



IAADFS announces Latin America information specialist John Price as the Keynote Speaker for 2025 Summit

Latin America information specialist John Price will kick off the conference session program at the 2025 Summit of the Americas on Sunday, March 9, reports the International Association of Airport and Duty Free Stores (IAADFS), organizer of the regional leading event. The Summit will take place from March 8-11, 2025, at the InterContinental Miami in Miami, Florida.

As Keynote speaker, John Price, Managing Director of Americas Market Intelligence (AMI), will deliver an engaging session that delves into the political, economic, and social trends in Latin America that drive the travel sector. He will review recent travel trends in Latin America and the evolution of Latin America's affluent and mass-affluent travelers. His presentation will include a review of the economic outlook for the region for the next several years and will look at longer-term trends that have an impact on Latin America travel.

John Price is a veteran of Latin America market consulting and is one of the leading public speakers and thought leaders in the region. His consulting and academic background delivers both a deep understanding of the trends impacting Latin American and Caribbean markets as well as rich anecdotal content built on 4,000 consulting engagements in the region since 1993. He has published over 100 articles on Latin American business trends and maintains a column in the region's largest circulated English language magazine, Latin Trade. In 2007, John Price co-wrote and co-edited "Can Latin America Compete?" published by Palgrave.

Price teaches as an adjunct professor at Florida International University and a guest lecturer at the University of Miami. He is a former board member of Nuestros Pequenos Hermanos, a LatAm orphanage network, and is an active board member of the Canadian Council of the Americas. He is also a keen supporter of El Techo, an innovative charity that builds sturdy homes in Latin American economically disadvantaged communities. A BComm graduate (1988) from Queen's University in Canada, he is fluent in English and Spanish.

"We look forward to John's engaging and informative presentation, which will provide valuable and actionable intelligence to our 2025 Summit attendees," commented IAADFS President and CEO Michael Payne. Arrangements for the rest of the conference program sessions are almost finalized and will be publicized in the near term.

Additional information about the 2025 Summit of the Americas,



John Price

including details about registration, housing, and the overall schedule, can be found at

www.2025summitoftheamericas.org.

The lowest registration rates are available through the first discount deadline of Friday, January 17, and the room reservation deadline is Friday, February 7 – though attendees are encouraged to reserve accommodations as soon as possible since there is no guarantee that rooms will remain available through the published booking deadline.

U.S. port strike averted

Representatives for the International Longshoremen's Association, which represents unionized U.S. dockworkers, say that they have reached a tentative agreement on a contract dispute with ports and business interests on the US East Coast and Gulf Coast that will stop union workers from reopening a strike action that shut down shipping operations for three days in October 2024, reports Riviera Maritime.

The International Longshoremen's Association said on Jan. 9, 2025 that it had reached "tentative agreement on all items for a new, six-year Master Contract" for its representatives with employer the United States Maritime Alliance (USMX).

Details of the agreement are being withheld to allow ILA members to review the terms and approve the document in a ratification vote.

Following an initial tentative agreement reached in October, the role of automation in ports remained a major impediment.

A port strike could have posed a serious logistical challenge to the travel retail channel.

Cosmoprof North America Miami to deliver the next big things in beauty

The second edition of Cosmoprof North America Miami is taking place January 21-23, 2025, at the Miami Beach Convention Center.

Building on the success of the inaugural 2024 edition, Cosmoprof North America is strengthening its position as the leading B2B trade show in the Americas with Las Vegas, capturing additional markets and solidifying Miami as a premier beauty destination.

With over 10% more exhibitors than the inaugural Miami event, this edition promises to be bigger and better than before, featuring new experiences and enhanced offerings, say the organizers, Informa Markets.

Cosmoprof North America Miami 2025 will present innovation, the latest trends, advancements, and supply chain solutions (including packaging, formulation, machinery, contract manufacturing, and more) shaping the beauty industry's future.

In addition to the enhanced exhibitor showcase, brand-new experiences will also be introduced.

New experiences include the Entrepreneur Academy, a one-day intensive conference on January 21st designed to equip beauty entrepreneurs with the tools and insights they need to thrive. Also debuting in Miami, The Beauty Vanities special area will provide newer brands with limited SKUs a way to enter the U.S. market. This selection of skin care, hair care, and fragrance companies serves as a must-see for attendees looking for the next breakthrough in beauty.

Attendees will also have the opportunity to enjoy a wide range of educational offerings in English and Spanish as part of Cosmo-Talks.

To register, go to <https://cosmoprofnorthamerica.com/miami/>

Drinksology Kirker Greer appoints Gordon Buchanan to lead EMEA and Travel Retail

Drinksology Kirker Greer Group (DKG) has appointed Gordon Buchanan as its new Regional Director for Europe, the Middle East and Africa (EMEA), and Global Travel Retail (GTR).

Buchanan will focus on elevating DKG's core brands, including Ukiyo Japanese Spirits, Jawbox Gin, Born Irish Whiskey, Bowsaw American Whiskey, and Kadoo Rum.

Buchanan has held senior commercial and marketing roles at Bacardi, Beam Suntory, Treasury Wine Estates, and BrewDog. In this newly created role, he will lead and oversee the implementation of DKG's three-year strategic growth plan across EMEA and GTR.

"Over the past 24 months, we have been strategically strengthening our team, building out long-term plans, and steadily advancing into our next phase of growth," says Ryan McFarland, Chief Commercial & Strategy Officer at Drinksology Kirker Greer. "Gordon's proven track record of creativity and his ability to effectively engage with distributors and consumers across our key regions will be instrumental in achieving our ambitious growth objectives," he adds.

In his most recent role as Regional Controller at BrewDog PLC, Buchanan played a pivotal role in the company's rise to become the No.1



craft beer brand in Europe within six years. During this time, he managed 17 markets across EMEA and oversaw the brewer's strategic partnerships with British Airways and Carnival Cruises in the travel retail sector.

At DKG, Buchanan will focus on collaborating with high-performing distribution partners who bring exceptional expertise in premium spirits across both the on-trade and off-trade channels, as well as in airports, cruise lines, and airlines.

The growing DKG portfolio has garnered numerous Gold awards, as well as prestigious titles such as 'Vodka of the Year,' 'Gin of the Year,' 'Best in Show by Country,' and 'Best Spirit by Package.'

Shiseido TR appoints Fran Law as VP, Commercial and Business Development, TRAP



Shiseido Travel Retail (STR) has appointed Fran Law as Vice President, Commercial and Business Development (CBD), Travel Retail Asia Pacific (TRA), effective Jan. 1, 2025.

Law brings over two decades of expertise in beauty, spanning skincare, makeup,

and fragrance. She rejoins Shiseido after a successful 11-year tenure at L'Oréal, where she most recently held the position of General Manager for L'Oréal Dermatological Beauty and Professional Products Division in Travel Retail Asia Pacific. Her career began with AmorePacific, Kao, and Shiseido Hong Kong, handling marketing and brand-building for Prestige Fragrances.

In her new role, Law will be based in Singapore and spearhead Shiseido Travel Retail's commercial and business development efforts across Asia Pacific.

She will focus on elevating the performance of Shiseido's prestige beauty brands, driving market share expansion, and strengthening collaboration with key stakeholders to deliver exceptional value in the travel retail channel.

Ronald Lauder to retire from The Estée Lauder Companies' Board of Directors

Ronald S. Lauder has retired from the Estée Lauder Companies' Board of Directors.

Pursuant to the stockholders' agreement among Lauder family members and the Company, Mr. Lauder has the right to designate two directors of the Company.

His daughter Jane Lauder will

continue to serve on the Board in her current position, and he has named his son-in-law Eric Zinterhofer, who is married to his daughter Aerin Lauder, to be his second designee.

Ronald Lauder joined the Company in 1964. He was a member of the ELC Board of

Champagne Lanson appoints new Head of TR

Champagne Lanson announces the appointment of Marian Geoffroy as Head of Travel Retail, succeeding Albane Lussat. He will be based in Reims.

Geoffroy brings over 20 years of retail and international market expertise, positioning Champagne Lanson for continued growth and success within the travel retail channel. He has been a key member of the Champagne Lanson team for over 11 years, overseeing domestic markets in Europe, Asia, and Japan. His in-depth understanding of retail dynamics and proven leadership have driven positive trends across key regions.

Prior to joining Champagne Lanson, Marian Held significant roles at Electrolux/Dometic Group, where he managed the wine cellar business for three years in Germany, and 3 years as Export Director for Champagne Lallier.

In his new role, Marian will collaborate closely with Loraine Wojcik, Trade Marketing Manager GTR & Export, reporting to Emmanuel Gantet, Export Director. Together, they will focus on strengthening Champagne Lanson's position in the GTR sector, leveraging his extensive knowledge of retail markets and international experience to build on the brand's momentum.



Directors from 1968 to 1986, from 1988 to July 2009 and from 2016 through his most recent retirement.

In addition to his activities with The Estée Lauder Companies, Lauder served as Deputy Assistant Secretary of Defense for European and NATO Affairs from 1983 to 1986. From 1986 to 1987, he was U.S. Ambassador to Austria. He is also an Honorary Chairman of the Board of Trustees of the Museum of Modern Art and President of the Neue Galerie, as well as Chairman of the Board of Governors of the Joseph H. Lauder Institute of Management and International Studies at The Wharton School at the University of Pennsylvania and the co-founder and Co-Chairman of the Alzheimer's Drug Discovery Foundation.

Zinterhofer joins the Board with extensive financial, investing and global business experience, and is currently a Founding Partner of Searchlight Capital Partners. He serves on the boards of several portfolio companies of Searchlight including Care Advantage, Hemisphere, Liberty Latin America, and Televisa-Univision, and serves as Chairman of the Board of Charter Communications.

SSP announces leadership change as Pat Murray appointed CEO of SSP America

SSP Group has announced the appointment of Pat Murray as the new Chief Executive Officer of SSP America with immediate effect. Murray succeeds Michael Svagdis, who is leaving to pursue a new opportunity outside the Group after a decade of strong leadership.

SSP Group is a leading operator of food and beverage outlets in travel locations across 37 countries.

Murray joined SSP America in 2007 as VP of Business Development and became Deputy CEO of the business in 2022. He brings a wealth of expertise and a proven track record in the travel food and beverage industry and has been instrumental in the exceptional recent growth of the business.

Outside of SSP, Murray served as the inaugural Board Chair of the Airport Restaurant Retail Association, and currently holds the role of Vice Chair of the ACI World Associates Board.

The North American market is a key strategic priority for SSP, and in the year ended September 30, 2024 it delivered revenue growth of 22%, accounting for nearly a quarter of total Group revenues. SSP America now operates in 53 of the busiest airports in North America, offering a range of award-winning bespoke concepts and downtown favorites offering a 'sense of place' of each location it serves.



Pat Murray has been named the new CEO of SSP America.

Commenting on the appointment, Patrick Coveney, CEO of SSP Group, said: "I'm delighted to be announcing Pat Murray as SSP America's new CEO.

"North America is a hugely important, high-growth market for the Group, and Pat's exceptional leadership qualities and industry experience make him the ideal person to drive the business forward as we capitalize on the growth opportunities that we see ahead of us.

"His appointment also provides seamless continuity following the departure of Michael Svagdis, who I would like to sincerely thank for his outstanding service and contribution to SSP over the past decade. We wish him all the very best in his future endeavors."

Hudson names Lester Adams as Vice President of Business Development



Lester Adams is the new Vice President of Business Development for Hudson in the U.S. and Canada.

Hudson has appointed Lester Adams as Vice President of Business Development for its business in the U.S. and Canada.

With a career spanning over 25 years, Adams boasts diverse global experience in strategy, international business, franchising, licensing, and finance. In his new role within the company, Adams will play a crucial role in Hudson's growth as a member of the leadership team charged with winning and retaining airport contracts, maintaining landlord relations, and improving portfolio real estate values across nearly 90 travel venues in North America.

"Lester is a valuable addition to Hudson's business development team as we grow across North America," said Darryl Benton, Chief Development Officer, North America, Avolta.

"Throughout his impressive career, he has demonstrated a profound ability to navigate and develop impactful partnerships across multinational organizations and with small business owners. His varied and deep expertise is an asset to our company and will help Hudson deliver continued value to our landlords in the region."

Adams most recently served as Vice President of Global Business Development – Location Based Experiences for Paramount Global, where he played a critical role in strategizing, branding, and negotiating license agreements for prominent entertainment brands across hotels, theme parks, restaurants, and family entertainment centers. During his tenure, he developed partnerships worldwide for MTV, Nickelodeon, BET, and CBS, among others.

Prior to Paramount, Adams held a notable position at Choice Hotels International as the Regional Vice President that oversaw franchise development for emerging markets. Earlier in his career, Adams served as Vice President of Franchise Relations for the Asian American Hotel Owners Association (AAHOA), where he navigated complex franchisor relations and member issues, and as Director of Marketing Planning at InterContinental Hotels Group, overseeing strategic development processes and owner relations.

Airport Retail Group and WHSmith North America open new healthy and locally-focused, *Travel + Right* in SLC International Airport Concourse B

Travelers at Salt Lake City International Airport have a new favorite place to take a quick selfie on their way home or to their next destination, posing by the "hello SLC" neon sign in front of the new *Travel + Right* travel convenience store opened by WHSmith North America and Airport Retail Group (ARG) last month. The store is located in SLC's newly opened Concourse B.

According to the official announcement, *Travel + Right* was created with an SLC millennial traveler in mind, and is centered on conscious choices, from design to product offerings. *Travel + Right* stores were built on four main pillars: authentic local offerings, healthy choices, sustainability and giving back to the local community.

Authentic local offerings, healthy choices and sustainability are provided by more than 20 Utah-born brands instore, from travel accessories to locally-made healthful consumables. As part of *Travel + Right*'s commitment to giving back, the store will be selling eco-friendly reusable tote bags for \$10 with 100% of the profits going towards a local charitable organization. The Utah Food Bank is *Travel + Right*'s first charitable partner.



DFA and House of Suntory launch first ever whisky showcase in Latin America in Panama



House of Suntory has launched its first-ever whisky showcase in Latin America in partnership with Duty Free Americas at Panama's Tocumen International Airport. The showcase marks a crucial step in the company's strategic expansion across the Americas and highlights the growing importance of Latin America in House of Suntory's global travel retail strategy, the partners tell *Travel Markets Insider*.

The showcase features House of Suntory's renowned range of whiskies, including Hibiki, celebrated for its harmonious blend of malt and grain whiskies, Chita, a smooth and light single grain whisky, and Toki, the latest addition to the Suntory family. Toki is a unique blend of Yamazaki and Hakushu Single Malt whiskies, alongside Chita Single Grain whisky, and redefines traditional blending with its balance of malt and grain, created through innovative artistry.

Duty Free Americas Vice President Dov Falic tells *TMI* the showcase is just one example of the strong and growing partnership DFA has with Suntory Global Spirits, and that we can expect to see more collaborations between the companies in the future.

"Duty Free Americas is proud to partner with House of Suntory on this initiative, celebrating the opening of their first-ever Japanese whisky and more showcase in the Latin American travel retail channel," says Falic.

"Our Latin America store network provides House of Suntory with incredible exposure to whisky collectors and enthusiasts eager to explore the booming Japanese whisky category. Given the strict allocations, Japanese whisky is rarely available in the region, making this partnership with House of Suntory even more valuable. We are proud to collaborate with House of Suntory to introduce their exceptional whiskies to a growing audience in Latin America. This is just the beginning of what is to come."

Ashish Gandham, Global Travel Retail Managing Director, Suntory Global Spirits, says that the partnership with DFA has strengthened significantly over the past couple of years.

"Our first The House of Suntory showcase in Latin America marks a significant milestone in our long-term partnership with Duty Free Americas," said Gandham.

"As pioneers of the Japanese whisky category, it is essential for Suntory to lead in the markets where the Japanese whisky market is taking off, and our partnership with Duty Free Americas is central to achieving this vision to introduce our iconic brands to new consumers. Stay tuned for more exciting updates throughout the year."

"The partnership is based on driving mutually beneficial initiatives that deliver a strong

value proposition for the shopper along with engaging in-store experiences that drive category growth. DFA is one of the few retailers in the travel retail space looking to deepen their participation in this channel in times of increased volatility," says Gandham.

"Apart from their historical presence in airport DF and border stores, they have made further investments in the diplomatic channel and BlockBar continues to lead the way for NFTs. This extensive presence allows us to collaborate towards addressing different shopper groups, demographics and nationalities, while continuing to explore new avenues towards unlocking mutual growth. The collaboration in Panama is part of this global partnership with DFA, setting the tone for increased focus and emphasis towards Americas travel retail and targets the high-profile traveler in this geography with the right product offering as well as enhanced in-store experience."

Both Falic and Gandham say Tocumen International Airport, known as the "Gateway to Latin America," is the ideal location to feature the House of Suntory showcase and underscores House of Suntory's dedication to strengthening its presence in Latin America, a market rising in popularity for Japanese whisky.

"By combining exclusive offerings with an immersive showcase experience, we aim to captivate collectors, connoisseurs, and new whisky enthusiasts alike," says Falic.

"Building on our experience launching the first-ever Shop-in-Shop in the Americas travel retail channel for The Macallan at Tocumen International Airport, we have developed a valuable database of high-net-worth whisky collectors, which we are excited to

introduce to the House of Suntory showcase."

"Tocumen is a key hub for the affluent traveler in the Americas. It is an airport frequented by consumers traveling between North America and Latin America, along with being an important destination for business travelers. The airport is expected to see robust PAX growth over the next 5 years. Passenger data indicates a shopper demographic keen on exploring premium spirits either for personal consumption or gifting. Whisky has a significant contribution to overall category value in Tocumen and a sizeable portion of that is in Ultra-premium or luxury whiskies," says Gandham.

"These factors indicate a perfect opportunity to create a showcase for House of Suntory in Tocumen, ensuring some of our most iconic whiskies as well as other Japanese spirits are available for travelers. Product availability along with the right story-telling supported by our staff would enable us to create momentum behind our key brands across consumer groups from Latin America as well as North America."

The Americas is a key market for Suntory Global Spirits, and the company will be featuring its highly sought-after Japanese whiskies in select locations, says Gandham.

"We see tremendous opportunity in Americas travel retail for our extensive portfolio of whiskies, both given our current position in this geography and the momentum or demand we see for our brands. We are building the right capabilities within our team and focusing on further strengthening our customer partnerships as part of our accelerated ambition and the growth opportunity we see," says Gandham.

Continued on next page.

Byredo unveils Pop-Up at LAX Airport in partnership with DFS

Byredo has launched its first West Coast travel retail store, in partnership with DFS at Los Angeles International Airport (LAX). This collaboration marks a significant step in Byredo's journey to bring its unique vision of modern luxury and craftsmanship to discerning travelers on the West Coast, comments the company.

The Byredo pop-up at LAX – which invites travelers to explore its distinctive luxury fragrance experience -- opened to the public in August 2024.

Founded in 2006 by Ben Gorham and acquired by Puig in 2022, Byredo is celebrated for its artfully crafted fragrances that blend rare ingredients and innovative inspiration. The new LAX pop-up reflects this ethos, providing travelers with a curated selection of Byredo's most iconic products. The space will feature the brand's Eau de Parfum line, the lustrous Night Veils collection, and

a range of home fragrances, body care essentials, and travel sets.

Kaatje Noens, Puig Executive Vice President of Global Travel Retail, shared: "Launching Byredo's first West Coast travel retail store at LAX is a significant moment in the brand's continued expansion. We are delighted to partner with DFS to bring Byredo's fragrance experience to Los Angeles, meeting growing demand for niche fragrances among travelers."

"We are thrilled to welcome Byredo to its first North America travel retail presence at DFS, Los Angeles International Airport," said Amael Blain, SVP of Beauty Merchandising, DFS Group. "This vibrant pop-up invites traveling fragrance enthusiasts to explore Byredo's enchanting creations, showcasing our shared passion for delivering exceptional luxury experiences to our discerning customers."



Puig has partnered with DFS to open the first West Coast travel retail boutique for luxury fragrance brand Byredo at Los Angeles International Airport.



DFA and House of Suntory launch whisky showcase in Panama *continued from page 3.*



Ashish Gandham

"Even in these times of increased volatility or slowdown in growth momentum for travel retail channel globally, we are seeing strong demand for Japanese whisky. This still means demand is outpacing our product availability. We continue to make choices ensuring we are making our best brands available in key locations to maximize impact for the global traveler. This would mean key regional and global hubs. The House of Suntory showcase in Panama is part of this intent of making our iconic brands available to the key consumer and shopper groups in the Americas region, especially given the increased importance of Tocumen as a travel hub. As part of this showcase, we would continue to bring our most sought-after portfolio to shoppers in this location," Gandham continued.

As DFA adds more locations and channels outside of the region, the partnership with Suntory will also grow, says Gandham.

"Our partnership with DFA extends across geographies and channels. We continue to collaborate towards finding opportunities to create category value as well as build immersive experiences for the global traveler. As DFA expands its footprint in key global hubs, we will continue to explore avenue to bring novel experiences and showcases for the shoppers in these key locations."



Avolta opens new duty free store in Martinique

Avolta has unveiled a new Martinique Duty Free store at Fort-de-France Airport (Martinique Aimé Césaire) in Martinique. The company announced the opening on LinkedIn.

Avolta says that the new store showcases the company's expertise in combining an international offer and a carefully curated local product selection to highlight the culture and unique heritage of Martinique. Local products include exceptional rums, gourmet products, chocolate, spices, leather goods, jewelry and perfumes from the Antilles, which are available to travelers, alongside a key assortment of global brands.

Avolta's Dufry division has been operating in Martinique since 2011 and in 2021 won a new ten-year concession contract at the Martinique Aimé Césaire International Airport, for a new 750 sqm duty free shop, which is located in the airport extension area next to the existing terminal.

Brazil sets record for international tourism in 2024

Brazil set new records for tourism in 2024, positioning the country as a leading destination in South America, according to comprehensive data released by the Ministry of Tourism (MTur), Embratur, and the Federal Police (PF).

Brazil welcomed an unprecedented 6,657,377 foreign tourists in 2024, marking a 12.6% increase from the previous year.

December 2024 alone saw 690,236 foreign visitors, an 11.1% increase compared to December 2023. This figure represents the third-best December in the historical series that began in 1995.

Argentina was the top source market in 2024, with almost two million visitors (1,953,548), followed by the United States (696,512), Chile (651,776), and Paraguay and Uruguay, with a combined total of over 833,412 visitors.

São Paulo was the main point of entry for international visitors last year with 2,207,015 visitors, with Rio de Janeiro in second with



The number of international tourists to Brazil in 2024 exceeds that of 2014 (World Cup) and 2016 (Olympic and Paralympic Games). Photo credit: MTur

1,513,235 visitors, Paraná following with 894,536 visitors, and Rio Grande do Sul with 879,412 visitors.

Several Brazilian states experienced significant growth for foreign visitors in 2024. Roraima had a 97% increase; Santa Catarina increased 71.7%; and Bahia rose 52.8%.

By November 2024, foreign tourists had spent \$6.62 billion in Brazil, the highest figure recorded for the first 11 months of

any year since 1995. This represents a 5.3% increase from the same period in 2023 and even surpasses the 2014 figures when Brazil hosted the FIFA World Cup.

Two-thirds of international tourists to Brazil arrived by plane in 2024.

Brazil has ambitions to grow its international visitors even more over the next few years. Its National Tourism Plan (PNT) 2024-2027 aims to establish Brazil as South

America's premier tourist destination with a target to exceed 8.1 million foreign tourists annually, generating over \$8.1 billion in revenue. For the Summer Season 2024/2025 Brazil projects 7.48 million international flight seats, a 19% increase from the previous year.

The 2024 numbers exceeded those recorded in important years in tourist reception, such as 2014, when the country hosted the FIFA World Cup, and 2016, the year of the Rio de Janeiro Olympic Games.

"We have been investing in improving tourism infrastructure, with construction works from North to South. We have been supporting the sector through the release of resources from the FUNGETUR credit line, which help structure the entire chain, making it more prepared to receive these tourists. Moreover, we have been promoting our destinations in international events, showing the world Brazil's best attractions," said Minister of Tourism, Celso Sabino.

USVI reports new high for tourist arrivals

The U.S. Virgin Islands Department of Tourism announces new record-breaking passenger arrival numbers, which highlight the continued growth of St. Croix, St. Thomas, and St. John as a leading tourism destination.

On December 28, the USVI recorded 4,606 passenger arrivals, surpassing the single-day arrival record set earlier in March 2024. This achievement also led to a new weekly passenger arrival record, with over 24,000 arrivals, marking a 5.92% increase over the previous record.

In 2024, combined airline arrivals at Cyril E. King Airport in St. Thomas and Henry E. Rohlsen Airport in St. Croix totaled 932,265 passengers. This figure surpassed the previous record set during the COVID-19 pandemic by over 100,000 passengers and was

up by 16.5% increase compared to 2023.

The newly released numbers culminate a year of exponential tourism growth for the U.S. Virgin Islands, including a record-breaking month of arrivals in March with 106,026, and the introduction or return of airline routes from American Airlines, Cape Air, Delta Air Lines, Frontier, JetBlue, Spirit Airlines, Sun Country, and United Airlines.

The Territory also experienced a significant boost in cruise passengers, welcoming 1,770,922, a 9.8% increase compared to 2023. This growth was driven by the maiden voyages of several ships, including *Scarlet Lady*, *Icon of the Seas*, *Disney Treasure*, *Explora I*, *Sun Princess*, *Explora II*, *Emerald Azzurra*, *Celebrity Apex*, and *Rhapsody of the Seas*.

Jamaica forecasts 1.6 million airline seats for the winter season

Jamaica is experiencing an unprecedented surge in tourism as the destination is forecasting the availability of 1.6 million airline seats for the winter season. The increased airlift underscores the island's status as one of the Caribbean's most sought-after destinations, reports the Jamaica Tourism Board.

According to the JTB, the strong demand for travel to Jamaica comes as international airlines continue to expand their offerings, making the island more accessible than ever to visitors from around the world.

The 1.6 million seats represent a significant increase in capacity, indicating a robust recovery for the island's tourism sector and positioning it for continued growth.

Nassau Cruise Ports sets new visitor milestone

Nassau Cruise Port (NCP) welcomed 5.6 million cruise passengers in 2024, the second consecutive year of record-breaking growth for the port.

In 2023, Nassau Cruise Port welcomed 4.4 million passengers, surpassing the previous year's total of 3.2 million, signaling a consistent and impressive upward trajectory.

As the largest and busiest transit cruise port in the region, NCP continues to serve as a cornerstone of The Bahamas' tourism sector. In 2024, The Bahamas welcomed approximately 9.1 million visitors, with 61% of them arriving via cruise ships that sailed into Nassau Cruise Port.

This surge in visitors contributes directly to approximately \$2.6 billion in annual tourism revenues for the nation.