



Campari Group GTR kicks off 360° Aperol takeover at Punta del Este International Airport, part of brand's largest activation in South America



The Aperol activation at Punta del Este Airport includes interactive spaces featuring a tasting bar, a photo opportunity installation, and exclusive gifts-with-purchase.

Campari Group Global Travel Retail (GTR), in collaboration with Avolta and Airports of Uruguay, has unveiled an immersive 360° omnichannel campaign for Aperol at Punta del Este International Airport. The initiative serves as the anchor for Aperol's largest and most expansive activation in South America to date.

The dynamic Punta del Este activation seamlessly integrates digital and physical touchpoints at Punta del Este International Airport, elevating the travel experience in one of South America's most iconic holiday destinations, says the company.

This Aperol activation forms part of a broader three-month campaign spanning key travel hubs of holidays destinations across South America, including major airports such as Montevideo (Uruguay), Ezeiza (Buenos Aires), Aeroparque (Buenos Aires), and the Iguazu duty free border shop (Misiones, Argentina), London Supply. Targeting the high-traffic summer peak season, the campaign was created to boost brand awareness and drives product trial in the region through engaging sampling initiatives, positioning Aperol Spritz as the perfect cocktail of the summer.

Featuring a multi touchpoints approach, the campaign spans both the commercial and private airport spaces, integrating media placements, immersive branded pop ups, and exclusive pre- and post-flight experiences. From visuals on the airport's control tower to

to the 'Living Room' Lounge and in-store spaces, Aperol surrounds travelers with its iconic and vibrant orange hue.

Biancamaria Sansone, Marketing & CCM (Channel & Customer Marketing) Director of Global Travel Retail at Campari Group, commented: "This takeover marks a significant step forward in expanding our presence in South America, to create meaningful connections and enriching cultural experiences. Through dynamic, multi-sensory activations, we invite travelers to engage with Aperol meaningfully. From bold presence via media placements to seamless integration of digital and physical touchpoints, every element of this campaign is designed to inspire joy and foster a connection with Aperol in particular during the summer season."

Marcelo Rodriguez, Commercial & Marketing Director at Avolta, added: "Through this first-of-its-kind activation in collaboration with Campari Group GTR, Aeropuertos Argentina, Aeropuertos Uruguay and Avolta, we have presented a campaign that redefines the travel experience for today's most demanding travelers. The activation has been a milestone in how we entertain passengers, taking over four airports, two in Buenos Aires, Montevideo and Punta del Este, covering the entire passenger journey from the moment they leave their country of origin until they arrive at their destination.



"It is a great example of how strategic alliances can transform airport spaces into attractive and multidimensional environments that truly connect with travellers," he adds.

Immersive experiences at Punta del Este International Airport

Pre-flight digital amplification, powered by Avolta's touchpoints – including newsletters, Click & Collect services, and in-airport push notifications – initiates the traveler experience at Punta del Este.

Upon arrival, Aperol's presence is unmissable, starting with a 13-meter-tall, branded display on the airport's control tower (below).

Continued on next page.





IAADFS shares final session details for 2025 Summit of the Americas

The International Association of Airport and Duty Free Stores (IAADFS) has shared details of the final two conference sessions taking place during the 2025 Summit of the Americas, March 8-11 in Miami, Florida.

In addition to keynote speaker John Price, Managing Director of Americas Market Intelligence (AMI), who leads off the conference session program on the morning of Sunday, March 9, IAADFS, the final two sessions will focus on cruise and airport concessions.

Next Generation Growth: Charting the Future of the Cruise Sector

This cruise-focused session takes place on Sunday, March 9, from 1:00 – 2:00 pm. The cruise sector is one of the most vibrant sectors of the travel retail industry today, with a surge in both new and repeat passengers, driven in many regions by an influx of younger, affluent travelers. Global cruise capacity is expected to grow by 10% by 2028.

The Americas has long been an epicenter of the cruise market, with some predicting growth in the region will outstrip the global market up to 2030. Against this backdrop, the IAADFS presents a workshop, looking into the travelers and shoppers who are driving growth in cruise retail, with a spotlight on younger, Gen Z travelers and how to meet their evolving demands at-sea.

m1nd-set Head of Business Development **Anna Marchesini** will present dedicated insights into the shifting habits of cruise shoppers. Heinemann Americas Managing Director **Nicola Hoeborn**, Starboard SVP of Merchandizing and Planning **Benito Mendez**, and **Catherine Restrepo**, Founder & CEO of SYZYGY Strategies will offer their insights into the latest development in the market, and how both brands and retailers are adapting to the new opportunities. *DFNI* Deputy

Editor **Chris Madden** will moderate the session.

Creating a Vibrant Future

On Monday, March 10, from 1:30 – 2:30 pm, the Summit session focuses on the airport concessions market featuring speakers **Andy Weddig**, Executive Director, Airport Restaurant & Retail Association (ARRA), **David Bisset**, Chief Development Officer, Paradis Lagardère Travel Retail, **Judy Byrd**, President & CEO, Byrd Retail Group, and moderated by **Dermot Davitt**, President and Editorial Director, *The Moodie Davitt Report*.

While passenger traffic in the Americas has roared back, led by domestic travel, giving the appearance that airport concessions are viable, in reality, a vibrant future remains a challenge in the face of rising labor costs – many now enshrined by airports in their terms – alongside lagging sales and unprofitable contracts. In short, do we – as an industry – need a new framework? And, if so, what changes to our current model characterize a new framework? In this session, co-organized by the Airport Restaurant & Retail Association and *The Moodie Davitt Report*, we ask where the concessions business goes from here, how we evolve a business model that works for all, and address why many tender bids today across retail and dining attract weak responses or none at all. What does a good concessions partnership look like in the future?

Details of sessions provided in partnership with ACI North America / ACI Latin America Caribbean (Sunday, March 9, 3-4 p.m.) and TRBusiness / m1nd-set (Monday, March 10, 9:30-10:30 a.m.) have already been announced.

Additional information about the 2025 Summit can be found at www.2025summitoftheamericas.org, including details about registration, housing, the overall schedule, and full session details.

Campari takes over Punta del Este International Airport with 360° Aperol activation



'The Living Room' is a premium Aperol-enhanced space at Punta del Este's private airport where travelers can enjoy freshly prepared Aperol Spritz cocktails pre-flight.

Continued from page 1.

At the commercial terminal, a pop-up store brings the campaign to life with an interactive 'liquid to lips' tasting bar helmed by trained brand ambassadors and a "Good Vibes Only" photo opportunity installation. Travelers can also take home branded wristbands.

Meanwhile, at Punta del Este's private airport, 'The Living Room' Lounge offers a premium experience where travelers can enjoy freshly prepared Aperol Spritz cocktails while waiting for their next flight.

An immersive Aperol experience in the gateway to South America

Travelers purchasing two bottles of Aperol during the activation at

Punta del Este International Airport will receive a voucher for a complimentary Aperol Spritz, redeemable at select on-premise venues. Each purchase also includes an exclusive location-themed tote bag, providing a sense of place and a memento that extends the Aperol experience beyond the journey.

The Aperol Holiday Kit, available via in-store iPad, enhances the travel experience with curated tips on the best bars, sunset spots, and events across LATAM destinations. This interactive digital tool not only engages passengers in-store but also drives traffic to key holiday destinations, creating a seamless synergy between travel retail and local experiences.



Travelers can purchase two bottles of Aperol to receive a complimentary Spritz voucher and an exclusive location-themed tote bag.

FDFA report: Canadian land border duty free stores struggle to compete with U.S. due to red tape

Representatives from the Frontier Duty Free Association (FDFA) released a report yesterday, Feb. 13, showing that Canadian land border duty free stores are unable to compete with U.S. retailers due to unnecessary red tape, unfair regulations, and misapplied policies. The association is calling for urgent government action to level the playing field, remove the regulatory burdens, and safeguard the survival of these vital businesses. Immediate steps can be taken to support the industry and ensure its competitiveness. The report was presented at a press conference held on Ottawa's Parliament Hill.

"The Canadian land border duty free industry plays a pivotal role in supporting border communities, promoting Canadian-made goods, and contributing to Canada's economy," said **Tania Lee, President of the Frontier Duty Free Association**. "However, our businesses are at a distinct disadvantage due to domestic policies that are not similarly applied to U.S. duty free stores and U.S. retailers. By taking immediate action to eliminate red tape and adjust regulations, our businesses could compete with and thrive like our American counterparts."

Key Challenges

According to the FDFA, the key challenges fall into three main categories: Misapplication of Domestic Policies, Pandemic Recovery and Border Restrictions, and Reduction in Cross-Border Travel Due to Tariff Threats.

Misapplication of Domestic Policies: Unlike U.S. competitors, Canadian land border duty free stores are burdened with red tape and policies intended for domestic markets, which make the Canadian border stores less competitive than U.S. counterparts.

Pandemic Recovery and Border Restrictions: The 20-month closure of the Canada-U.S. border during the pandemic devastated the duty free sector, with sales plummeting by 95%. While the border has reopened, reduced cross-border travel continues to hamper business, and the burden of misapplied domestic regulations further hinders recovery.

Reduction in Cross-Border Travel Due to Tariff Threats: The looming threat of U.S. tariffs is already contributing to a decline in cross-border travel, further exacerbating the challenges faced by Canadian land border duty free stores.

The FDFA report points out that Canadian land border duty free stores are key drivers of local economies, especially in rural and border communities. These uniquely Canadian businesses not only provide jobs and support local businesses, but also offer the last opportunity to keep money within Canada that would otherwise be spent in the U.S. By promoting Canadian-made products like maple syrup, craft beer, and other distinctive Canadian goods, they play a critical role in the economy.

"We're asking for our highly-regulated businesses to be put in a position to compete with our only competitor—U.S. retailers," said **Barbara Barrett, FDFA Executive Director**. "Level the playing field by cutting the red tape. The government can take immediate, revenue-neutral steps to help us compete, especially as we continue recovering from the unprecedented border closure and current declines in cross-border travel."

The FDFA is calling for a number of key actions to make Canadian stores competitive:

- 1. Reaffirm the Export Status of Canadian Land Border Duty Free Stores:** Canadian land border duty free stores are defined and regulated as export businesses under the Customs Act and CBSA D-memos. To ensure clarity and consistency, a clear directive across federal ministries is required to uphold the export status of these businesses and to prevent the misapplication of domestic policies upon this industry.
- 2. Cut Red Tape:** Streamlining the regulatory environment and eliminating unnecessary compliance costs will help Canadian businesses operate more competitively, aligning them with the favorable conditions enjoyed by U.S. retailers.
- 3. Fair Taxation Policies:** The government must adjust tax policies to reflect the export status of Canadian land border duty free stores. Reducing or eliminating excise taxes will help these businesses remain competitive and retain valuable economic activity in Canada.

4. Align Policy with Economic Growth Opportunities: Fostering a competitive duty free sector should be an integral part of Canada's broader economic strategy. Aligning federal policies, such as those from **Destination Canada**, with the growth opportunities in border communities will ensure that these regions can capitalize on cross-border tourism and trade.

The FDFA announcement concludes with this message:

"Canadian land border duty free stores are integral to the health of Canada's economy, particularly in rural and border regions, and play a key role in the tourism industry. The current government has an opportunity to make quick, revenue-neutral changes that could save this vital industry.

"By eliminating red tape, reaffirming their export status, these uniquely Canadian businesses can be positioned to recover and thrive. The FDFA urges the government to take swift, decisive action to level the playing field and ensure that these businesses can compete with U.S. counterparts and continue to contribute to Canada's economic prosperity."

Visitor registration opens for TFWA Asia Pacific Exhibition & Conference 2025

Visitor pre-registration is now open for the 2025 TFWA Asia Pacific Exhibition & Conference, effective Feb. 12-April 3, 2025. TFWA Asia Pacific Exhibition & Conference 2025 will take place between May 11-15, 2025 at Marina Bay Sands Expo & Convention Centre, Singapore. The TFWA Asia Pacific Conference begins on May 12, and the TFWA Asia Pacific Exhibition will open at 14:30 later that day.

Key players in the travel retail and duty free industry who have already confirmed they will be there include Beam Suntory, Chanel, Clarins, Dyson, Ferrero, Hermès, Imperial Brands, JTI, Kering Eyewear, Kosé, La Prairie, Lacoste, L'Oréal, Mondelēz International, Paul & Shark, Pernod Ricard, SK-II Group, Shiseido, Swarovski, Thelios, and Victorinox. A list of exhibitors, which is updated regularly with new additions, can be found on the TFWA website. Top retailers from across the industry have confirmed their intention to participate, with significant delegations of buyers in all categories expected.

To book your place, [click here](https://www.tfw.com/tfw-asia-pacific-exhibition-conference/book-your-place-100005934). (<https://www.tfw.com/tfw-asia-pacific-exhibition-conference/book-your-place-100005934>)

Fraport Baltimore Partnership LLC awarded 23-year concession contract at BWI

Fraport USA, the U.S. subsidiary of Fraport AG, has won the bidding to manage the retail concessions at Baltimore/Washington International Airport (BWI). The new contract between Fraport Baltimore Partnership LLC, a majority-owned subsidiary of Fraport USA, and the Maryland Department of Transportation (MDOT), which operates the airport, will run for 23 years.

Dr. Stefan Schulte, Chairman of the Executive Board of Fraport AG, stated: "The decision reflects the success of Fraport's many years of work and dedication at Baltimore/Washington Airport. We are looking forward to continuing this partnership and helping to ensure the best possible experience for passengers."

Fraport USA's new concessions management program includes completely redesigning the marketplaces and issuing new invitations to bid for all of the commercial concessions. BWI boasts a total of about 18,000 square meters of commercial space.

Fraport USA has been active at Baltimore/Washington Airport since 2004, during which time it has steadily enhanced the passenger experience through a variety of innovative concepts.

"Our focus is on creating a first-class environment with a strong local identity for our guests. For this purpose, we are going to continue working closely with a wide range of local, regional, and international providers to give passengers a unique and authentic experience," said Sabine Trenk, the CEO of Fraport USA.

"We are grateful and humbled by the trust placed in us through this award," said Trenk. "This contract represents not only a tremendous opportunity but also a profound responsibility to collaborate with MAA to develop world-class services that exceed expectations and set new standards for quality and customer experience."

"Our vision for BWI Marshall launches from a storied past and reimagines the future of over 118 concession spaces that will lead the industry in new and exciting opportunities for passenger interaction, traveler engagement, revenue enhancement and a world-class experience."

According to local media in Baltimore, Fraport has committed to invest \$31.5 million in improvements at BWI, and share 90% of concession revenues with the state.

In 2023, more than 26 million passengers used BWI, making it the busiest airport in the Washington, D.C. metropolitan region.

Fraport USA is the developer and/or manager of the retail, food, and beverage programs at Baltimore/Washington International Thurgood Marshall Airport, Cleveland Hopkins International Airport, Terminal 5 at New York's John F. Kennedy International Airport, Nashville International Airport, Newark Liberty International Airport's Terminal B, Ronald Reagan National Airport and Washington Dulles International Airport. Fraport USA's projects rank among the highest for passenger spending and consistently receive accolades for innovation and customer service.



Baltimore/Washington International Airport (BWI)

Ethos Farm opens in Mexico

Ethos Farm has announced that it has opened a new location in North America, expanding into Mexico.

From key locations including Mexico City and Cancun, the company will be offering its Ethos Farm solutions commencing with the provision of People Services to Travel Retail brands in Mexico and Cancun Airports.

The Ethos Farm solutions includes Customer Experience (CX) & Employee Experience (EX) Consultancy, Learning & Innovations, CX Data, Insights & Technology, and People Solutions.

The new operation will be working with Juan Manuel Salas Guevara, and will be overseen by Ethos Farm Americas President Lauren Walsh, and supported by Betania Hilario.

"We're here to help with Travel Retail brand requirements from Sales Promoters to Brand Ambassadors and Category Specialists, the company wrote in its announcement on LinkedIn.

Port Authority reports record traffic at New York's commercial airports

The Port Authority of New York and New Jersey reports that 2024 marked the busiest year ever at the agency's commercial airports.

A total of 145.9 million air passengers flew through John F. Kennedy International (JFK), LaGuardia (LGA), Newark Liberty International (EWR), and New York Stewart International (SWF) airports, per initial estimates. The total surpassed the previous record of 143.8 million set in 2023.

The year also saw record international travel demand, eclipsing the previous high set in pre-pandemic 2019.

The region's 52.3 million international travelers in 2024 exceeded pre-pandemic 2019's record of 50.9 million passengers. Domestic passengers in 2024 totaled 93.6 million, just below the 2023 record of 94.2 million.

Both JFK and LaGuardia recorded new records in 2024.

JFK handled 63.3 million international passengers, up +2 percent from the record on 2023. LGA handled 33.5 million international passengers, up +4 percent from 2023.

Newark reports 48.9 million international passengers, equal with 2023.

The new records follows transformative redevelopments at the Port Authority's three major airports.

Starboard hits land with first boutiques in Las Vegas



Luxe by Starboard

Starboard Resort, Starboard Group's new land-based vacation retail division, officially debuted its first boutiques this week, with Westgate Resorts in Las Vegas as its initial partner.

The company says that the three new shops—**Luxe by Starboard**, **The Edit by Starboard** and **Baubles by Starboard**—are designed to transform the Westgate Las Vegas experience for guests and local visitors alike, creating an experiential retail destination featuring expertly curated assortments, personalized services, and highly engaging activations and events.

By partnering with luxury, family, spa, ski, beach and other resorts and vacation properties to elevate their retail offerings, Starboard Resort is building on its parent company's 65-year history of creating unforgettable retail experiences for the world's leading cruise operators.

The company is now strategically expanding its reach from sea to land and leveraging its industry expertise, technology and supply chain infrastructure, and global partnerships with leading luxury, fashion, jewelry and other brands to drive engagement, revenue and loyalty for its resort partners.

"We know from our many decades of curating elevated retail environments for the world's best cruise lines that vacationers love

unique, memorable shopping experiences—but we recognized that guests at vacation resorts were often underserved when it came to retail options," said Lisa Bauer, President and CEO, Starboard Group.

"By launching our first land-based boutiques in partnership with Westgate Las Vegas, we're taking the first significant steps to close this gap. Our strategic expansion enables us to fully leverage our vacation retail expertise and ensure that every resort brand can offer retail experiences that delight on-site guests and appeal to local consumers looking for fresh, elevated shopping options."

The official launch of Starboard Resort's retail operations coincides with the continued growth of the leisure tourism market, with Statista estimating vacationers will spend more than \$7 million globally this year. As the market has grown in recent years, travelers have increasingly sought unique, personalized and experiential retail offerings, often planning their trips around life events or milestones they wish to commemorate with a special purchase.

The Boutiques at Westgate Las Vegas

Luxe by Starboard - a luxury boutique that anchors the new trio of shops at Westgate Las Vegas. The 300-squar-foot Luxe by Starboard boutique is the sole retail outlet located in the resort's main lobby. Encased in glass on three sides, Luxe by Starboard serves as a highly visible showcase and destination for guests as well as local shoppers and features an expertly curated assortment of fine jewelry, natural and lab-grown diamonds, certified preowned Swiss time pieces, and preowned and vintage designer bags and small leather goods from brands such as Louis Vuitton, Gucci and Prada.



Starboard's ribbon-cutting at the Westgate Resorts in Las Vegas on Feb. 12, 2025.

The Edit by Starboard - a destination for trendy and edgy fashion and special occasion apparel for women and men, along with handbags, Westgate Resorts branded apparel, a bridal capsule, candles, fragrances and souvenirs. The shop features eveningwear, daywear and resortwear by trend-setting women's brand VENUS, along with statement-making apparel from Lamarque, vintage-inspired graphic tees from Recycled Karma and other fashion, accessory and fashion jewelry offerings from brands such as Mary Frances, Shiraleah and America & Beyond. Men's offerings include apparel from Psycho Bunny, 7DIAMONDS and Rock Roll n Soul, while accessories include designer sunglasses from Ray-Ban, Gucci, Prada and NYS and tech from Skullcandy.

Spanning 1,250 square feet, The Edit by Starboard is located in the property's North Corridor, along with the 250-square-foot Baubles by Starboard boutique and other retail outlets.

Baubles by Starboard - a special boutique that offers fashion jewelry, permanent jewelry and customization options such as on-site engraving services, providing guests with "wearable memory" options that connect them back to

their vacation experience. Shae, Starboard's exclusive fashion jewelry brand, features prominently, along with Jet Set Candy, a travel-inspired jewelry brand featuring fun and bold charms and accessories that celebrate wanderlust and the vibrant energy of Las Vegas. The boutique is the first brick-and-mortar location for Taudrey Jewelry.

While each shop tells a unique story, collectively, the Starboard boutiques are designed to help Westgate Las Vegas guests seamlessly transition from poolside to evening events, offering coordinated looks and an extensive range of accessories to complete every outfit.

Starboard Resort creates bespoke shopping experiences for each of its vacation destination partners

The new boutiques at Westgate Las Vegas offer highly personalized shopping experiences. At Luxe by Starboard, customers can book personal shopping appointments. The Edit by Starboard features Vegas-themed wall wraps and camera stands for selfies and "Instagram moments." At Baubles by Starboard, customers can peruse the charm bar to customize their bracelets and necklaces with charms from Jet Set Candy.