to Trip.com. Japanese travelers have led the increase, with flight bookings to host cities up 250% during the group stage, and hotel bookings in cities such as Dallas and Monterrey, Calif., have surged as a result.

TMI will continue to report on the influx of visitors and their impact on travel retail.

MIA video art project gives travelers a close-up of David Beckham

Staying on our soccer theme, travelers in Miami International Airport’s South Terminal can get up close and personal with global soccer icon and Inter Miami Football Club president and co-owner Sir David Beckham. The video portrait “David” by renowned British artist and filmmaker Sam Taylor-Johnson, is now screening at the airport’s MIA*mi* (moving images) video wall near Gate J7.

On view through July 25, the 107-minute digital video presents an intimate portrait of Beckham, filmed in a single, unbroken take as he rests after a Real Madrid FC training session in 2004. Departing from the familiar, high-energy images of Beckham on the football field or in the media spotlight, and lit simply from a single light source, inviting viewers to reflect on themes of fame, vulnerability, and humanity. The screening offers travelers and art enthusiasts a rare opportunity to engage with contemplative but profound artwork in a unique public setting, says the MIA announcement.

Miami-Dade County Mayor, Daniella Levine Cava comments: “MIA’s new video art installation, David, continues our tribute to the world’s most beloved sport during the FIFA World Cup. As we prepare to welcome millions of travelers attending matches here and across North America, this project couldn’t be more timely.

“We are fortunate to have an icon like Sir David Beckham in our community. Through his leadership of Inter Miami CF and his prolific sports legacy, he has put Miami-Dade County firmly on the global soccer map. We are proud to showcase this video portrait in his honor and in celebration of the beautiful game,” she adds.

FDFA petitions Canadian government to restore competitiveness with U.S. border stores

The Frontier Duty Free Association (FDFA) is raising urgent concerns about the sharp and sustained decline in Canada-U.S. cross-border travel and the growing impact on land border duty free stores, calling on the Canadian federal government to take targeted action to restore fairness and competitiveness.

New data shows cross-border travel by Canadians has dropped far more dramatically than previously understood, with some estimates pointing to declines of over 40% year-over-year, and even steeper drops in key travel corridors. This is not just a tourism trend. It is a disruption that is being felt in real time by businesses and communities along the border, says the Association.

“These businesses have operated successfully for more than 40 years and were built to compete directly with the United States,” said Barbara Barrett, Executive Director of FDFA. “This drop in travel is real, but it is not permanent. The issue is the policy imbalance that is making it harder for Canadian operators to compete.”

Land border duty free stores are federally licensed export businesses that sell exclusively to travelers leaving Canada, capturing spending that would otherwise occur in the United States. They are a critical part of the tourism and economic fabric of border communities, says the FDFA.

FDFA is calling on the federal government to act on targeted regulatory changes that align duty free with Canada’s broader export framework and ensure these businesses can compete on equal footing with U.S. retailers.

Without action, the association warns that continued travel volatility combined with existing policy misalignment will result in a sustained shift of Canadian consumer spending and economic activity to the United States.

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Duty Free Americas appointed Travel Retail partner at Ras Al Khaimah International Airport



Leon Falic, Falic Group President and His Excellency Engr. Salem Bin Sultan Al Qasimi, Chairman of Department of Civil Aviation RAK & Ras Al Khaimah International Airport signing the retail concession papers.

Ras Al Khaimah (RAK) International Airport, located in Ras Al Khaimah (RAK), the fourth largest Emirate in the UAE, has appointed Duty Free Americas (DFA) as the new travel retail partner for the airport, covering all categories, following a highly competitive RFP process.

DFA, a family-owned and operated business and part of the Falic Group, is the largest travel retail operator in the Americas and a leading operator worldwide, with increasing retail footprint in the Middle East.

This strategic partnership marks a significant milestone in the Airport's ongoing commitment to elevating the passenger experience and enhancing its commercial offering, say the companies. DFA will assume responsibility for delivering a refreshed, innovative, and customer-centric retail environment across the airport's duty free and retail portfolio.

The partnership was formally marked on June 2 with an inauguration ceremony at RAK International Airport, bringing together senior representatives including His Excellency Engr. Salem Bin Sultan Al Qasimi, Chairman of Department of Civil Aviation RAK & Ras Al Khaimah International Airport, Leon Falic, Falic Group President, Laurent Boidevezi, Advisor to Falic Group President & Global Business Development

and Judith Dupain, Head of Beauty in the Middle East for Falic Group.

"The appointment of Duty Free Americas marks a significant step forward in our vision to further develop Ras Al Khaimah International Airport as a leading regional gateway. This partnership reflects our commitment to enhancing every aspect of the passenger experience through world-class retail, service excellence, and international collaboration. We look forward to working closely with DFA as we support the continued growth of tourism and connectivity in Ras Al Khaimah," commented His Excellency Engr. Salem Bin Sultan Al Qasimi, Chairman of Department of Civil Aviation RAK & Ras Al Khaimah International Airport.

"This appointment marks a significant step in DFA's continued expansion across the Middle East and reinforces both our long-term commitment to the region and the Airport's confidence in our ability to elevate Ras Al Khaimah's travel retail proposition to new heights and further strengthen its position as a growing international gateway," commented Leon Falic, Falic Group President. "We are excited to partner with the Airport, with existing and new brands, and stakeholders as we begin this new chapter together."

Phoenix Airport extends Avolta's contract by 8 years

Avolta has secured an eight-year extension for its travel retail operations at Phoenix Sky Harbor International Airport (PHX). The agreement covers over 1,400 square meters of space in Terminal 4, the airport's busiest terminal.

The extension covers travel convenience, specialty retail and duty free, with Avolta continuing as Phoenix Sky Harbor's exclusive duty free retailer. The offer is designed to serve both domestic and international travelers through a mix of travel essentials, local concepts and global brands.

Avolta's duty free assortment is tailored to the airport's key international routes, including tequila selections for Mexico-bound passengers, premium bourbons for travelers to Canada and prestige skincare for passengers flying to major East Asian destinations.

Avolta brings a stronger sense of place across Terminal 4 through concepts that reflect Phoenix, Arizona and the surrounding Valley communities.

Under the extended agreement, Avolta will redevelop three existing stores from 2029, introducing refreshed concepts to further strengthen the terminal's retail offer.

"We are proud to extend our partnership with the City of Phoenix," said Steve Johnson, President and CEO, North America, Avolta.

"Our continued investment in Sky Harbor reflects our confidence in Phoenix's future as both a destination and a hub and demonstrates our commitment to enriching its vibrant airport environment."

FDFA petitions Canadian government

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The decline in travel is already translating into significant reductions in sales, particularly in smaller and more remote locations where these businesses are closely tied to local economies. At the same time, the current policy framework continues to place Canadian operators at a structural disadvantage relative to U.S. competitors.

"Our stores are designed to keep Canadian dollars in Canada," said Tania Lee, President of the Frontier Duty Free Association. "The current environment is a moment in time, but the competitive imbalance is ongoing. If that imbalance is not addressed, the loss of sales and economic activity will continue to shift outside of Canada, even as travel recovers."



Starboard and Princess Cruises expand retail partnership across half of global fleet



A Starboard store onboard *Star Princess*.

Starboard has announced that it will be expanding its retail partnership with Princess Cruises to eight additional ships, following the successful launch of Starboard's curated retail experiences aboard *Star Princess* last fall. The nine ships account for half of Princess' global fleet.

The expanded agreement marks a new chapter in the companies' collaboration.

"Retail plays a meaningful role in how guests connect with our ships," said Rodrigo Llaguno, Princess Cruises Chief Operating Officer. "Starboard has demonstrated a strong understanding of our brand and our guests, delivering thoughtfully curated experiences aboard *Star Princess*. Expanding this partnership across half our fleet reflects our shared commitment to innovation, consistency and creating moments that enhance every guest journey."

Princess sails to 345 destinations worldwide, spanning Alaska, Asia, Australia, the Caribbean, the Mediterranean, Mexico, South America and beyond. Under the expanded agreement, Starboard will leverage its global brand relationships, merchandising expertise and operational scale to develop retail experiences that feel authentically connected to each itinerary and region.

"Princess Cruises and Starboard share a deep commitment to creating retail environments that elevate the entire guest experience, and we're honored to extend our

partnership across eight additional Princess ships," said Lisa Bauer, President and CEO of Starboard. "This expansion reflects the trust we've built and the results we've delivered in just a few months since our collaboration began. The concepts we introduced onboard *Star Princess*—from luxury brand partnerships to destination-inspired assortments to immersive retail events—demonstrate how thoughtful curation can enhance each guest's journey."

The additional ships covered under the new agreement are: *Crown Princess*, *Diamond Princess*, *Discovery Princess*, *Enchanted Princess*, *Island Princess*, *Royal Princess*, *Ruby Princess* and *Sapphire Princess*.

Starboard says that it will introduce experiences that emphasize personalization, first-at-sea and exclusive offerings, and interactive activations—all designed to feel seamlessly integrated with each ship's identity and itinerary.



Harding+ and Princess Cruises partnership extended through 2031

Cruise retailer Harding+ has also announced that its strategic partnership with Princess Cruises—which covers eight ships—has been extended through 2031.

The concession contracts cover *Sun Princess*, *Majestic Princess*, *Sky Princess*, and five further vessels in the fleet: *Regal Princess*, *Emerald Princess*, *Caribbean Princess*, *Grand Princess* and *Coral Princess*.

According to the Harding+, the partnership has already delivered such ambitious initiatives as the 560 square-meter retail environment onboard *Sun Princess*; a fully reimagined borderless shopping

experience on *Majestic Princess* following her recent refit; and the rollout of its stock integrity program, which has sharpened supply chain execution while giving shipboard teams more time with guests.

In a company post on LinkedIn, Harding+ says: "The next five years are about scaling what we've proved works. Smarter retail. Stronger commercial performance. Insights that move the whole category forward."

"We're grateful to Princess Cruises for their continued trust, and to our teams for delivering the standard that earns it."



Harding+ is the retail concessionaire onboard *Sun Princess* and seven other Princess Cruises ships.

New onboard program powered by MSC Foundation brings ocean literacy to children

To mark World Oceans Day on June 8, MSC Foundation and MSC Cruises have launched ***Oceans Day powered by MSC Foundation***, an onboard program that teaches children and their families how to care for the ocean through experiences that combine learning, creativity and participation.

The program, which is expected to engage thousands of children from around the world each year, is progressively rolling out across the MSC Cruises fleet. It draws on the MSC Foundation's conservation work at Ocean Cay in The Bahamas.

Working with partners such as Mission Blue and Marevivo, the program aims to create immersive, age-appropriate experiences and reflects MSC Cruises' production of original family experiences at sea.

The program is built around three pillars—celebrating the ocean on every cruise, placing children and families at the center, and fostering ocean literacy—and each element is designed to spark curiosity about the marine world, says MSC.

Content will continue to evolve over time, with new experiences introduced to keep it engaging, relevant and impactful for future generations.

Starboard unveils exclusive retail assortment for Virgin Voyages' inaugural Alaska season



As Virgin Voyages' *Brilliant Lady* prepares for its first Alaska season, Starboard is debuting an Alaska-exclusive onboard retail experience featuring destination-inspired collections, local artisan brands, personalization offerings and commemorative products to create destination-inspired retail experiences that help guests connect more deeply with the places they visit.

Starboard reports that its exclusive products are extremely popular sellers, accounting for more than half of all onboard retail sales on Alaska itineraries.

Created specifically for the sailing, the Alaska exclusives that Starboard is debuting onboard *Brilliant Lady* include a special collection from M&W Design Co. featuring a handcrafted wooden ship standee and sustainable

wooden postcards featuring Virgin Voyages-branded graphics and an exclusive Virgin x Salty Sisters "Red Collection" featuring handcrafted jewelry, hair clips and bolo ties incorporating Virgin's signature red.

Starboard's broader Alaska assortment, available to all of its cruise line partners in the region, including Princess Cruises, also features exclusive collections, local artisan brands, personalization offerings and cruise line-specific products.

Starboard's Alaska apparel exclusives include the Dreamy Alaska collection for women, Happy Camper collection for men and Little Scouts collection for kids as well as limited-edition pieces such as an Alaska bomber jacket. Guests on Alaska itineraries can also personalize bags and hats

using patches, pins and bag charms specially curated by Starboard.

Starboard has also created a "Taste of Alaska" collection featuring snacks and gourmet products such as locally inspired chocolates, small-batch sea salt, and kelp-based seasonings, hot sauces and cookies from local artisan brands.

Other highlights include exclusive charms inspired by Alaska's ports of call from Pandora and hand-painted ornaments.

Alaska-based and artisan brands featured across food, beauty, gifts and lifestyle include Waterbody, Barnacle Foods, Mark Kelley Photography, Native Northwest by Garfinkel Publications, Alaskan Reflections, Denali Dreams, Salty Sisters, Dune Jewelry, Prince William Sound Salt Co and Chugach Chocolates.

For Princess Cruises specifically, Starboard has introduced a limited-edition Pendleton Woolen Mills blanket, available exclusively on Princess ships sailing Alaska itineraries. Only 250 individually numbered blankets were produced.

"Alaska is one of the most distinctive destinations we serve, and our team has thoughtfully developed collections and experiences that reflect the landscapes, culture and sense of discovery that make the region so special," said Lisa Bauer, President and CEO of Starboard.

"From exclusive apparel and housewares to local artisan jewelry, lifestyle and food brands to personalization opportunities, we're creating retail experiences that help guests connect more deeply with Alaska and take home meaningful reminders of their vacation."

PeppaRose launches with Harding+ across nine cruise ships

PeppaRose has officially launched with Harding+ with listings across nine ships spanning the Cunard, Princess Cruises and Viking fleets ahead of the Mediterranean summer sailing season.

The launch marks PeppaRose's first season with Harding+, introducing the luxury accessories brand across multiple premium and luxury cruise partners and further strengthening its presence within the global cruise retail channel.

Known for its elegant, destination-inspired collections, PeppaRose has developed a curated onboard assortment centered

around its 100% silk, hand-drawn scarves, crafted in Como, Italy by highly skilled artisans.

The collections have been selected to reflect Mediterranean itineraries and storytelling, combining luxury craftsmanship with travel-inspired design intended to resonate with international cruise guests.

Featured collections include the Capri Lemon range, inspired by the lemon groves of Capri, alongside the Azul and Porto collections, which draw influence from Portugal's historic azulejo artwork and distinctive Mediterranean blues and whites.



Jacqueline Lampert, PeppaRose Founder, commented: "We are delighted to officially launch with Harding+ and to see PeppaRose introduced across such a strong selection of premium and luxury cruise partners in our first season together. Our collections are designed to celebrate the beauty

and character of different destinations, making the cruise environment a natural fit for the brand. We look forward to working closely with Harding+ to bring elegant, destination-inspired products to cruise guests throughout the Mediterranean season."

Coachella Duty Free debuts at Palm Springs International Airport; second location defining small-format duty free

A new chapter in travel retail has arrived in the California desert. Coachella Duty Free (CDF) has announced the opening of its first West Coast location at Palm Springs International Airport (PSP), introducing an elevated and thoughtfully curated duty-free experience for international travelers.

This opening represents a significant milestone for CDF's founder and CEO, Brittany Williams Leverett, whose innovative approach continues to redefine what small-format duty free can look like in modern airports.

Focus on Canadian Travelers

Coachella Duty Free fills a long-standing gap in the airport's international passenger experience—particularly for its growing number of Canadian travelers.

"We're incredibly excited to finally bring duty free to PSP and to serve the international community—especially our Canadian passengers—with a shopping experience that feels fresh, personal, and reflective of the destination," said Williams Leverett.

Woman-owned by a leader in Travel Retail innovation

Coachella Duty Free marks Williams Leverett's second location. This follows the success of her first store Core Plus Duty Free's operations at Melbourne Orlando International Airport (MLB), where the company focuses on British international passengers.

CPDF's success in providing excellent customer service is reflected in more than 65 five-star Google reviews from happy customers at MLB, both new and returning, says the company.



CDF's founder and CEO, Brittany Williams Leverett (center) and staff at opening of Coachella Duty Free in Palm Springs, California.

CPDF earned \$1 million+ in annual gross sales in 2023, 2024, and 2025, despite decreased passenger traffic during industry fluctuations.

Using data-driven merchandising over those three years, Williams Leverett says their customer's average spend per transaction grew 85%, despite less traffic.

As one of the few independent operators in the industry, Williams Leverett reports that she has built CPDF with a focus on innovation, community engagement, authentic customer service, and differentiated

product offerings—bringing a fresh perspective to airport retail. CPDF and CDF's parent company, Legacy Consulting Group, was formed by Williams Leverett in honor of her late aunt.

A Boutique duty free experience with global appeal

Designed with the Palm Springs traveler in mind, Coachella Duty Free blends style, accessibility, and discovery into a compact, welcoming retail space. International passengers can now explore a curated selection of:

- Premium liquors
- Tobacco products
- Designer fragrances
- Health and beauty essentials
- Travel-exclusive sweet, candies, and confectionery

The company takes pride in stocking unique and hard-to-find brands, provide recommendations and deliver convenience with a distinctly premium feel.

Williams Leverett says that Coachella Duty Free is more about providing a memorable customer experience that goes beyond shopping, with an emphasis on uniqueness, bold merchandising, and making customer connections. The store invites travelers to discover products they won't typically find in traditional duty free environments.

Inviting customer feedback

As part of its launch, the brand is also inviting traveler feedback through a short PSP Duty-Free Passenger Survey, giving customers the opportunity to shape future assortments and promotions based on real preferences.

Coachella Duty Free is located in the Sonny Bono Concourse. See more information at coachelladutyfree.com



Coachella Duty Free, which launched in March of this year, takes pride in stocking unique and hard-to-find brands, like Compartés premium chocolates, Gold Bar Premium Whiskey and St. George Terroir Gin.





Mars Wrigley ITR and Avolta enhance traveler experience in Latin America

Mars Wrigley International Travel Retail (ITR) has partnered with Avolta to open a new M&M'S Experience shop-in-shop in São Paulo Guarulhos International Airport, in Terminal 3 Arrivals.

This is the first M&M'S Experience shop-in-shop in the region.

This development reflects Mars Wrigley ITR's commitment to Latin America, which it says is a region known for its diversity, potential and strong emotional connection to food, retail and hospitality.

In travel retail, major gateways such as São Paulo, Rio de Janeiro and Buenos Aires offer high passenger traffic across domestic, regional and international travelers, making them ideal environments to drive brand visibility, trial and conversion.

Debut of M&M'S Experience Shop-in-Shop in São Paulo

Positioned within one of Avolta's highest-traffic areas, the new M&M'S Experience shop-in-shop is designed to maximize engagement at a key consumer touchpoint.

The opening represents the first M&M'S Experience location in the Americas and forms part of a rapid global rollout, with the concept now spanning shops in Latin America, Europe, the Middle East and Asia.

It is the fifth such opening within the past year and the first global roll-out with Avolta.

The São Paulo space is designed for both immersive brand story-telling and strong commercial performance.

Key features include:

A "You & Who" station, a personal digital experience where visitors can create a fun, animated video message using their own movements, perfect for sharing with friends and family.

A dedicated gifting display for gifts and souvenirs with exclusive sleeves inspired by São Paulo and Brazilian culture.

A striking ceiling installation made of colorful M&M'S tins, creating a bold visual and photogenic centerpiece.

Rotating brand partnership, launching with a M&M'S x Kate Spade New York limited edition collection of candy-inspired jewelry and leather goods.

By focusing on entertainment, personalization, and a local "sense of place," the design aligns with Mars Wrigley ITR's broader strategy to transform confectionery from a simple purchase into a memorable retail destination.

Enhancing checkout

Along with M&M'S Experience shop-in-shop in São Paulo, Mars Wrigley ITR is also implementing its proven Transaction Zone model at two of Latin America's busiest airports: Galeão International Airport in Rio de Janeiro and Ezeiza International Airport in Buenos Aires.

In Rio de Janeiro, the new checkout environment is in its final implementation phase and will open soon. It's designed to drive impulse purchases, and the execution is guided by Mars Wrigley ITR's "Reward, Recharge, and Remind" category strategy, ensuring the assortment, with a key focus on gum, meets diverse consumer needs and maximizes

conversion at the point of sale.

A similar implementation is completed in Buenos Aires, a hub renowned for its strong domestic and international passenger flows and a retail model geared towards premiumization and conversion.

An De Volder, Market Director, Mars Wrigley ITR commented: "Latin America is an exciting region with a lot of potential and we are thrilled to be taking these next steps with our global partner, Avolta. We are bringing proven retail concepts to some of the region's most important travel hubs, while tailoring execution to local consumer behaviors. These developments reflect our dedication to the market and our focus on elevating the confectionery category through innovation, engagement and strong retail fundamentals."

Beatriz Macedo, Commercial Director LATAM at Avolta, continued: "Latin America is a dynamic travel market, with strong passenger flows and a traveler profile that responds well to engaging, experience-led retail. Building on Avolta's longstanding partnership with Mars Wrigley ITR, we can bring a more distinctive confectionery offer to key airports in the region, combining global brand appeal with local relevance and strong retail execution. The M&M'S Experience in São Paulo and the new Transaction Zone concepts in Rio de Janeiro and Buenos Aires are good examples of how we can turn high-traffic spaces into more engaging, productive touchpoints for travelers and brand partners alike."



(From left) Avolta Brazil CEO Gustavo Fagundes; Mars Wrigley International Travel Retail Market Director An De Volder and São Paulo Guarulhos International Airport Commercial Director Claudio Ferreira cut the ribbon at the first M&M'S Experience in Latin America, which is designed for both immersive brand story-telling and strong commercial performance.



Proximo Spirits highlights GTR at Miami's immersive Tequila Town experience



Proximo Spirits Global Travel Retail (GTR) held a series of customer engagement and educational initiatives during Tequila Town, an immersive agave and tequila cultural experience hosted in Hialeah, Miami from March through May 2026.

Bringing together tequila lovers alongside spirits industry professionals, Tequila Town celebrated the heritage, craftsmanship and cultural legacy of tequila production in Jalisco, Mexico through more than 10 immersive environments spanning more than 25,000 square feet.

As part of the activation, the Proximo Spirits GTR team hosted a dedicated week-long program focused on education, storytelling and experiential brand immersion for bartenders and brand ambassadors representing its tequila portfolio, including Cuervo Tequila, 1800 Tequila, Dobel Tequila, Centenario Tequila, and Reserva de la Familia by Jose Cuervo.

Training sessions highlighted cocktail masterclasses, tequila heritage, agave production, category innovation and premium consumer engagement strategies tailored for the global travel retail channel.

Proximo Spirits GTR welcomed nine cruise line and airport retail customers to Tequila Town for curated tours, guided tastings, hosted happy hours and exclusive hospitality experiences. Attendees included representatives from Avolta, WTDC, Norwegian Cruise Line, Virgin Voyages, Disney Cruise Line, Princess Cruises, Global Duty Free, Carnival Cruise Line and Carisam.

A standout moment during the program was an intimate private Dobel Tequila and culinary pairing dinner, showcasing Dobel Diamante Cristalino Tequila.

Tequila Town offered guests a multi-sensory journey through the tequila-making process, featuring recreations of iconic tequila landmarks including La Rojeña, which is the world's oldest tequila distillery

and birthplace of Jose Cuervo, alongside immersive experiences dedicated to 1800 Tequila and Dobel Tequila.

"We spent three wonderful days with our global travel retail customers and partners; each day was full of learning and shared experiences. It was great to spend time with our customers to build relationships, show appreciation and highlight our extensive tequila portfolio," said Casey McAdam, GTR Trade Marketing Manager at Proximo Spirits.

The activation reflects Proximo Spirits GTR's continued investment in premium tequila education, experiential engagement and long-term partnership development across the travel retail sector, says the company.

Tequila Town was conceived as a cultural platform designed to honor tequila not simply as a spirit, but as a living expression of Mexican identity, craftsmanship, ritual, and innovation. Created by the team behind Age of Agave, the experience reimagines how audiences engage with agave culture by blending immersive storytelling, large-scale installation design, hospitality, music, gastronomy, and education into a single destination.

Rooted in the traditions of Jalisco yet shaped through a contemporary creative lens, Tequila Town was built to bridge heritage and modernity while introducing global audiences to the deeper cultural significance of tequila.

Developed as a first-of-its-kind "seed-to-spirit" journey, Tequila Town invites visitors to explore the complete lifecycle of agave through interactive environments that celebrate both the historic foundations and future evolution of the category. The concept was intentionally created to move beyond a conventional tasting event or branded activation, instead positioning tequila within a broader conversation around sustainability, artistry, community, and cultural preservation.

Hudson kicks off FIFA World Cup 2026 with The Coca-Cola Company at U.S. host city airports

As the FIFA World Cup 2026 begins today, June 11, Hudson has teamed up with The Coca-Cola Company to bring the passion of the world's biggest sporting event to the airport experience.

Rolling out across over 200 Hudson stores in U.S. host city airports — Atlanta, Miami, Houston, Boston, New York-New Jersey, Los Angeles, Seattle, Dallas, and the San Francisco Bay Area — the partnership transforms Hudson retail convenience stores into energetic fan hubs within the terminal.

Travelers will find immersive tournament-inspired activations at 13 participating Hudson stores, including interactive games, photo opportunities, and branded swag. As an added fan moment, travelers who purchase any three qualifying Coca-Cola products will receive a gift with their purchase: a complimentary mini soccer ball, a playful keepsake and symbol of the global game. (Available for a limited time at select airports while supplies last.)

"Airports play a vital role in welcoming the world for FIFA World Cup 2026, and we're proud to partner with Coca-Cola to help set the tone," said Jordi Martin-Consuegra, Chief Operating Officer, North America, Avolta. "This partnership brings fans into the excitement in a way that feels authentic, accessible, and celebratory, and underscores our shared commitment to creating lasting memories that live long after the journey ends."

"FIFA World Cup 26 is about bringing the world together through the joy of the game, and there is no better place to start that celebration than at the airport," said Pamela Stewart, Chief Customer Officer, Retail, The Coca-Cola Company North America. "Together with Hudson, we are excited to create vibrant, fan-first moments that surprise and delight travelers, turning everyday journeys into memorable experiences from the very first step of their trip."

The in-store activation builds on the momentum of a national sweepstakes that Coca-Cola launched earlier this year and executed within Hudson's network of convenience stores in the U.S. and Canada. One lucky fan won a trip for four to attend FIFA World Cup 2026 matches across all three host countries, including the opening national team match in the winner's host country, alongside numerous VIP experiences.

Together, Hudson and Coca-Cola says that they share a vision of the airport as more than a transit point.

"It's the first and last chapter of every fan's FIFA World Cup 2026 story."

