

DFWC: International air traffic demonstrates robust recovery in Q3 KPI Monitor

The latest DFWC KPI Monitor reveals a robust recovery across international air traffic and global travel retail, with passenger volumes surging past 2019 benchmarks and shoppers showing renewed engagement.

Global air travel has surged past pre-pandemic benchmarks, confirming a sustained appetite for international travel, according to the latest Duty Free World Council KPI Monitor.

The Monitor, which is produced exclusively for the Council by travel and retail research agency mInd-set shows that in Q3 2025, international passenger departures soared to 634 million, eclipsing 2019 volumes by 12%. Based on international traffic data provided by IATA exclusively to mInd-set through BIS, the Middle East and Africa region delivered the most robust growth at 122% above the same period in 2019 (74 million international departures - including both connecting and non-connecting passengers).

Growth is broadly consistent across most regions:

North America (121%), South America (118%) and Europe (113%) posted similarly impressive results, while Asia Pacific (102%) has now surpassed its pre-Covid volumes.

The rankings for the top ten international airports, which remain the same as the previous quarter albeit with a slight reshuffle in the order, underline the strategic importance of major European and Middle Eastern hubs, balanced by strong performance among Asia Pacific hubs. London Heathrow (LHR) cemented its lead in the global rankings among airports with 13.8 million international departures, closely trailed by Dubai (DXB - 12.6 million). Amsterdam (AMS - 11.5 million), Paris Charles de Gaulle (CDG - 11.0 million), and Seoul Incheon (ICN - 10.6 million) complete the top 5.

Singapore Changi (SIN - 10.4 million) follows closely in 6th position with Frankfurt (FRA - 9.9 million), Istanbul (IST - 9.0 million), Hong Kong (HKG - 8.8 million) and Madrid (MAD - 7.4 million) rounding out the top 10.

The United States (60.5 million) and the United Kingdom (53.1 million) lead **outbound travel**, followed by strong departures from Germany, France, Spain and Italy, underlining the dominance of European demand, says the report. China, India, Turkey and the Netherlands complete the top 10 nationality rankings.

Shopper trends

The DFWC KPI Monitor highlights growing tendencies towards more self-indulgence and spontaneous purchasing, as well as positive staff interactions and renewed engagement with digital touchpoints, thanks in part to a growing share of Gen Zs among travelers and shoppers.

Duty Free shopper decisions remain fundamentally anchored in value and convenience. *Good value for money* (26% vs 27% in Q2) and *convenience* (22% vs 21% in Q2) are the primary purchase drivers, while items that are *suitable as a self-treat* (19%) continue to gain traction, up from 17% in the previous quarter.

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INTERNATIONAL MEADFA Conference hosts record attendance in Dubai

The 2025 MEADFA Conference took place in Dubai, UAE, earlier this week and attracted a record 736 delegates,

According to the organizers, the strong attendance reflects the strong momentum and confidence driving the duty free and travel retail industry across the Middle East & Africa.

The event opened with a welcome address from moderators The Moodie Davitt Report's Dermot Davitt, TFWA Conference Director Michele Miranda, and MEADFA President Abdeslam Agzoul.

Conference topics over the two days covered discussions on leading through change, the evolving role of airports, safeguarding travel retail, the new face of luxury, local and lifestyle in travel retail throughout the Middle East & Africa.

Day two looked at how the industry can lead through risk with resilience, growth opportunities in Saudi Arabia, and MEADFA's sustainability update, as well as the next wave of Africa travel retail and the growth of the Indian market.

Networking opportunities included a welcome cocktail hosted by Heinemann and a Gala dinner hosted by Avolta. The event also included an exhibition in the conference foyer.

The 2025 MEADFA Conference was managed by TFWA and hosted by Dubai Duty Free.

"It has been a true honor to welcome our industry colleagues, partners and friends back to Dubai, the home of MEADFA. For this year's record-breaking conference. This exceptional turnout is a testament to the strength and resilience of the duty free and travel retail industry across the Middle East and Africa, and to Dubai's enduring role as a global hub for our sector," commented Abdeslam Agzoul, MEADFA President.



DFWC Q3 KPI Monitor: self-indulgence tops shopper drivers

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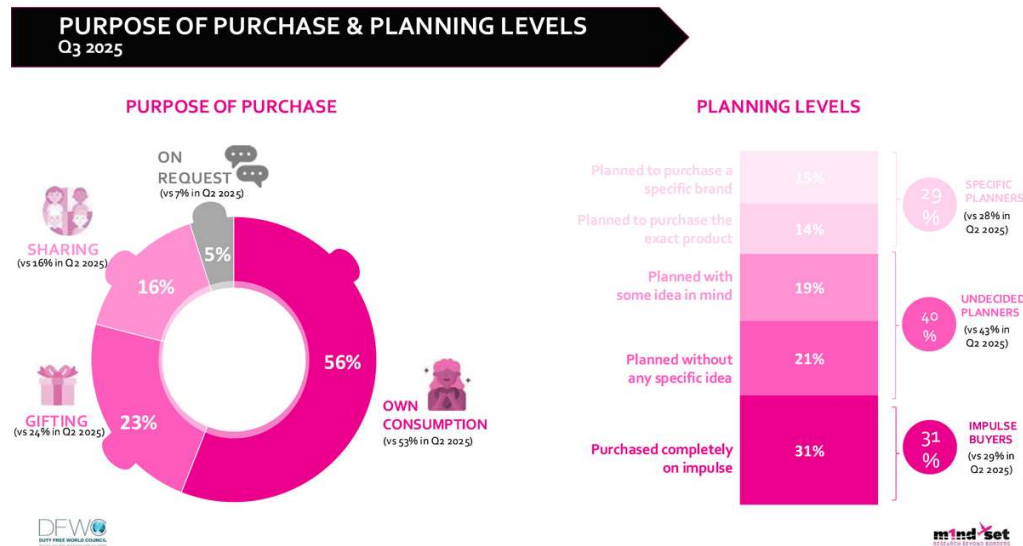
Barriers to purchase among shoppers in Duty Free point to price sensitivity and indifference. Despite improvement on the previous quarter, price perception still acts as a significant barrier: 16% of potential buyers are deterred by *higher prices vs. home* (vs 17% in Q2) and *no motivating discounts* (up from 15% in Q2). Shopper apathy remains a barrier too with 16% claiming they have *no intention to buy* or are *unwilling to carry more items*— also 16%.

The Monitor identifies a clear and consistent hierarchy for **purpose of purchase**, with **self-indulgence dominating** – up 3% to 56%, followed by gifting (23% vs 24% in Q2), sharing (16% - no move) and on request (5% down from 7% in Q2).

Planning behavior among global shoppers denotes a modest shift toward more decisive and more spontaneous purchases compared to the previous quarter. Impulse purchases rose from 29% to 31% between Q2 and Q3 while specific planning rose one point to 29%. The share of undecided planners fell three points to 40% across the period.

The Q3 Monitor also identifies a growing influence of **digital touchpoints** among shoppers with pre-trip digital engagement on the rise. **Sales staff interactions** also remain highly influential in driving conversion. Over half (54%) of shoppers engaged with staff during their last visit, consistent with the share in Q2, and of those 75% reported that the interaction positively influenced their purchase, up 2% on Q2.

Sarah Branquinho, DFWC President welcomes the growing engagement: “The data confirms that digital and social platforms are increasingly shaping travel retail decisions before travelers arrive at the airport, confirming the growing influence of online channels. This provides stakeholders with a clear opportunity to engage with shoppers well in advance through these media and platforms to



increase footfall and conversion.

“It is also encouraging to see the enduring power of in-store interaction.”

“The data underlines the powerful role of personal engagement and well-trained retail staff. Success in travel retail lies in mastering the blend of enhanced digital pre-engagement with a personalized, high-quality in-store

experience,” she continued.

m1nd-set CEO and owner Dr. Peter Mohn concurred: “The Q3 KPI Monitor reveals a significant psychological shift: the consumer in travel retail is increasingly driven by impulse and emotional reward. This is evident from the notable rise in ‘self-treat’ and spontaneous purchases. While digital outreach is growing, par-

ticularly among younger Gen Z shoppers, the final decision still hinges on the physical environment.

“The strategic imperative is clear: travel retail stakeholders need to focus on converting those digital touch point impressions into an engaging in-store experience, which delivers on the shopper’s desire for immediate reward,” Mohn concluded.

U.S. government shutdown to end

The longest government shutdown in US history has ended after Congress reached a budget agreement late on Wednesday, Nov. 12. Passage of the funding bill will officially end a stalemate that sidelined most federal workers and caused chaos for more than a month.

One area that will take some time to recover is air travel. A combination of air traffic controller shortages and FAA flight reductions led to mass cancellations and general chaos at airports around the United States.

“After 43 days of chaos, more than \$6 billion in lost travel spending and unnecessary pain for travelers and federal workers, Congress passed a continuing resolution to fund the federal government,” wrote U.S. Travel Association President and CEO Geoff Freeman, after the budget agreement was passed.

Freeman urged Congress to make a long-term investment in infrastructure and protect essential travel services.

Experts said it’ll take up to two weeks for a full recovery, which would put it just ahead of Thanksgiving -- one of the busiest times to travel in the U.S.

Flight operations have begun to improve, with flight cancellations dropping to 810 on Thursday from more than 1,000 per day earlier this week, according to media reports in the US Travel Association’s SmartBrief. But airlines such as United Airlines, Alaska Airlines, JetBlue, and Southwest Airlines are still adjusting their schedules, and the Federal Aviation Administration’s planned flight reductions are expected to reach 10% by Friday.

Delta Air Lines CEO Ed Bastian says the reduced schedule has been costly but expects operations to normalize quickly.



Proximo Spirits invests in growth categories in Americas travel retail with high impact activations



Proximo's Dobel Tequila celebrated its sponsorship of the US Open with activations across all terminals at New York JFK through multiple travel retail operators in August. The hugely successful activation sampled more than 10,000 people during the campaign.

Proximo's global travel retail business continues to grow across all regions, Roy Summers, Head of GTR at Proximo Spirits, tells *TMI*. The company is investing in its brands in the Americas, including its biggest ever activation earlier this summer at JFK for Dobel Tequila.

"We have established big businesses in the Americas and Europe, but equally we have strong pockets of growth, particularly across some countries across Asia.

Specifically in the Americas, Proximo has an established travel retail airport business where we do major activations. We've also got a major cruise business. Cruise is key for us currently, and it will be going forward," says Summers.

Cruise plays an important role in allowing the company to interact with passengers and introduce them to the Proximo portfolio, says Summers.

"Cruise allows us to expose a lot of passengers to key serves for our brands, like margaritas with our tequilas, but also it affords us the opportunity to introduce more premium styles on more premium cruise lines. That's where we can do tastings and dinners. For a lot of our brands, it is a great opportunity to engage with passengers," he says.

US Open sponsorship at JFK

In August, Proximo's Dobel Tequila celebrated its sponsorship of the US Open with activations across all terminals at New York JFK through multiple travel retail operators. The activation was a smashing success, says Summers.

"Dobel Tequila and the US Open is a multi-year partnership for us, and it is the perfect link between Dobel and tennis. This year was the first year that we've had activations across every terminal within JFK. We wanted to capture all passengers, giving them the same message and the same experience. It's been our biggest and best ever activation. We sampled more than 10,000 people. It's something that we will absolutely do again," he says.

"We saw sales increase on our core premium Dobel tequilas, but also, as part of the activation, we gave consumers the opportunity to buy some limited editions as well."

Proximo's tequila portfolio, which also includes its iconic Cuervo brand, features spirits at multiple price points.

"We have tequilas at \$25. We also have tequilas that we sell at \$5,000. So it's important for us to make sure that we put the right tequilas into the right spaces, but also it is important how we educate and introduce new innovations. It gives people reasons to buy, and it keeps the category relevant and ensures that we're constantly pushing forward. It keeps the category fresh," says Summers.

GTR exclusive 1800

At the TFWA World Exhibition in Cannes, Proximo launched its first ever 1800 Tequila Triple Cask Añejo expression, created exclusively for global travel retail.

Envisioned by founder Juan Francisco Beckmann, the new 1800 Triple Cask Añejo reflects his belief that tequila could be elevated to the same stature as the world's finest whiskies and cognacs.

"Within 1800 we've got a brand ladder which goes from the core styles up to the more premium and super premium. It's about how we take passengers on that journey," says Summers.

Proximo has big ambitions for 1800 Tequila in travel retail, and the company needs to make sure that it keeps evolving, says Summers.

"We're 12th generation, family owned. Innovation runs through our business DNA. There's a story to tell for each and every one of our brands, whether it's a tequila brand or whether it's the oldest licensed whiskey brand in the world with Bushmills. There is over 400 years of stories that we can tell. In travel retail we are trying to bring these stories to life," he says.

"There are three growth categories for us in travel retail, and we are nicely placed within them. One is tequila. Two is malt whiskey, with Bushmills. And there is spiced rum with Kraken. As a business, we like to position ourselves behind the growth categories, make sure we've got innovation coming through the tracks."

By Michael Pasternak



Proximo Spirits unveiled its travel retail exclusive 1800 Tequila Triple Cask Añejo in Cannes.

Roy Summers, Head of Global Travel Retail at Proximo Spirits, sees opportunities for growth in the channel ahead.



Mondelez WTR unveils “Destination Value” growth vision

Mondelez World Travel Retail (WTR) brought together more than 240 global travel retail delegates for a virtual event to unveil its new traveler-centric growth vision for the channel, “*Destination: Value*”. Held on October 30, the live session introduced a strategic framework to redefine the meaning of value in travel retail, increase collaboration between stakeholders in the Trinity, and unlock incremental growth opportunities across the channel.

“Destination: Value”

reimagines duty free, transforming the journey itself into the reward. Backed by significant research investment and global data partnerships, Mondelez WTR’s evidence-based strategy identifies the dynamics shaping traveler behaviour and outlines a plan to grow the confectionery category and the wider travel retail industry.

The event was hosted by **Joost Rosmuller**, Vice President and Managing Director, Mondelez World Travel Retail, and **Anna Somogyi**, Director of Category, Customer & Shopper Marketing, Mondelez World Travel Retail; and featured expert insights from **Richard Shotton**, a renowned behavioral scientist and author of *The Choice Factory*.

To uncover the drivers behind traveling shoppers’ evolving behaviors, Mondelez WTR invested extensively in research, collaborating with leading experts and incorporating insights from industry specialists including m1nd-set, TFWA, Kearney, and Pi

Insights. The study encompassed 7,200 interviews across 32 airports, 12 focus groups, and in-depth assessments with behavioral scientists, with the findings fueling the creation and depth of the “*Destination: Value*” vision.

Redefining Value in TR

Looking at the KPIs concerning the decline in penetration and transaction value figures, the Mondelez WTR team described these trends as signals that traveler

to boost penetration.

Optimizing price and promotion communication will remain key, but to drive overall value perception up, the industry needs to rebalance its focus on cost vs experience. Mondelez says that this can be achieved by lowering the cost for travelers in terms of the actual price and the invested time required to find the product. Complementing this approach, airports can maximize the experience by adding trusted brands, more reward, and relevant offers.

this science to better understand and engage the shopper, shifting the conversation from assumptions to evidence-based action for the benefit of the global travel retail industry.”

Mondelez’ WTR team has a proven track record in guiding the industry to achieve such growth.

In 2012, the team unveiled its ‘Delighting Travelers’ vision that inspired more engaging visibility for the entire confectionery category. Over the next decade, the ‘hidden category’ became a strategic pillar in most travel retail stores globally – and the team hopes to achieve equally significant shifts with its “*Destination: Value*” growth vision.

The main growth will come from four drivers:

Drive Consideration –

Encourage more travelers to plan to buy during their time in the total travel retail journey.

Drive Penetration – Turn more travelers into shoppers.

Drive Volume – Increase the number of products sold along the journey – either in one store, or across an increasing number of stores.

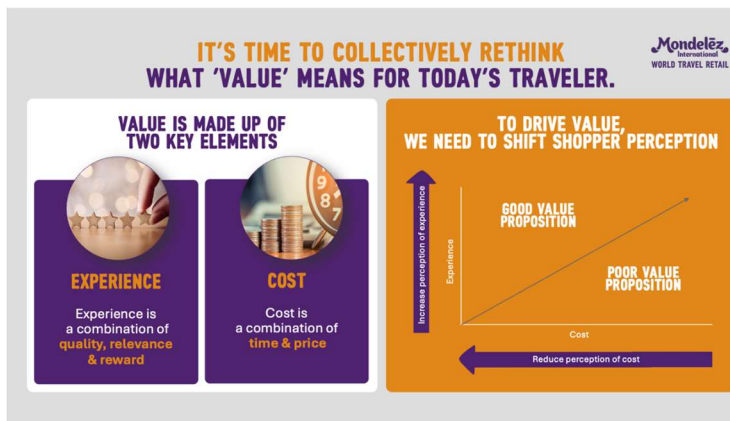
Drive Value – Persuade travelers to spend more on an item or items.

Mondelez World Travel Retail offered 10 strategic, data-driven actions that could help to unlock the identified behavior changes.

A call for industry collaboration

Concluding the session, Joost Rosmuller, Vice President and Managing Director at Mondelez World Travel Retail, said:

“Travel retail doesn’t grow through isolated wins. It grows when we align – on what matters to travelers, on how we define value, and on how we activate it across categories and touchpoints. Whether you’re a brand, a retailer, an airport, or a partner – this is shared ground and the more we collaborate, the more we grow the total.”



mindset has shifted – from transactional to experiential, from passive to purposeful.

Understanding the traveler mindset, and how that knowledge can be leveraged in travel retail, were the cornerstones of the webinar.

Mondelez WTR is calling for collaborative action to rethink what value means in travel retail – beyond the decades-long focus on price communication as a key-way

Behavioral Science: Insights in Action

Richard Shotton shared behavioral case studies illustrating how shoppers often respond intuitively to cues rather than pure price mechanics. His research highlighted three core insights:

Shoppers react to promotions **instinctively** – often influenced by subtle cues, rather than the actual price.

Shoppers are more excited by the **chance to win a bigger reward** than by a fixed discount.

Shoppers perceive **limited-quantity promotions** as better value.

“Anyone working in sales or marketing is, at their core, in the business of behavior change,” said Shotton. “Behavioral science helps us to move beyond what shoppers *say* drives their actions to what *truly does*.”

Mondelez WTR’s growth vision is a landmark example of applying



L'OCCITANE Travel Retail unveils new global L'Occitane en Provence fragrance collection



L'OCCITANE Travel Retail unveiled a reimagined Fragrance Collection from Maison L'Occitane en Provence across airports worldwide in October. The launch marks the rebirth of the brand's fragrance universe, uniting old and new references into a curated, premium collection of 14 sophisticated scents, each inspired by the diverse flora of Haute-Provence. The collection brings travelers a fresh and elevated "flora orchestra of scents" to the Maison's olfactory heritage in advance of its 50th anniversary year in 2026.

A curated airport offer

The collection will be presented as a tailored assortment for travelers at airports globally. In APAC duty free, guests will discover Fleurs de Cerisier, Néroli Orchidée, Rose, and Lavande Blanche, while in EMEA duty free, travelers will be offered these four plus three additional scents – Cédrat, Lavande Poivre Noir, and Cèdre Encens. This curated approach ensures both regional relevance and a consistent global identity, says the company.

A Provençal symphony of scents

Inspired by the flora of Haute-Provence, the relaunched fragrance collection spans florals, sparkling citrus notes, aromatic herbs, and woody accords.

Each scent stands beautifully on its own, while also being designed to be layered and combined, so customers can craft their own unique signature. The fragrances are also designed to be given as gifts, carrying the authenticity of Provence.

Among the highlights are: delicate Fleurs de Cerisier (Cherry Blossom); sensual Néroli Orchidée; elegant Rose; soft Lavande Blanche (White Lavender); sparkling citrus Cédrat; Lavande Poivre Noir with a spicy twist; and Cèdre Encens, warm, resinous woods with incense depth.

The collection also introduces seven other scents, including Osmanthus Abricot, Glycine, Noble Épine, Cèdre Gingembre, Mélilot, Barbotine, and Ortie Blanche. L'Occitane says that together, these 14 fragrances form a flora orchestra - a virtuoso celebration of Provence's diversity.

Creativity, sustainability, and storytelling

The relaunch is brought to life through Flora Orchestra, an artistic campaign created in collaboration with Barcelona-born visual artist Hana Katoba. By blending photography with artificial intelligence, Katoba transforms ingredients into dreamlike Provençal landscapes, connecting L'Occitane en Provence's olfactory world with art, imagination, and biodiversity.

This renaissance also reflects the Maison's broader ambition to refine every touchpoint of the brand: from evolving packaging - more distinctive, sophisticated and contemporary, yet rooted in Provençal heritage - to enhancing eco-credentials with practical fragrance refills. Each bottle is crafted from recyclable glass and designed with emotional resonance, offering customers both efficacy and wellbeing.

Fragrance reborn: design meets heritage

The new bottles draw inspiration from Provence's iconic stone arches and ancient arched wooden doors, symbols of warm invitations into homes and villages. Finished with a chic black lid and subtle monogram derived from the Maison's original 1976 logo, the design reflects authenticity, heritage, and contemporary elegance in perfect harmony.

While the fragrances remain true to their olfactory signatures, this reborn collection elevates the experience - uniting artistry, sustainability, and Provençal storytelling.

Mona L'Hostis, Marketing Director, Global Travel Retail, L'OCCITANE Group, said: "Fragrance is deeply personal, yet profoundly shareable. With the launch of L'Occitane en Provence's reimagined collection, we are not just offering perfumes, but moments of meaning. In airports, where every journey begins, we invite travellers to step into Provence and to carry a piece of its light, its flora, and its artistry with them, wherever they go."

As a leading exponent of sustainability within the Travel Retail industry, L'OCCITANE Group is committed to reducing waste, protecting and regenerating biodiversity and reducing its environmental and carbon footprint.

Looking ahead to 2026: 50 years of L'Occitane en Provence

In addition to the new L'Occitane en Provence Flora Orchestra fragrances, L'OCCITANE Travel Retail showcased several other brands in its portfolio in Cannes.

From its Korean-based **Erborian brand**, L'OCCITANE unveiled a reformulated Erborian CC Crème. A worldwide bestseller, with one unit sold every 12 seconds, the reformulated hybrid skincare-makeup product combines the benefits of a moisturizer, color corrector and foundation. The new formula now promises an even cleaner, more potent formula, expanded shade range, and sustainable packaging.

Sol de Janeiro highlighted its characteristically vibrant, festive and colorful holiday product range and exclusive gifting assortments.

L'Occitane en Provence revealed its **Les Lumières de L'Occitane en Provence holiday campaign**, continuing its tradition of transforming airport spaces into immersive Provençal journeys. It will launch three exclusive limited-edition fragrances: Premiers Rayons, Lumière d'Hiver, and Nuit Festive along with gifting sets and seasonal novelties.

This year's participation in Cannes was particularly significant as L'OCCITANE Group begins the **countdown to the 50th anniversary of its founding brand, L'Occitane en Provence**, in 2026, a milestone that underscores five decades of sustainable beauty, innovation, and Provençal heritage.

L'Occitane Groupe's Antoine Lafourcade discusses growth plans in the Americas

The L'OCCITANE Group, whose namesake L'Occitane en Provence brand is renowned for its French nature-inspired sustainable beauty and wellness products and will be celebrating its 50th anniversary in 2026, has been expanding exponentially in international markets since acquiring a majority stake of the blockbuster global phenomenon Sol de Janeiro at the end of 2021.

The fast-growing, award-winning lifestyle Sol de Janeiro skincare and fragrance brand has become a multi-generational cult favorite, adopted by global consumers from millennials to Gen Z. Born of an authentic Brazilian philosophy of celebration and joy, the brand has added a new dimension to the company, particularly within its travel retail business, where the company has been hosting colorful, Rio de Janeiro-inspired beach-themed campaigns at airports throughout the globe.

Travel Markets Insider had an opportunity to meet in Cannes with Antoine Lafourcade, General Manager TR EMEA at L'Occitane Groupe, to discuss how the two main brands are driving the company's travel retail business and how the Groupe plans to introduce its other promising brands into the channel in the Americas.

"While Sol de Janeiro's largest market is the U.S., Europe actually leads in travel retail," explains Lafourcade. "The momentum that we've had in Europe has been very strong, mainly coming from the UK, which is a key market. But we see the development of the brand within the U.S. and then Latin America as true opportunities for growth."

While inspired by a joyous, colorful Brazilian vibe, Lafourcade says that Sol de Janeiro is more of a lifestyle brand than anything else.

"The brand awareness on the local markets in the U.S. has a strong influence on the Latin

American market. This is where the travel retail channel becomes a really good opportunity in terms of brand visibility, brand awareness, and accessibility for those consumers that travel to Latin America. This is where we see further growth for the brand."

The addition of Sol de Janeiro to the traditional French group afforded the company a tremendous opportunity to expand.

"Adding Sol de Janeiro to our portfolio opened some new doors and showed our retailers that we are a group that provides growth in the market. Retailers see the brand as a way to drive new consumers into their stores, through animations, through new products. I think that's been extremely useful.

"But everything that we are doing around our L'Occitane en Provence brand is also attracting shoppers. It is interesting for us as we balance these two brands, specifically in the Americas. We can target different audiences and work on both of them together with their specificity. Both brands are key drivers for the region, North and Latin America."

50th Anniversary opportunities

The L'Occitane Groupe is very excited about the upcoming 50th anniversary of L'Occitane en Provence and sees it as an opportunity to develop a strategy to further elevate the brand and bring in new consumers while retaining the existing customer base.

"50 years is a milestone. The brand has had a lot of experience in 50 years. Obviously, this is an opportunity to promote the brand and I think that it comes at a key moment where we are also looking at how we can bring this to life with our retailers," say Lafourcade.

"The L'Occitane consumers clearly know about the brand. They are aware that we bring expertise, and joy to those who buy into the brand. How can we use the 50-year anniversary to bring in new consumers? By linking the anni-



L'OCCITANE Global Travel Retail launched a high-impact sensorial omnichannel Sol de Janeiro Body Badalada campaign in more than 350 airports worldwide in July.

versary to a full strategy of elevation," he says.

Lafourcade points out that the L'Occitane consumer is generally a different consumer than the Sol de Janeiro follower, although they may be complementary, especially in travel retail.

"The airport population is very diverse. You've got different age groups, different profiles, different genders. The idea is how can we bring in an offer that tailors to everyone?"

Elemis and Erborian

Further down the line, the Groupe has some additional brands that it can add to the mix in the region. Chief among these are the spa-inspired British luxury skincare brand Elemis, known for blending natural ingredients with science-backed formulas to create a wide range of anti-aging and cleansing lines, and Korean-French beauty brand Erborian, which uses potent Korean medicinal herbs in its products to create hybrid skincare/makeup formulas.

"These brands are really at the beginning of their development in the Americas. We are going to let the domestic markets build awareness about the brands before we start in travel retail. But we'll see them in due time," he confirms.

Building excitement

In the Americas, the clear priorities are L'Occitane en Provence and Sol de Janeiro.

"For L'Occitane, we want to elevate the brand to bring in a new type of consumer without losing the ones that we have," he says. "I think that we're on the right track in terms of visibility, experience, and consumer integration. These are key priorities for us.

"Sol de Janeiro is our second biggest priority, because it's the big brand right now. It continues to grow, and its growth is way beyond the market growth. The potential is still there. This brand allows us to build excitement in the region."

Lafourcade believes that Sol de Janeiro was able to generate excitement, especially in travel retail, by "distorting" the retail environment.

"The reality is that this industry tends to do the same thing over and over. I think that Sol de Janeiro has really been the key factor in changing things.

"How we continue to do this is really our focus for the future. Ultimately, we have an issue of conversion, but the first issue is penetration. And I think Sol de Janeiro is part of the answer to that: it gets people into the store."

Bacardi GTR highlights Bombay Sapphire and E1 partnership with activation at MIA

Bacardi Global Travel Retail (GTR) is partnering with the **UIM E1 World Championship**, the world's first all-electric race boat series, with a multi-sensory activation at Miami International Airport this month for Bombay Sapphire, which is the official gin of the event.

Running from November 1-20, 2025, the activation coincides with the finale of the 2025 E1 season in Miami. Taking place between November 7-8 at the Miami Seaplane Base, the finale will crown one of nine celebrity-backed teams as the 2025 Champions of the Water.

Located in MIA's North Terminal, the activation fuses cutting-edge design and experiential touchpoints to immerse travelers in the innovation, sustainability and craftsmanship that defines both *Bombay Sapphire* and *E1*, says Bacardi.

Anchored by a full-size bespoke Bombay Sapphire livered E1 Race-Bird, the space provides travelers with a photo opportunity under the banner, "*The Official Gin Sponsor of E1 Series.*"

"This Miami activation is a fantastic opportunity for us to connect with travelers in an exciting and engaging way. The E1 race simulator and leaderboard go beyond entertainment; they're an invitation into our brand world for consumers who seek interactivity and authentic, purpose-driven experiences," says Darragh Ryan, Marketing Director, Bacardi GTR.

Directional floor vinyls and communication plinths guide travelers through the experience, from the E1 race simulator zone, where visitors can take the helm and record their lap times on a digital leaderboard, to a branded Bombay Sapphire bar.

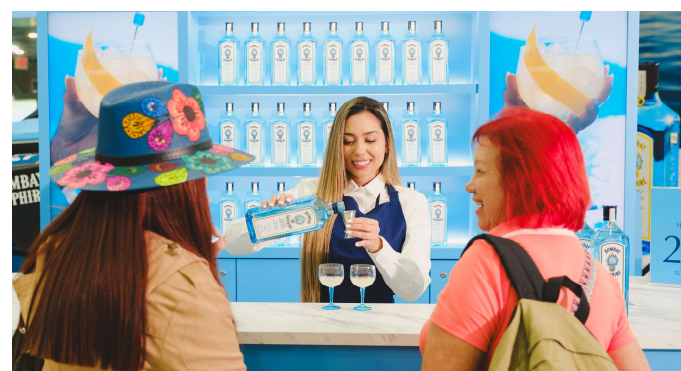
At the bar, brand ambassadors offer travelers the Bombay Sapphire Sparkling Lemon, E1's official cocktail and the brand's signature North American serve, a two-ingredient mix of Bombay Sapphire and Sanpellegrino Limonata.

Lemon serve at home via on-counter strut cards and bottle neck tags.

The Miami installation reflects the spirit of the new Bombay Sapphire global communication platform, *Step Into The Blue*, launched this May. The campaign allows visitors to immerse themselves in this world, and celebrates the brand's role in bringing the occasion to life.

Bombay Sapphire is also the official partner of Team Brady, owned by NFL legend Tom Brady and defending 2024 E1 *Champions of the Water*, and Team Drogha Global Africa led by former international footballer Didier Drogha and his partner, entrepreneur Gabrielle Lemaire.

Peter De Vries, Chief Partnerships Officer, E1 Series, said: "E1 and Bombay Sapphire are proud to bring the energy of electric racing to the US – engaging travelers arriving into Miami International Airport ahead of the E1 Miami GP through design, technology and taste which, together, reflects our shared commitment to innovation and creativity."



Penfolds showcases global wine portfolio in Cannes

Penfolds returned to the TFWA World Exhibition this year aboard the 36-meter yacht, *Preference 19*, with a selection of Penfolds fine wines, from Australia, U.S.A., France and China. Each of these wines reflect its unique country of origin terroir and consistent and distinctive Penfolds House Style.

Among the wines Penfolds exhibited were Bin 389 Cabernet Sauvignon Shiraz (Australia), FWT 585 Cabernet Sauvignon Merlot Petit Verdot (France), Bin 600 Cabernet Shiraz (USA), and CWT 521 Cabernet Sauvignon Marselan (China).

"TFWA Cannes is an opportunity for Penfolds to celebrate our continued evolution as a global winemaker and share what's next. In global travel, we see opportunity to engage consumers through gifting and celebration, brought to life by distinctive releases like our limited-edition gift boxes and wine glass charms. Designed around storytelling, personalization, and gifting, the TFWA Cannes yacht experience invited guests to explore how Penfolds brings its world to life beyond the bottle," says Michael Jackson, Global Director, Global Travel, Penfolds.

Penfolds also presented a selection of upcoming limited-edition gifting, global travel exclusive and luxury lifestyle extension programs.

From Penfolds to the World Collection, Penfolds holiday collection featuring nostalgic stamped envelopes and shipping container gift boxes; **Penfolds Lunar New Year Horse Collection**, celebrating the art of paper cutting across a suite of designed gift boxes and lifestyle pieces led by Penfolds flagship Grange and featuring Bin 707, St Henri, Bin 389 and FWT 585; **Penfolds City Explorer Packs**, a global travel exclusive featuring collectable packaging linked to key destinations such as Sydney, Hong Kong, and Singapore; **Penfolds Grange Leather Carrier**, introduced to mark the 75th anniversary of Grange (calendar 2026); and **Penfolds Wine Glass Charms**, highlighting Penfolds growing lifestyle accessory portfolio.



Aboard the Penfold's yacht in Cannes 2025.



Princess Cruises adds Hampton Water Rosé to its celebrity-crafted Love Line Premium Liquors Collection, partners with best bar in N. America

Princess Cruises has added Hampton Water Rosé to its Love Line Premium Liquors Collection.

Crafted in partnership with Jesse Bongiovi and his dad, Jon Bon Jovi, along with world-renowned winemaker, Gérard Bertrand, Hampton Water Rosé has received critical acclaim for its quality and lively fresh wine. The wines are available fleetwide and included in Princess Premier and Princess Plus beverage packages.

“Our Love Line Collection celebrates the spirit of connection through premium, celebrity-crafted libations that elevate the onboard experience,” said Sami Kohen, Princess Cruises Vice President of Food and Beverage. “Hampton Water Rosé is more than a wine - it's a reflection of the lifestyle our

guests embrace: vibrant, celebratory, and inspired by the stars they love.”

Princess Cruises Love Line Premium Liquors Collection features a selection of curated wines and spirits, offering both alcohol and non-alcoholic options with a diverse lineup of celebrity-crafted beverages:

*Pantalones Organic Tequila by Camila and Matthew McConaughey

*Meili Vodka by Jason Momoa and Blaine Halvorson

*Sláinte Irish Whiskey by Liev Schreiber

*Archer Roose co-owned by Elizabeth Banks

*Seven Daughters Moscato by Taraji P. Henson

*Melorosa Sauvignon Blanc and

Red Blend co-founded by Jason Aldean, Kasi Wicks and Chuck Wicks

*Love Prosecco by Romero

Britto

*Zero Alcohol Sparkling Rosé by Kylie Minogue

*Betty Booze by Blake Lively

Princess Cruises has also partnered with Handshake Speakeasy, named The Best Bar in North America 2025 by World's 50 Best Bars for two consecutive years and celebrated for its inventive cocktail craftsmanship in the heart of Mexico City.

This groundbreaking collaboration introduces five exclusive, bespoke cocktails composed by Handshake's award-winning mixologists for Princess Cruises.

Three of the featured signature cocktails will be available in the Crooners bar and two reserved exclusively for guests of The Sanctuary Collection as of Nov. 14, on *Star Princess*, expanding fleetwide across all 17 Princess ships shortly after.

The partnership features a digital storytelling journey led by Rob Floyd, world-renowned mixologist and global ambassador of Princess Cruises. The journey captures Floyd exploring vibrant markets as Eric Van Beek, Handshake's co-owner and lead mixologist, designs cocktails that embody what he calls “the soul of the cocktail.”

The partnership marks Handshake Speakeasy's first-ever venture with a cruise line.

Kurate International celebrates a standout year in TR



2025 has been a strong year for Belle & Beau; Kurate International's contemporary fashion jewelry and accessories brand, with continued growth across both the inflight and wider travel retail divisions.

Belle & Beau showcased its latest designs to outstanding feedback in Cannes, says the company. The launch of the new Belle & Beau watch collection attracted significant interest, underscoring the brand's growing reputation for stylish, high-quality accessories designed for the travel retail market.

Kurate has also strengthened Belle & Beau's inflight offering, building on its popular multi-piece jewelry sets. The brand's footprint across airports, ferries, and cruise ships continues to expand, reflecting the strength and versatility of

its proposition within the travel retail space

New listings with key partners including Baltona, Avolta, Aer Rianta, and DFDS have further reinforced Belle & Beau's presence across multiple travel retail channels.

“This year has been a fantastic milestone for Belle & Beau,” said **Sharon Edwards-Smith**, International Key Account Manager at Kurate International. “Our continued growth reflects the strength of our partnerships and the appeal of our collections. We've worked hard to deliver products that combine style, quality, and value - and it's been rewarding to see such a positive response from buyers and consumers across the travel retail sector.”



Antony Morato opens first travel retail outlet

Italian fashion brand Antony Morato expands its distribution with the opening of a shop-in-shop at Rome Termini.

After the official presentation of the Travel Line at the TFWA in Cannes, the brand has opened its first shop-in-shop in Italy's main railway hub-- one of Europe's leading railway hubs and a strategic landmark for millions of travelers every year.

The shop has been opened through an agreement with Retail Group, a company belonging to the Grandi Stazioni Retail group.

The company unveiled its new Antony Morato Travel Line collection in Cannes, which is described as designed for the contemporary, dynamic, and cosmopolitan man who wishes to maintain both style and functionality while on the move.

Within this new concept, Rome Termini becomes the first cornerstone of a global strategy that recognizes the increasingly central role of railway stations — alongside airports, cruise terminals, and border cities — within a rapidly expanding retail channel.

The target audience includes professionals on business trips, domestic and international tourists, and occasional travelers — customers who value efficiency without compromising on style.

“Rome Termini represents a strategic context for us — a place where people and cultures meet every day. With this opening, following the official presentation of our Travel Retail project in Cannes, we are entering a new phase of development aimed at engaging a global audience and strengthening the brand's visibility in one of Europe's most important hubs,” says Lello Caldarelli, CEO of Antony Morato.

