

Avolta opens Foz do Iguaçu border store

By John Gallagher



Avolta has officially opened its new 1,000 sqm Brazilian border store in Foz do Iguaçu, the border town adjacent to the Brazilian borders with Paraguay and Argentina.

The new store was opened in the Catuaí Palladium shopping mall, which already hosts duty free stores managed by Cell Shop do Brasil and Paris Duty Free. With the new Dufry store, Catuaí will have more than 4,500 sqm of duty free shopping.

Gustavo Fagundes, CEO of Avolta Brazil, confirmed to *TMI* that the store will offer all key duty free categories to Brazilian, Argentine, Paraguayan, and other international tourists visiting the region.

"Avolta is committed to advancing border retail in Brazil and we will continue investing in innovation and operational excellence. We will use the experience that Dufry do Brasil – Avolta has gained from operating an 850 sqm

store in Uruguiana in Rio Grande do Sul since 2019. We will bring the best of Avolta to one space offering shoppers a premium sensory and seamless experience connecting the best brands with customer needs and desires."

"Foz is an excellent tourist destination with great potential, and Catuaí Palladium meets exactly our expectations. We are going to have an enormous success story here,"

adds Fagundes. "The business is preparing a strong promotional campaign, focused on frequent travelers, which exceeds 1.5 million people, according to the travel club.

"We will work on promotions, competitive prices, and robust social media communication, highlighting that Foz is a complete destination for tourism, leisure, and shopping. The strategy for Foz goes beyond product sales," said Fagundes

The new store in Foz do Iguaçu will be Avolta's third non-airport store in Latin America. Only four months ago, the world's number one travel retailer opened a 500 sqm duty free store at the international bridge crossing that links the Uruguayan town of Fray Bentos with Gualaquaychú in Argentina.

In addition to these border stores, Avolta operates arrivals and departures stores in various airports across Mexico, Brazil, Argentina, Uruguay, Chile, and Ecuador.



See a video of the opening [here](#)



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The Catuaí Palladium mall welcomes over 2.6 million visitors annually and the mall management estimates that over half of this number visits the duty free shops. In addition to shopping, the space also offers leisure, dining, and events, employing over 1,200 people in the city.

"This is an important moment for the mall and the city. Dufry's arrival positions Catuaí Palladium as an international shopping hub and strengthens Foz do Iguaçu's position in the national duty free market," says João Bazzon, the superintendent of Catuaí.

The border duty free market in Brazil continues to grow. In 2024 alone, the country generated R\$530 million in revenue from the sector. Foz do Iguaçu accounted for over R\$120 million of this total, second only to Uruguiana.



Avolta's new 1,000 sqm Brazilian border store in the Catuaí Palladium shopping mall in Foz do Iguaçu.

Dobel Tequila celebrates US Open sponsorship with all terminal New York JFK takeover



The Dobel Tequila activation in JFK Terminal 4 outside the DFS store.

As the 'Official Tequila' of the US Open, Proximo Spirits owned Dobel Tequila is celebrating its US Open sponsorship with activations across all terminals at New York JFK Airport for the month of August. The high-profile promotions are in partnership with multiple travel retailers.

In Terminal 4, an eye-catching sampling activation is in partnership with DFS and positioned outside its duty free store location on the concourse. The Dobel Tequila promotion offers tastings for premium tequilas, Dobel Diamante Cristalino Tequila and Dobel 50 Cristalino Tequila. There is a gift with purchase of a branded Dobel Tequila tote bag or custom Huichol cap for every Dobel 50 Cristalino Tequila bottle sold (while stocks last). The Huichol caps are a handcrafted tribute to the artistry behind the Dobel 50 Cristalino

Tequila. Each decorative bead is placed by Mexican Huichol artisans using time-honored techniques.

The activation in T4 also includes a gamified element: visitors can try an interactive tennis themed game where they throw tennis balls into mounted racquets that light up when they score points. Over 150 points qualifies for complimentary Dobel US Open branded chocolates.

Dobel Tequila's New York JFK Airport takeover continues in other terminals with three further duty free partner activations: at T1 and T5, IShoppes has a Dobel Tequila cash-wrap graphic and tasting week promotion; in T7 DFA is running a Dobel Tequila tasting bar and high profile in-store HPP; while in T8, Avolta is running a Dobel Tequila tasting week promotion in September.

"Dobel Tequila has been the official tequila sponsor for the US Open since 2023 and brand awareness for the tournament association has grown significantly year on year. It continues to be a very successful partnership and drives sales in high-profile duty free locations, especially New York," said Roy Summers, head of GTR for Dobel owner Proximo Spirits.

"With our JFK Airport takeover, the branding opportunity for Dobel Tequila is huge. This campaign is our biggest yet, and it's a great fit for New York's international visitors for the tournament run. We have several retailer activations in place at multiple terminals to coincide with the US

Open buzz and ensure this Dobel Tequila campaign reaches as many travelers as possible," he added.

For tennis and tequila fans traveling from London Heathrow to New York for the tournament, Proximo Spirits has also partnered with Avolta for a Dobel Tequila activation at T5. A tasting bar offering sampling for Dobel 50 Cristalino Tequila and GWP offer is open for early risers, 5am to 11am.

Outside the airport in billboards in New York, Dobel Tequila's ad campaign features top seeded tennis stars and brand ambassadors, Taylor Fritz and Aryna Sabalenka (US Open Women's Champion 2024) pictured alongside the Dobel Tequila Ace Paloma cocktail.



The Dobel activation at JFK T7 with DFA.



The Dobel activation in T4 also includes a gamified element: visitors can try an interactive tennis themed game.



Billboards outside the airport in New York feature Dobel Tequila's ad campaign highlighting top seeded tennis stars and brand ambassadors, Taylor Fritz and Aryna Sabalenka (US Open Women's Champion 2024).

mind-set: spontaneity on the rise in global travel retail

A growing number of global airport shoppers are trending toward unplanned, emotionally driven, spontaneous purchases in travel across all regions and demographic segments, according to the latest report from Swiss-based travel retail research agency m1nd-set.

According to m1nd-set, the growing dominance of impulse driven emotional, environmental, and human triggers in the decision-making process, creates a powerful opportunity for brands and retailers.

This is a notable shift in global travel retail purchasing behavior. Nearly a third of travel retail shoppers globally now make purchases on impulse, a sharp increase from just over one in five in 2019.

This global trend was observed across all key shopper demographics, including gender, age, region, and travel purpose.

Travelers are increasingly open to making purchase decisions in the moment, heavily influenced by their emotional state, the unique airport environment, compelling in-store activations, and more personalized interaction with sales staff, says m1nd-set.

“Spontaneity is becoming a dominant mode of decision-making in travel retail,” commented Dr. Peter Mohn, CEO and Owner of m1nd-set. “As travelers become more emotionally driven and less rigid in their purchase planning, there is a huge opportunity for brands and retailers to curate immersive, emotionally engaging experiences that stimulate unplanned buying behavior. The ability to influence spontaneous decision-making is now a key competitive differentiator in the highly dynamic and competitive airport retail environment,” he added.

Influencing factors

This evolution in purchasing behavior is influenced by a range of interconnected factors. The emotional mindset of the traveler

plays a fundamental role; the journey itself creates a unique psychological context where travelers are often in a more self-indulgent frame of mind. This emotional state amplifies the desire for self-reward and significantly increases openness to spontaneous, unplanned purchases, according to m1nd-set.

“The airport environment is purposefully designed to trigger impulse buying,” said Mohn. “With its high-impact merchandising, immersive brand activations, intentional lighting and controlled flow, the airport retail space is designed and curated to attract attention and stimulate emotional and sensory responses.”

These physical and psychological design elements work in tandem to convert browsing into buying, often before the shopper has made a conscious decision to purchase, said Mohn.

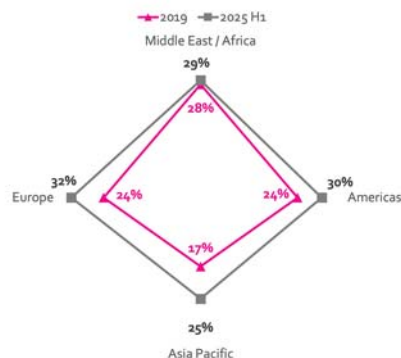
In-store experience is key

The in-store experience itself has emerged as the most important driver of purchase in 2025. While value and suitability for a specific need remain critical, experiential elements, such as product discovery, sampling, brand storytelling, and physical interaction, now play an equal or greater role in prompting spontaneous purchases. The research reveals that 46% of global shoppers cite the in-store experience as their primary reason for making a purchase in travel retail, a significant rise compared to pre-Covid findings in 2019, when this factor ranked behind value and product suitability.

Gender & generational differences

Gender and generation also play a difference, shows the research. Female shoppers are more likely than men to shop spontaneously,

SHARE OF IMPULSE BUYERS BY REGION
2019 vs 2025 H1



with 32% reporting impulse-driven behavior in 2025, up from 22% in 2019. Millennials have shown the strongest shift, with a 10-point increase in impulse purchasing. Gen Z shoppers, meanwhile, are the most impulsive overall, while Baby Boomers are the least likely to buy spontaneously.

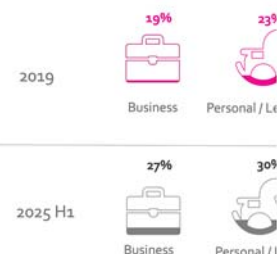
Regional variation is also significant. Travelers from Europe and the Americas are the most likely to purchase spontaneously in travel retail, with both regions reporting a 32% and 30% impulse purchase rate respectively in 2025, up from 24% in 2019.

Shoppers from Asia Pacific also tend to make more spontaneous purchases, increasing from 17% in 2019 to 25% in 2025.

Impact of sales staff

The role of sales staff is another critical factor in influencing spontaneous purchases. Despite a decline in interaction rates since the immediate post-Covid period, staff engagement continues to have a powerful impact on shopper behavior. The research demonstrates that while only about half of shoppers interact with sales staff, those who do report overwhelmingly positive outcomes. An impressive 73% of those who engage with staff say it positively influenced their decision to purchase.

SHARE OF IMPULSE BUYERS BY TRAVEL PURPOSE
2019 vs 2025 H1



chase. Most strikingly, 15% of shoppers state they would not have made a purchase at all had they not interacted with a staff member.

According to m1nd-set, this reinforces the need for retailers to invest in well-trained, proactive staff who understand how to tailor recommendations and create personalized experiences that resonate with the emotional mindset of the traveler.

“Exclusivity and convenience are key impulse triggers, especially for Boomers, women, and Gen Z shoppers, driving quick, emotion-led purchases in travel retail,” Mohn added.

“Brands and retailers should continue to prioritize emotionally engaging, sensory-rich, and personalized experiences that align with the spontaneous nature of today’s global travel retail shopper. Investment in proactive sales staff, digital signage and prompts, exclusive products, and convenience-based merchandising and store layouts will be key to capturing the attention and spend of the evolving GTR shopper profile,” Mohn concluded.

WiTR+ holds first New York City event

Networking group Women in Travel Retail+ held its first New York City event to great success on August 26th.

Hosted by the Joseph Ribkoff fashion house at their NYC showroom, with top-tier “On the Rocks” beverages generously donated by Suntory Global Spirits, the gathering brought together women from Suntory, PeppaRose, Morton James, Estée Lauder, L’Oréal Travel Retail, DK Strategic Communications, KAAI Bags, Ethos Farm, Premier Global Trading, *Travel Markets Insider*, and Avolta, among others.

Special guest Sarah Branquinho, chair and co-founder of WiTR, happened to be in New York and was able to welcome guests and provide background on the organization.

The team from Joseph Ribkoff, a Canadian brand that is now expanding its presence in travel retail, provided an informative trends report of fashion, with an emphasis on clothes that can travel from plane to dinner and still look chic and fresh.

The fashion house also held a special raffle – awarding fabulous pink jackets to winners – which raised funds for WiTR’s 2025 charity, ‘*Toutes a l’école*’.

Toutes a l’école is a charity committed to providing a high standard of education to 1,700 underprivileged girls in Cambodia. WiTR+ is aiming to raise €15,000 to renovate the dormitories of the 400 ‘post-baccalaureate’ girls, which are currently damp and covered in mold. Funds raised will cover the cost of replastering, the application of anti-fungal paint and the installation of dehumidifiers in all the rooms.



Above left: Molly Ouellette, Joseph Ribkoff Sales Director for Canada, U.S. and Caribbean, shares the latest fashion trends with WiTR+ members during first gathering in New York City; right: Jessica McGratty-Singer of Morton James, who organized the WiTR+ event, and Aneetra Remy, Mayne Hairston and Olivia Baskett-Regan of Suntory Global Spirits.

Victorinox strengthens travel retail team in LATAM & EMEA

Victorinox has bolstered its Travel Retail team with three key appointments in Latin America and EMEA.

Laura Motta Lopez assumes the role of Senior Regional Manager Travel Retail LATAM and Wanda Morales Rodriguez is named Commercial Leader Travel Retail LATAM. Adriana Hepke joins as Senior Regional Manager Travel Retail EMEA.

As Senior Regional Manager Travel Retail LATAM, **Laura Motta Lopez** leads the commercial strategy across the region, increasing brand presence, sales, and wholesale performance. Motta Lopez has spent more than a decade working for premium and prestige brands, including Puig and Dior, across LATAM.

Wanda Morales Rodriguez is tasked with supporting commercial growth across 13 countries, coordinating product strategy, training, learning and development, and execution of market activations with travel retail partners across the region. Her remit covers over 45 commercial points across key countries such as Argentina, Brazil, Mexico, Panama and Peru. Rodriguez has over eight years’ experience in training, mentoring, and team development, and has led regional training efforts for over ten countries in LATAM.

Adriana Hepke will lead regional initiatives, manage key accounts and oversee strategic execution across Europe, the Middle East, and Africa. Hepke joins Victorinox from Montblanc.



L-R: Laura Motta Lopez, Wanda Morales Rodriguez, Adriana Hepke.

Victorinox Head of Global Travel Retail & Fragrance Sales **Gloria Dix** commented: “I’m delighted to welcome Adriana, Laura and Wanda to the Victorinox Travel Retail team. Each of them brings valuable experience to their roles and will be instrumental in helping us to realize our global strategy in their

respective markets.

“Latin America is one of Victorinox’s most important regions across our full product portfolio. The region offers great potential for the travel retail channel, with international tourist numbers projected to rise significantly this year and the border store channel continuing to flourish.”

Coty Travel Retail debuts 'BOSS Recognize BOSS' campaign across key airports in the Americas for launch of BOSS Bottled Beyond EdP



The BOSS Bottled Beyond EdP campaign at Miami International Airport with Duty Free Americas.

Coty Travel Retail's exclusive launch of *BOSS Bottled Beyond Eau De Parfum* across major airports in the Americas invites travelers to explore the latest addition to the iconic BOSS Bottled collection, taking them on an immersive journey into the exciting world of BOSS Bottled Beyond.

The dynamic 360° omnichannel regional campaign, which launched on August 1, is brought to life through the powerful presence of global brand ambassadors Bradley Cooper, Maluma, and Vinicius Junior – who represent excellence in film, music, and sport. This trio embodies the spirit of “BOSS Recognize BOSS” — a theme that celebrates brotherhood and how BOSS men get inspired and inspire others through talent, leadership, and authenticity, says Coty.

Building on this powerful storytelling, Coty Travel Retail has partnered with leading global retailers to deliver the BOSS Bottled Beyond experience across key airports in the Americas, including in Buenos Aires, Argentina; Rio de Janeiro, Brazil; Mexico City, Mexico; New York City and Miami, in the United States; and Panama City, Panama.

“Designed to engage, inspire, and deliver a sense of place, each activation welcomes visitors to step into the wonderful world of BOSS

Bottled Beyond through sensory discovery, interactive installations, and bold storytelling,” said **Mette Engell, Senior Vice President, Global Travel Retail at Coty.**

“Through this exclusive regional campaign, we wanted to create a premium fragrance experience that not only celebrates the launch of BOSS Bottled Beyond Eau De Parfum but also takes visitors on an unforgettable journey into the BOSS universe,” said **Diego Artola-Villanueva, VP Travel Retail Americas at Coty.**

At the heart of the campaign are three flagship podiums, each designed to introduce travelers to the world of BOSS Bottled Beyond, while showcasing the distinctive spirit of their respective locations:

Ezeiza International Airport, Buenos Aires

Launching September 1st at Ezeiza International Airport, The BOSS Bottled Beyond podium features a premium fragrance bar, a themed photo booth, and a music area to explore the specially curated “Beyond the Beat” playlist. A hologram experience highlights the unique design and elevated codes of the BOSS Bottled Beyond bottle, while adding a cutting-edge layer of digital storytelling, exclusive to Ezeiza International Airport.

As a key pillar of the omnichannel strategy, the campaign is amplified through a tailored Club Avolta digital media activation, designed to engage travelers before, during, and after their journeys.

High-impact digital banners, targeted social content, and email

newsletters elevate awareness and anticipation, while an exclusive raffle for top-tier members offers the opportunity to win signed bottles of BOSS Bottled Beyond by brand ambassadors Maluma and Vinicius Junior.

New York JF Kennedy International Airport – T4

In one of North America's busiest international terminals, BOSS Bottled Beyond Eau De Parfum makes a commanding appearance with a striking Maluma-themed photobooth and an elevated fragrance bar, encouraging visitors to explore the scent's ginger-leather inspired notes and the story behind the “BOSS Recognize BOSS” campaign.

Panama Tocumen International Airport – Terminal 1

BOSS Bottled Beyond Eau De Parfum's debut at Panama Tocumen International Airport features a multi-sensory fragrance discovery experience as well as a Maluma-themed photobooth, offering visitors exclusive access to the fragrance while delivering a multi-faceted, comprehensive expression of the BOSS brand universe.

BOSS Bottled Beyond is the first premium ginger-leather Eau de Parfum where opposites collide in a balanced interplay. It embodies two distinct facets of sensuality: one electrifying and fresh, the other deep and carnal. The innovative CO₂ Extraction technology used to extract this specific ginger adds a novel, long-lasting scent profile to this ingredient. A seamless blend of innovation and performance, this new scent blurs the lines between niche craftsmanship and blockbuster allure. BOSS Bottled Beyond Eau De Parfum is available in 50ml, 100ml, and 150ml formats.



BOSS Bottled Beyond EdP launch podiums (top) at Ezeiza International Airport, Buenos Aires with Avolta, and (bottom) at NY JF Kennedy International Airport, T4, with DFS.

Executive Retail Shops opens flagship location at Sheltair Aviation FBO at Fort Lauderdale-Hollywood International Airport



Executive Retail Shops will open two new store locations with the Sheltair Aviation FBO at Fort Lauderdale – Hollywood International Airport (FLL).

These new stores represent a major milestone for the company as it reaches 21 points of distribution.

The crown jewel of the launch is a 693-square-foot flagship store, featuring top-shelf spirits and fragrances. The new luxury travel retail store has a sleek, modern layout designed for convenience, with high-end displays showcasing fine luxury products tailored for the most discerning travelers, says the company.

Complementing the flagship will be a smaller boutique shop, which is slated to open in winter 2025 – a 325-square-foot space solely dedicated to high-end fragrances. Its design will reflect the same modern design as the flagship, designed for travelers seeking a more streamlined shopping experience in an intimate and highly stylized setting.

These two new locations solidify Executive Retail Shops as the go-to destination for luxury shopping in private aviation, says the company.

“These new locations at Sheltair are designed with the private jet traveler in mind—those who know exactly what they want and value

both luxury and convenience,” said James Mullaney, President of Executive Retail Shops.

“Our flagship and boutique is a reflection of Executive Retail Shop’s dedication to quality, but also serves as a testament to the growing demand for elevated retail offerings in private aviation.”

Starting July 25, 2025, Executive Retail Shop’s flagship location at 1050 Lee Wagner Boulevard, Building 1050, will open its doors daily from 8 AM to 4 PM. Customers can shop in-store or take advantage of the Click N’ Collect service, which allows travelers to place orders online and choose either in-store pickup or convenient delivery directly to their terminal.

Executive Retail Shops are strategically located at premier aviation hubs in Florida, including Miami-Opa Locka Executive Airport (OPF) and Fort Lauderdale Executive Airport (FXE). For more information about Executive Retail Shops, please visit www.executiveretailshops.com.



Executive Retail Shops newest flagship at Sheltair Aviation FBO at Fort Lauderdale – Hollywood International Airport (FLL) offers top-shelf spirits, fragrances and luxury items for private jet passengers.

MIA’s Skytrain Station 1 reopens, restoring full Concourse D service ahead of Labor Day weekend

Miami International Airport (MIA) has fully reopened its Concourse D Skytrain system with the return of Station 1 on August 25. All four stations are now back in service, providing connections across MIA’s busiest concourse, home to 60 gates.

The reopening of Station 1 concludes a yearlong effort to reinforce and modernize the one-mile system after a 2023 inspection identified areas in need of strengthening. With Stations 2, 3, and 4 reopening earlier this year, the Skytrain is now operating at full capacity with enhanced safety, reliability, and efficiency — ensuring passengers can move comfortably between gates, shops, and services, says airport officials.

The Skytrain’s return is in addition to MIA’s Future-Ready Modernization in Action (M.I.A.) Plan, a \$9 billion capital improvement program includes a 2,240-space Ibis garage opening in December, a groundbreaking of the new Concourse K, and the modernization of more than 200 escalators, elevators, and moving walkways over the next five years.