



IAADFS returns to Orlando for 2026 Summit of the Americas

The International Association of Airport and Duty Free Stores (IAADFS) has announced that the 2026 Summit of the Americas will be held March 28-31 at the Rosen Shingle Creek in Orlando, Florida.

Last year's Summit took place in Miami at the InterContinental, after spending several years in Palm Beach. The show returns to Orlando for the first time since 2019.

The Rosen Shingle Creek was selected as the venue for 2026 after the association conducted a thorough site search that considered proposals from venues from Miami up through Orlando. IAADFS says the hotel offers an ideal selection of exhibit space, conference space, sleeping rooms, and amenities for the 2026 Summit. In part, the selection of the Rosen Shingle Creek helps address a key concern highlighted in the post-Summit surveys from 2025: the

desire for a more affordable venue. Rooms in the official block will be \$239 per night plus tax, a savings compared to the 2025 room rate.

The Rosen Shingle Creek is a large resort-style convention hotel, with robust event facilities and many amenities: multiple food and beverage outlets, a full-service spa and fitness center, an on-property championship golf course, four swimming pools, and courts for pickleball, tennis, basketball, and volleyball, among other features. It is a short 15-minute drive from Orlando International Airport and is convenient to many Orlando-area attractions.

While the date pattern for 2026 – with an opening of the exhibit area and education sessions on Sunday instead of the traditional Monday start – is not the Summit's preferred pattern, it was necessary to go with this pattern to ensure sufficient space to accommodate

exhibitors and attendees for the full event. The IAADFS team is working on its plan to create an attractive program that will provide strong value to attendees, exhibitors, and sponsors of the event.

"We are excited to be hosting the 2026 Summit of the Americas at the Rosen Shingle Creek in Orlando," stated Rene Riedi, IAADFS Chairman.

"We are confident that this new facility and the city of Orlando will be a perfect home for our 2026 event, and we thank our attendees, exhibitors, and sponsors for their continued support."

The space request process for the 2026 Summit will open shortly, with registration and room reservations opening in late October or early November. Attendees are encouraged to wait until the official room block is open to take advantage of the negotiated room rate.

Tony Parker to speak at TFWA World Conference, replacing Gloria Guevara Manzo

TFWA has announced that Gloria Guevara Manzo, who had been scheduled as one of the featured speakers at the 2025 TFWA World Conference in Cannes, has had to withdraw due to unforeseen circumstances, and will be replaced by four-time NBA champion, entrepreneur and philanthropist Tony Parker.

With a career spanning the high-pressure world of elite sport and the equally demanding sphere of international business, Parker will bring a fresh perspective on leadership, resilience, and teamwork. His blend of experience offers a distinctive lens on how to build, inspire, and sustain winning teams, says TFWA.

The TFWA Conference will be held Monday morning, Sept. 29 at 9 a.m.-12 noon in the Palais des Festivals in Cannes.

Avolta's Journey For Good marks 10 years of fighting poverty with \$5 million in total giving

Avolta's Journey For Good Foundation, a nonprofit committed to combating poverty, announces that it has awarded nearly \$1 million in new grants to 39 charitable organizations across the U.S. and Canada. This latest round of funding brings the Foundation's lifetime giving total to over \$5 million, marking a decade of meaningful impact and community partnership.

Founded as the charitable arm of Avolta in North America, Journey For Good has supported over 150 nonprofits working to relieve hunger, combat homelessness, empower youth through education, and provide job training and placement with a focus on the hospitality industry.

The Foundation's work is an extension of the broader community involvement of Avolta's team members across North America,

supporting volunteer, food donation, fundraising, and environmental programs.

In recent years, Hudson celebrated its own 15-year philanthropic partnership with Communities In Schools, raising over \$5 million through point-of-sale donations that helped empower 500,000 students, providing them with vital resources for success.

"This is a moment of reflection and celebration," said Journey For Good Foundation Chairman Steve Johnson.

"Over the past decade, we've partnered with hundreds of organizations to uplift communities and provide critical resources to those facing poverty and homelessness. Our journey has been powered by the generosity of travelers, the dedication of Avolta team members, and numerous industry partners who believe in



making a difference in the communities we serve."

Funding for these grants comes from voluntary donations made by travelers at Avolta-operated dining, retail, and duty free locations where customers can round up purchases to support the Foundation.

"We are deeply grateful to the travelers, team members, and sponsors who have helped us reach this milestone," said Jordan

Silverman, Director of Journey For Good Foundation. "Their support has transformed lives and strengthened nonprofit safety nets across North America."

As it enters its second decade, Journey For Good Foundation continues to drive sustainable change through strategic philanthropy, cross-sector collaboration, and community empowerment.

Flexibility, data and partnership key to successful future of travel retail says new ETRC academic report

What is the best commercial model for airport concessions? According to new research conducted for the ETRC, the European Travel Retail Confederation, there is no one-size-fits-all answer to that question.

The ETRC academic study conducted by the Institute for Retail Studies at the University of Stirling on *Exploring and Testing the Prevailing Business Models in Travel Retail*, aims to provide a framework for decision-makers to tailor strategies based on airport size, traffic composition, economic conditions, and stakeholder objectives.

The research looks at how recent disruptions have exposed the vulnerabilities of traditional commercial models, using extensive

interviews with leading stakeholders across airports, retailers, and brands.

ETRC says that the result is a nuanced understanding of the various business models—fixed MAG, variable MAG, profit-share, and joint ventures—and the different scenarios in which each may succeed or fall short.

Critically, the report does not advocate for a one-size-fits-all solution. Whatever the model chosen, the study highlights the centrality of any tendering process employed and suggests that the following key principles are applied:

Know the business and its true value; ensure the model can withstand sudden change; build the

model on reliable, transparent data; and adopt an approach based on partnership.

Nigel Keal, President of ETRC, said: “In commissioning this study, ETRC sought to provide all partners in Travel Retail with not just a diagnostic tool, but a road-map—one that reflects the diversity of Europe’s airports, the variety of retail formats, and the evolving expectations of passengers.

“It is our hope that the findings will inspire greater collaboration and a shared commitment to building a stronger travel retail ecosystem for a sustainable future.”

A copy of the study can be downloaded from the ETRC website: www.etr.org/publications



Louis Vuitton opens 2nd store at Dubai International Airport

Louis Vuitton has announced the opening of its new store in Dubai Duty Free at Dubai International Airport Concourse A Terminal 3.

In 2021, Louis Vuitton unveiled its first store at Dubai International Airport, a significant milestone for the House.

Louis Vuitton’s second store at Dubai Duty, which opened on September 4th, 2025, is designed to “reflect its timeless elegance and unwavering commitment to exceptional craftsmanship,” says the company.

The new store offers an immersive environment that showcases the full breadth of Louis Vuitton’s savoir-faire with merchandise that ranges from ready-to-wear collections to exquisite leather goods, shoes and accessories. The new store features two entrances located in both corridors, the main entrance leads to Woman and Travel section, while a second entrance provides direct access to the Men’s area. The Façade is composed of two overlapping layers of mesh to artfully create the LV flower motif.



Privato Duty Free and Streiffer Duty Free boost sales at FBO with Pinehurst Barbecue Festival sponsorship

Privato Duty Free, in partnership with Streiffer Duty Free, sponsored the Pinehurst Barbecue Festival in North Carolina at the end of August.

The fifth annual festival, which featured award-winning pitmasters, gourmet dinners, and cooking classes, helped spread the word about Privato’s private airport duty free business at FBOs around the country.

“These events help tremendously with customer loyalty, special orders for liquor/tobacco and high end watches,” Privato President Marco Arilli tells *TMI*. “Our sales for example increased

over 208% for this weekend at Moore County Airport.”

Privato Duty Free and Streiffer Duty Free had previously partnered to sponsor a duty free exhibit at Moore County executive airport in Pinehurst during the US Open Golf Tournament, which took place June 13-16, 2024.

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

“The Pinehurst Barbecue Festival was great event. This event is becoming very large. Many

people flew in by private jet from across the nation. We had over 7,000 people go through our 60-ft booth on Sunday August 31st and many of our brands participated in a big way,” says Arilli, highlighting Fifth Generation Spirits, Alexander James, Proximo, Brown-Forman, Suntory, Diageo, Southern Glazers, Campari, Sazerac, and its cigar vendor, Otis McCallister.

Privato Duty Free has been growing its business in private airports around the United States, opening new warehouses and Fixed Base Operations (FBO).



Privato Duty Free promoted sunglasses, cigars and many of its spirits brands at a 60-foot-long booth at the 5th annual Pinehurst Barbecue Festival in North Carolina in August. Privato has a permanent store at Moore County FBO for private jets, the airport that many flew into for the Pinehurst Barbecue Festival.

Brown-Forman unveils Jack Daniel's omnichannel campaign in GTR

Brown-Forman has launched a new Jack Daniel's Tennessee Whiskey omnichannel campaign designed to connect with modern travelers and reassert its leadership in the global whiskey category.

Brown-Forman's most strategically targeted Global Travel Retail (GTR) initiative to date is rolling out across three of the world's busiest airports: London Heathrow (LHR), Seoul Incheon (ICN), and Dubai (DXB). The campaign, built around the new **"That's What Makes Jack, Jack"** creative platform, positions Jack Daniel's as a leader in consumer engagement and a key driver of growth in the GTR channel, says the company.

The "That's What Makes Jack, Jack" campaign celebrates the brand's authenticity while redefining it for a new era of global travelers. The creative, which launched earlier this year, highlights Jack Daniel's Tennessee Whiskey, the heart of the brand, and Jack Daniel's Single Barrel, the number one super premium+ American whiskey expression in the Global Travel Retail channel.

The activation is now live across **Heathrow Terminals 3 & 5**, and **Incheon Terminals 1 & 2** until the end of September, before rolling out in **Dubai International Airport, Terminal 3**, throughout October and November. "We see Global Travel Retail not only as a crucial commercial channel but as a stage to tell our story to millions of consumers from around the world. This campaign demonstrates our commitment to investing in GTR with creativity, precision, and impact – helping us drive visibility, footfall, and conversion in close partnership with our customers," said Andrew Watson, Marketing Director India, Middle East, Africa, Global Travel Retail, EurAsia.

This omnichannel campaign for Jack Daniel's represents Brown-Forman's most tightly targeted



Brown-Forman's new Jack Daniel's GTR campaign featured at Incheon International Airport.

GTR initiative, designed to seamlessly connect with travelers at every touchpoint:

Out-of-Home (OOH): Large-scale, high-visibility airport placements paired with targeted formats near retail points of sale.

Digital Strategy: Data-led automation and shopper insights ensure tailored messages reach the right audience – before departure, during travel, and in the airport.

Regional Nuance: Creative and media strategies are adapted to reflect traveler behaviors and digital preferences across regions.

Together, these elements are designed to build anticipation, drive traffic into duty free stores,

and enhance engagement with immersive in-store touchpoints.

This precision-led approach builds on years of consistent media investment and testing by Brown-Forman, applying learnings to optimize year on year, says the company.

"Jack Daniel's has always stood for authenticity and independence, and this campaign ensures that travelers all over the world feel that same connection to the brand. Our continued investment in GTR reflects our belief in the channel's unique ability to build equity, strengthen partnerships, and deliver meaningful consumer experiences," Watson added.

Brown-Forman introduces GTR exclusive Woodford Reserve Double XO Blend

Brown-Forman has launched Woodford Reserve Double XO Blend, a unique expression available exclusively in Global Travel Retail. This release marks the first GTR product under Master Distiller Elizabeth McCall's leadership.

Double XO is a distinctive blend of Kentucky Straight Bourbon Whiskeys that have been double and triple distilled, then finished in heavily toasted barrels and XO Cognac casks. The dual-finishing process adds layers of depth and character, resulting in a richly textured and refined whiskey, says the company.

"This unique whiskey has a depth, complexity and elegance unlike any of our current offerings, yet it is distinctively Woodford Reserve," McCall said.

This limited-edition release has an MSRP of \$174.99 for a 700 ml bottle and is available in limited quantities at select Global Travel Retail locations.



Vino Volo celebrates 20 years in N. American airports

Vino Volo – part of the Paradisè Lagardère Dining Division – is celebrating its 20th anniversary of bringing hospitality to airport travelers in the U.S. and Canada.

Since opening its first location in 2005, Vino Volo now has 29 locations inside airports, offering guests curated wine flights, handcrafted cocktails, local beer selections, and chef-inspired menus that have redefined what airport dining can be.

Named Yelp's Most Loved Airport Brand 2025, Vino Volo has evolved over two decades to identify with a wide audience and to meet growing traveler demand. The brand offers a rich selection of global and local wines, along with craft beer, curated cocktails, and food menus featuring small plates, entrees and charcuterie boards that encourage exploration and pairing. Select locations also feature retail markets, offering wines to go, gourmet snacks, locally made goods like honey and convenient grab-and-go options, making it easy for guests to take a taste of Vino Volo with them on their journey.

To mark this milestone, Vino Volo is introducing a celebratory "Cheers to 20 Years" flight, available beginning September 15 at all locations. The wine flight is made up of Trimbach Pinot Blanc from Alsace, France, Fontanafredda Briccotondo Barbera from Piedmont, Italy, and Decoy Red Blend from California.

Toschi Vignola brings Dubai Inspired Chocolate Cream Liqueur to Cannes

Toschi Vignola will preview Dubai Inspired Chocolate Cream Liqueur, its latest creation designed for the duty free & travel retail channel, in Cannes.

Toschi Dubai inspired Chocolate Cream Liqueur has been shortlisted in the “Spirits Product Of The Year” category for the Frontier Awards 2025.

This cream liqueur, vegan and without artificial flavorings, blends pistachio with aromatic chocolate, creating a velvety texture and a sophisticated taste profile, says the company.

Recently launched in Italian duty free shops, Dubai Inspired Chocolate Cream Liqueur is set to become a symbolic reference for the Sweetie to Drink line, part of the broader Dolce Vita to Drink Toschi concept.

‘It is a product that combines innovation and Italian craftsmanship. It elevates the liqueur experience to a sensory journey,’ says CEO Stefano Toschi.

Toschi Vignola will also be showcasing Lemoncello; Nocello, based on walnut kernels; Mirtilli, made from whole wild blueberries; and the complete range of cream



liqueurs: Lemoncello, Pistachio and Tiramisu.

In the exhibition space shared with Italian pastry company Flamigni visitors will also have the opportunity to enjoy Toschi artisanal gelato paired with the company's selection of traditional liqueurs and cream liqueurs.

“TFWA Cannes is an extraordinary opportunity for us to present our innovative spirit and the best of Italian lifestyle to an international audience, mostly with a product that embodies indulgence, elegance and cultural fusion,” concludes Stefano Toschi.

Blue Caterpillar appointed exclusive distributor for Brockmans in Travel Retail Americas

Blue Caterpillar has announced a new exclusive distribution agreement with Brockmans Gin, covering Travel Retail across the Americas as well as select major domestic markets in North, Central, and South America.

Under the partnership, Blue Caterpillar will bring the Brockmans Gin portfolio to airports, cruise lines, and border stores, alongside targeted placements in high-value domestic/ export markets.

Since its launch in 2008, Brockmans, dubbed “Properly Improper,” has disrupted the gin category with a bold, unconventional recipe that blends traditional gin botanicals with blueberries, blackberries, and subtle citrus.

The agreement represents a major step in Brockmans’ expansion across the Americas.

“We are delighted to welcome Brockmans Gin into our portfolio,” said Christoph Henkel, Co-Founder of Blue Caterpillar. “It’s a brand that defies convention yet delivers world-class quality – a perfect fit for the vibrant and diverse consumer base we serve in Travel Retail and premium domestic markets across the Americas.”

Maxine Hoy, Commercial Director of Brockmans Gin, added: “Partnering with Blue Caterpillar is an exciting step forward for Brockmans Gin... We look forward to working closely together to share our ‘Properly Improper’ gin with new consumers.”

Glenfiddich unveils GTR campaign with Aston Martin Formula One team



The Glenfiddich 19 YO Limited Edition launch at Changi Airport.

William Grant & Sons has announced a high-profile airport campaign across a selection of key international hubs, marking the release of its latest global travel retail exclusive: Glenfiddich 19-Year-Old Limited Edition in partnership with the Aston Martin Formula One Team.

In Q4 2025, a series of activations is planned globally across 18 key airports, including: Singapore, London Heathrow, Amsterdam, Delhi, Mumbai, Incheon, Abu Dhabi, Doha, Dubai, Taipei, Guangzhou, Beijing, Shanghai, Hong Kong, Los Angeles, New York, Istanbul and Frankfurt.

The release will roll out progressively from September through to the end of 2025. The campaign starts with an exclusive flagship

activation in Singapore Changi Terminal 3, from September 1 to October 11, timed to coincide with heightened traveler footfall ahead of October’s Singapore Grand Prix.

The space unveils both the debut of Glenfiddich 19-Year-Old Limited Edition and the global travel retail première of the ultra-rare Glenfiddich 1959, a tribute to the year Aston Martin made its first foray into Formula 1. Only seven bottles exist worldwide, with the sole GTR allocation available exclusively at Singapore Changi Airport.

A full-scale Aston Martin Formula One Team replica car is onsite to enhance engagement.

Alongside the limited-edition release, the activation is designed to showcase the wider Glenfiddich Single Malt portfolio, spotlighting the rare and premium expressions of the Glenfiddich Grand Series Collection.

“This campaign truly encapsulates the spirit of innovation and excellence that unites Glenfiddich and the Aston Martin Formula One Team,” noted Rufus Parkinson, GTR Regional Managing Director for William Grant & Sons. “We are thrilled by the potential of this partnership, and the impact it will have on the world of single malt whisky.”

“By creating a distinctive new offering, we are not only elevating the travel retail experience but also driving footfall and deeper engagement for the whisky category.”



Cruise Retail Academy and frntline partner to elevate cruise training

Cruise Retail Academy, a specialist in identifying and placing talent for the cruise industry, has formed a strategic partnership with **frntline**, a leading provider of mobile-first digital training solutions for global brands. This collaboration marks a significant step forward in revolutionizing how frontline cruise staff are prepared before commencing their careers at sea, connecting recruitment with a seamless and engaging training experience.

Adrian Pittaway, CEO of Cruise Retail Academy, said: “This partnership with **frntline** has been forged because we fully understand the ideal onboarding journey of new crew into the cruise industry. **frntline**’s incentivized innovative Tik-Tok style training model will deliver the best possible win-win results for a trinity of brands, operators and crew. The operators get motivated and confident salespersons, the brands get improved brand knowledge from the outset, and the frontline colleagues get the confidence to generate higher sales and are rewarded for their training. We look forward to rolling out the **frntline** platform with our many partners in the cruise industry and seeing the shared success.”

The founders of Cruise Retail Academy says that their core value is not only to find the right people but to equip them with the skills and confidence necessary to excel onboard.

frntline’s “cutting-edge, bite-sized training platform,” allow the Academy to directly address bridging the gap between talent acquisition and onboard readiness. The partnership aims to empower individuals to achieve excellence in onboard retail, hospitality, and guest services.

Cruise Retail Academy and **frntline** have the following goals:



Accelerate the Recruitment-to-Readiness Journey: transform the onboarding process by empowering new hires with immediate access to essential brand training via a mobile-first, "TikTok-style" platform, allowing them to arrive on their first day confident and prepared.

“Earn as You Learn” model: the combined platform will deliver personalized mobile-friendly training content, ensuring that crew members can earn and learn on their own terms, wherever they are in the world leveraging **frntline**’s unique model of offering a free platform with incentives for frontline workers.

Enhance Operational Consistency and Compliance: by standardizing training, ensure that sales staff in the cruise industry are equipped with the latest brand knowledge and service protocols, leading to a consistently exceptional guest experience. This is a direct outcome of **frntline**’s science-backed methodology for knowledge retention and recall.

Boost Employee Confidence and Performance: The goal is to see at least a 20%+ increase in employee confidence, as measured

through their training analytics, leading to higher job satisfaction and improved cross-category sales performance driving measurable results for brands.

Expand Global Reach and Brand Partnerships: This exclusive collaboration will enable the partners to support a wider range of global brands across the onboard retail and hospitality sectors, creating more opportunities for sector-wide efficient, mobile-first training and nurturing diverse talent.

Michael Solomon, CEO of **frntline**, said: “We’re thrilled to be partnering with Adrian and the Cruise Retail Academy team to bring a new era of training to the cruise industry. At **frntline**, our mission is to empower frontline teams with knowledge and confidence in a way that’s engaging, rewarding, and effective from day one. The Cruise Retail Academy deeply understands the unique onboarding needs of crew, and together we’ll ensure brands, operators, and frontline colleagues all benefit from a smarter, more motivating approach to training. We can’t wait to see the positive impact this collaboration will deliver across the industry.”

GSTC and Aquila Center for Cruise Excellence partner to advance sustainability in cruise tourism

In more news highlighting the importance of well-trained staff for cruising, the Global Sustainable Tourism Council (GSTC) and the Aquila Center for Cruise Excellence are partnering to promote the development and delivery of sustainable, high-quality tourism experiences across the cruise tourism sector through professional training — with a focus on tour operators and tour guides in cruise destinations.

As part of the collaboration, both organizations will promote each other’s training programs at preferred rates, with the goal of making high-quality, practical training more accessible to tour operators and guides, helping them enhance the guest experience and drive destination growth. For more information, visit www.cruiseexcellence.com

Harding+ reports strong FY2024 performance

Cruise retailer Harding+ has reported solid growth and a return to profitability in FY2024 with reported revenues of £305m up 3.1% year-on-year, despite wider retail challenges. The positive results have been driven by new contract wins, deeper brand partnerships, and continued investment in innovation and data-led personalization, says the company.

The company delivered its positive results during a period when UK retail sales in general grew by just 1.4% (ONS), underlining the resilience and opportunity of cruise retail as a sector. Performance was supported by new contract wins, more direct-to-brand relationships replacing wholesale, and closer alignment with cruise line partners on guest experience strategies.

CEO Chris Matthews explained: “Our goal has been to simplify the retail model and build stronger, more direct connections between guests, brands and cruise line partners, all as part of our customer transformation strategy. That means more disciplined stock management, sharper range curation and more value offered across the chain.

“The results this year that show a return to profitability for the business alongside the growth, reflect that focus, and the openness of our cruise line relationships have been key to those improvements too.”

In 2024, the company delivered 6 million guest transactions across 300 shops on 86 ships, with 92% of Harding+ guests indicating they plan shopping time into their cruise.

Sustainability also remained a focus, and AI-led logistics planning helped reduce CO₂ emissions by 65% year-on-year through fewer emergency freight movements and reduced wastage.

Looking ahead, Harding+ has already signaled further investment initiatives in guest insight and digital engagement.