

m1nd-set: Millennial business travelers rank as travel retail's highest spenders

New research among global shoppers from m1nd-set highlights that Millennial business travelers -- currently the fastest-growing age segment -- are the travel retail industry's highest spenders. Aged between 29 and 44, Millennials account for 39% of all passengers worldwide. Their share of business trips continues to rise, reinforcing their role as a key driver of premium travel retail sales.

At the same time, the new m1nd-set research reveals a significant decline in spend among Boomers, who have become travel retail's lowest spending segment.

The latest m1nd-set research makes a deep dive into the Millennial business traveler shopping behavior in travel retail. The demographic is driving premium sales and m1nd-set provides recommendations on how brands and retailers must engage with these high value consumers.

With an average spend of \$151 per trip, Millennial business travelers far exceed the global average of \$128. Representing nearly 40% of global passengers, their fast-growing share of business travel reinforces their role as the key driver of premium sales.

In contrast, Boomers have declined sharply, from close to 30% of travelers before Covid to just 9% today, making them the smallest and least influential age segment, spending just \$107 on average.

The motivations that draw Millennials into duty free stores differ considerably from those of older shoppers, according to the research. While Boomers are more likely to enter stores to browse, seek promotions, or chase lower prices, Millennials are driven by a quest for new products, higher service quality, broader assortments, and a more engaging store atmosphere.

Once inside the store, Millennials are more experienced and more open to recommendations both from friends and family, as well as from sales staff, reports m1nd-set, while Boomers remain focused on functional drivers such as value, convenience, and suitability for specific purposes.

This divergence is also reflected in purchasing patterns, according to m1nd-set.

Millennials dominate premium categories such as Beauty, Fashion and Jewelry and Watches, while Boomers continue to concentrate their spend on Alcohol, Tobacco and Confectionery. Millennials are also more exploratory, trying products for the first time far more than Boomers and demonstrating a stronger appetite for travel retail exclusives.

The research also demonstrates how Millennial business travelers are more price-savvy, using digital tools and comparison channels far more actively than their older counterparts, and they engage more frequently with Duty Free commun-

ications prior to travel, especially via social media and inflight touchpoints.

Another key finding highlighted in the research is that Millennial business travelers are significantly more responsive to staff engagement in store, notes m1nd-set owner and CEO Peter Mohn

"Millennials are significantly more open to staff recommendations in store. More than eight out of ten Millennial business travelers who interacted with staff report being positively influenced by staff, compared to just over six out of ten Boomers," said Mohn.

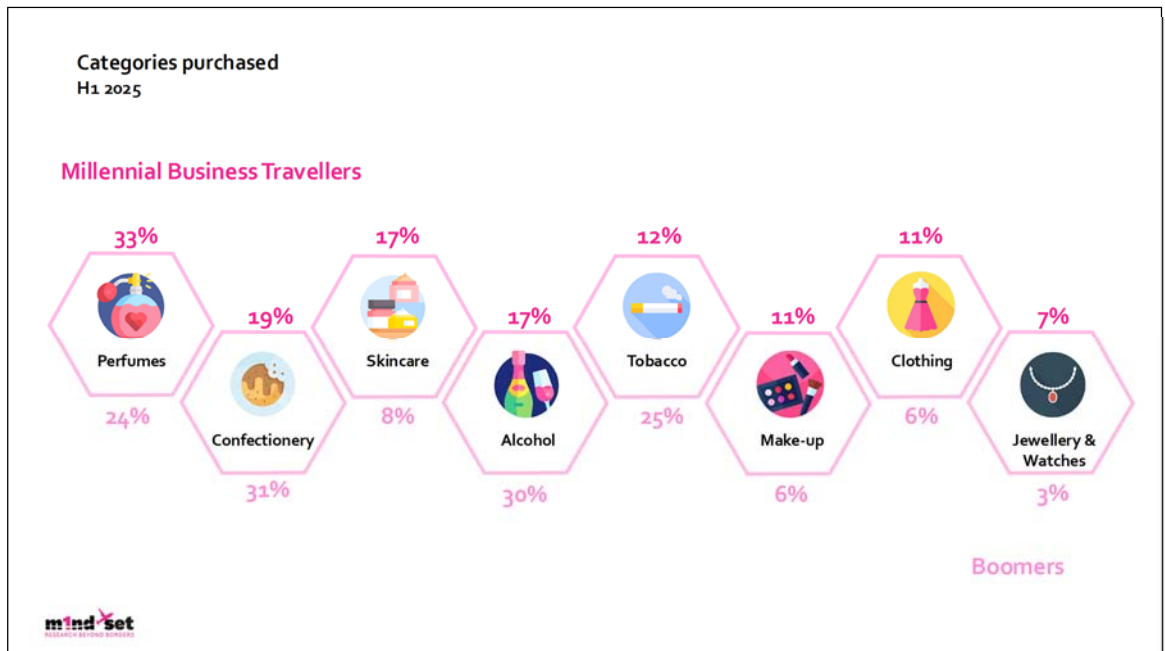
The research outlines several strategic recommendations to optimize footfall and conversion among the high-spending Millennial business traveler segment. According to m1nd-set, brands and retailers must adapt strategies to meet Millennial expectations. The research recommends that product assortments should focus on premium ranges and exclusives, supported by compelling in-store discovery zones that highlight newness and authenticity, to

increase the appeal among Millennial business travelers.

Promotions should emphasize exclusivity. Given Millennials' receptivity to pre-travel messaging, omnichannel campaigns, particularly through social media and inflight touch-points, should be leveraged to build awareness and drive footfall.

Staff training is another critical investment. "Millennials are highly responsive to personalized service and product storytelling," said Mohn, who adds "equipping staff to engage proactively, share recommendations, and highlight authenticity can make a significant difference in converting browsers into buyers."

Despite the significance of the Millennial business traveler, stakeholders must not forget the strategic importance of Gen Z consumers, says Mohn. Gen Zs represent a much larger global population and will become the largest air passenger group by 2028. This generational shift, makes it essential for brands and retailers to adapt strategies now."



OAG Megahubs report: Heathrow reigns as world's most connected airport; Chicago O'Hare most connected in the U.S.

London Heathrow (LHR) retains its title as the world's most connected airport for the third consecutive year, offering over 59,000 possible connections to 226 destinations* on the busiest day, (August 1, 2025), reports OAG in the 10th annual edition of Megahubs.

Heathrow remains the leading hub for global travelers and is also Europe's busiest airport by seat capacity.

Notably, Heathrow is the only airport in the Global Top 10 to retain the same ranking as last year. Every other airport in the Top 10 have seen shifts in position – some positive and some negative.

**Based on scheduled services to destinations operating between September 2024 - August 2025.*

Key movements within the top 10 include:

Istanbul Airport (IST) has seen one of the greatest increases, surging from 8th position last year to 2nd place in this year's ranking, due to a 25% year-on-year increase in potential connections on the busiest day of the year.

Amsterdam Schiphol (AMS) climbs to 3rd place, up from 4th place last year.

Kuala Lumpur (KUL) is the highest-ranking Asian airport in the Top 10 in joint 4th place with **Frankfurt (FRA)**.

Frankfurt (FRA) shifted significantly in the rankings, climbing from 10th position last year to 4th this year, driven by a 21% increase in potential connections year-on-year.

Tokyo Haneda (HND) has dropped down in this year's rankings from 3rd in 2024 to 9th in 2025, reflecting a 10% decline in connections.

Atlanta Hartsfield-Jackson (ATL) – the world's largest airport by seat capacity – re-enters the Top 10 this year rising from 11th place last year to 8th position in 2025. ATL has added eight more destinations and seen a corresponding 14% increase in potential connections.

Chicago O'Hare (ORD) also makes gains, climbing two spots to 7th, due to a 17% growth in connections and an expanded network of 15 additional destinations.

Denver sees international travel surge despite national slump

Denver is defying a national decline in international travel to the United States, with international traffic at Denver International Airport up 3.2% this year. Airport officials attribute this surge to expanded international offerings.

Those include new direct United Airlines flights to Rome and Regina, Saskatchewan; increased daily service to Istanbul on Turkish Airlines; and Lufthansa swapping in the Airbus A380 — the world's largest passenger plane, with 509 seats — on its Munich route.

Nationwide, international air travel is down 7% from 2024, with a significant drop in Canadian visitors, which are down 25% year to date, according to a forecast last month from travel research firm Tourism Economics.

The U.S. could see 8.2% fewer international arrivals by the end of this year, per Tourism Economics' report, well below pre-pandemic levels, they said.

J.D. Power rates MIA as most-improved mega airport

Miami International Airport is North America's most-improved mega airport in customer satisfaction, after its overall score jumped 24 points in J.D. Power's 2025 North America Airport Satisfaction Study. MIA's ranking surged from 10th to 8th place among the busiest airports in the study, based on 30,439 completed surveys from U.S. or Canadian residents who traveled through at least one U.S. or Canadian airport from July 2024 through July 2025.

The J.D. Power study measures overall traveler satisfaction by examining seven core dimensions (in order of importance): ease of travel through airport; level of trust with airport; terminal facilities; airport staff; departure/to airport experience; food, beverage, and retail; and arrival/from airport experience. MIA improved in the customer satisfaction study while also serving 3.5 million more travelers in 2025 than the year before, for a new annual record of nearly 56 million passengers and the airport's third-consecutive record-breaking year.

Rank in 2025	Airport	Airport Name	Country	Rank in 2024	Dominant Carrier	Share of Flights	Connections	Destinations
1	LHR	London Heathrow Apt	United Kingdom	1	British Airways	51%	59,240	226
2	IST	Istanbul Airport	Turkiye	8	Turkish Airlines	79%	82,733	327
3	AMS	Amsterdam	Netherlands	4	KLM-Royal Dutch Airlines	55%	66,798	275
4	KUL	Kuala Lumpur International Airport	Malaysia	2	AirAsia	36%	36,159	151
4	FRA	Frankfurt International Apt	Germany	10	Deutsche Lufthansa AG	56%	73,221	307
6	ICN	Seoul Incheon International Airport	Korea Republic of	5	Korean Air	22%	41,572	179
7	ORD	Chicago O'Hare International Apt	USA	9	United Airlines	49%	65,141	297
8	ATL	Atlanta Hartsfield-Jackson Intl Apt	USA	11	Delta Air Lines	79%	53,374	251
9	HND	Tokyo Intl (Haneda)	Japan	3	All Nippon Airways	36%	22,243	107
10	CDG	Paris Charles de Gaulle Apt	France	7	Air France	56%	57,014	299
11	SIN	Singapore Changi Apt	Singapore	13	Singapore Airlines	33%	28,021	161
12	BKK	Bangkok Suvarnabhumi International Apt	Thailand	12	Thai Airways International	24%	29,447	172
13	DFW	Dallas Dallas/Fort Worth Intl Apt	USA	18	American Airlines	85%	45,627	272
14	JFK	New York J F Kennedy International Apt	USA	6	Delta Air Lines	35%	34,485	208
15	DXB	Dubai International	United Arab Emirates	16	Emirates	38%	46,104	280
16	BOG	Bogota	Colombia	20	Avianca	53%	16,607	101
17	MUC	Munich International Airport	Germany	25	Deutsche Lufthansa AG	54%	38,701	243
18	IAH	Houston George Bush Intercont.	USA	29	United Airlines	80%	31,947	207
19	PVG	Shanghai Pudong International Apt	China	17	China Eastern Airlines	30%	37,856	253
20	MIA	Miami International Apt	USA	30	American Airlines	66%	30,479	207

The New Terminal One at JFK partners with Ethos Farm Americas for guest experience services

The New Terminal One (NTO) at JFK International Airport has selected Ethos Farm Americas as a strategic provider to support guest experience services for the all-international terminal.

This partnership will play a pivotal role in helping NTO deliver its vision of making every guest experience an extraordinary moment to remember, says the official announcement.

The New Terminal One is a key component of the Port Authority of New York and New Jersey's \$19 billion transformation of JFK Airport.

Ethos Farm Americas will recruit and manage skilled personnel and work closely with New Terminal One to help implement best-in-class practices, continuous improvement, and alignment with the terminal's guest experience goal of elevating the guest journey throughout the terminal.

"We are incredibly excited with this opportunity to collaborate with JFK New Terminal One. Ethos Farm will be responsible for the implementation and management of the Guest Experience Ambassador Team, and the accompanying



The New Terminal One at JFK will feature 26 sculptural tree columns to anchor the terminal's "butterfly roof" structure. Modeled on the aerodynamic flow of air, the structure was built to evoke the feeling of flight and are said to embody the core values of elevated architecture, thoughtful design, and an inspiring sense of place.

program support to drive continuous innovation of the terminal experiences, with a laser focus on the Terminal's vision for creating experiences like no other," Lauren Walsh, President, Ethos Farm Americas, tells TMI.

Ethos Farm Americas was previously appointed as the provider of New Terminal One's guest experience training program. Together, these initiatives ensure

that the terminal delivers a seamless and world-class guest experience from opening day and beyond.

"At the New Terminal One, we are focused on delivering a guest experience like no other," said Marisa Von Wieding, Vice President of Operations, the New Terminal One at JFK.

"Our partnership with Ethos Farm Americas ensures that we are

investing in people and innovation to redefine what the guest experience should be in a global gateway."

"Ethos Farm Americas is delighted to have been entrusted with the responsibility of delivering the ambassador team, and broader guest experience services to the New Terminal One," continued Walsh.

"Grounded in the terminal's vision for guest experience, we will be drawing on our global knowledge from aviation, retail, hospitality, and tourism sectors to ensure the New Terminal One is able to take inspiration from the best experiences in the world and bring them to life for those traveling through New York City."

The New Terminal One, set to open in 2026, will be home to leading airlines including Air France, KLM, Etihad, LOT Polish Airlines, Korean Air, EVA Air, Air Serbia, SAS, Neos, Philippine Airlines, Turkish Airlines, Air New Zealand, Royal Air Maroc, Air China, China Airlines, Gulf Air, Qatar Airways and EGYPTAIR.

The C Concourse Expansion at SEA Airport aims for a new standard for sustainable travel

The C Concourse's expanded facility at Seattle-Tacoma International Airport (SEA) will be the airport's greenest building yet, not only creating a better travel experience but also setting a new standard for climate-conscious design and construction. SEA is working with design partners Miller Hull and Woods Bagot, to renovate this concourse to integrate everything from all-electric systems and water conservation methods to biophilic design (a methodology for designing buildings and landscapes that nurtures the relationship between people and nature by introducing various natural features into the built environment).

The C Concourse Expansion will elevate SEA, literally, by adding four additional floors above the existing building.

The project spans the C and D Concourses with additional dining and retail, amenities such as an Interfaith Prayer and Meditation Room and Nursing Suite, and an all-new, more than 20,000-square-foot Alaska Airlines Lounge.

The heart of the space – Tree at C – will be an iconic destination that invites travelers to linger with seating, airfield views, music and art, or head upstairs for more room and dining and retail options. The expansion also encompasses office space for airport businesses, airlines, and the TSA.

The C Concourse Expansion rethinks the airport experience where design creates an intuitive journey, a sense of calm, and climate consciousness. This project will increase the existing 81,000-square-foot building into a beautiful 226,530-square-foot facility with "a wish-list" of amenities.

Reusing and reimagining

The C Concourse Expansion is not just a new build; it is a building renovation.

The project team made conscious design decisions to augment the existing structure; adding height and new slabs while also

reusing 62% of the existing structure — new construction, therefore minimizing the embodied carbon investment of

. The project is now on track to achieve LEED Gold certification. SEA's C Concourse Expansion project is scheduled for completion in mid-2026.



Starboard Resort continues land-based retail expansion with The Edit Plant Riverside District in Savannah

Starboard Resort, Starboard Group's land-based vacation retail division, has opened its third resort location, The Edit Plant Riverside District. Located adjacent to the JW Marriott hotel in Savannah, Georgia, the new boutique expands Starboard Resort's presence across the nation's leading vacation destinations and highlights its expertise as a creator and curator of elevated retail experiences, says the company.

"The Edit Plant Riverside District perfectly reflects our commitment to creating distinctive shopping experiences that blend luxury, discovery and personal connection," said Lisa Bauer, President and CEO, Starboard Group.

"We're extremely pleased to partner with The Kessler Collection and its JW Marriott Savannah property as we expand our resort-based retail operations, and we look forward to exploring potential opportunities at other Kessler properties."

A premier luxury shopping destination

As the premier destination for vintage luxury and curated designer goods in Savannah, The Edit invites travelers and locals to shop hand-selected assortments and enjoy personalized services. The boutique showcases vintage, preowned items from world-renowned fashion houses such as Chanel, Gucci, Hermès and Prada alongside certified pre-owned Rolex timepieces.

Fine jewelry highlights range from a special selection from Monica Rich Kosann, including

lockets that can be personalized on-site with a photo from the shopper's mobile phone, to lab-grown diamonds from Engrace Diamonds.

The Edit will also offer hand-crafted artisanal clutches from Olympia Le-Tan that feature famous literary works and destinations, including several designs that would complement a wedding day look for a bride or bridal party.

A curated collection of scents from luxury fragrance houses are featured, along with unique designer collectibles and sophisticated home accessories. The Edit will also offer limited-time special collections tied to the winter holidays and other seasons and specific events.

"Art and culture are at the heart of the guest experience at each of our Kessler Collection properties and Starboard Resort thoroughly understands how our aesthetic vision and passion for creativity set us apart," said Richard Kessler, Chairman and CEO, The Kessler Collection. "With this initial boutique launch at our JW Marriott Savannah Plant Riverside District property, the Starboard team has thoughtfully curated an assortment that perfectly reflects our immersive approach to hospitality."

The Kessler Collection, owner of the JW Marriott Savannah Plant Riverside District, is a hospitality brand that develops, owns and manages luxury boutique hotels, restaurants and retail. The company integrates experiences throughout hotel development, ownership and third-party management ventures, creating value for owners and loyalty from guests.



Starboard Resort has opened The Edit Plant Riverside District in partnership with The Kessler Collection and JW Marriott Savannah.

King of Reach by B&S to highlight brand partnerships and supply platform in Cannes



From left, Robert Posthumus, Global Manager Brand Partnerships at King of Reach by B&S and Joris Broekmans, Global Sales Director Duty Free & Travel Retail at King of Reach by B&S.

KingofReach.com is a central hub for King of Reach by B&S' global operations, offering access to a broad portfolio of consumer brands across categories.

King of Reach by B&S supplies airlines, border shops, ferries, airport outlets, military, cruise operators and ship chandlers.

It has regional teams, offices and warehouses in Singapore, Dubai, the Netherlands, the Nordics, Montevideo and Miami, creating a strong global footprint.

The regional teams help brands adapt to local market requirements, while ensuring compliance with each market's legislation, logistics standards and customer needs. Facilities include temperature-controlled storage to safeguard product integrity.

KingofReach.com functions as both a distribution hub and an online resource for brand content, allowing partners to track and trace their orders and access business development updates and relevant logistics and legal documents. The platform has also been recognized as a finalist in this year's DFNI Frontier Awards.

At the upcoming TFWA World Exhibition, King of Reach by B&S

will highlight ongoing brand partnerships with beverage brands Glendalough and Más+ by Messi, and with confectionery companies, such as Mars Wrigley, Haribo and Hershey's.

According to King of Reach by B&S, brands integrated onto the KingofReach.com platform have recorded stronger market performance. In addition, existing and new partners will be introduced to a renewed marketing growth program designed to accelerate growth through the digital services KingofReach.com has to offer.

King of Reach by B&S' Global Sales Director Duty Free & Travel Retail, Joris Broekmans commented, "King of Reach by B&S is delighted that the success of our existing brand partnerships and regional set up combined with our digital ecosystem enables new partners to join our growth journey."

"Our regional focus has been specifically introduced to develop growth and knowledge in regions allowing King of Reach by B&S to deliver best-in-class route to market consistent product availability, benefitting all parties from brand owners, distributors, to most importantly, our customers."



Diageo Global Travel to unveil The Departure Lounge in Cannes

Diageo Global Travel will demonstrate innovative ways to tap into current consumer trends in Travel Retail including convenience, premiumization, cocktail culture and exploration at the TFWA World Exhibition.

In its space at the Majestic Beach Village, the company has created The Departure Lounge, which aims to bring these trends to life for retailers across Travel Retail. The Departure Lounge is designed to transport guests on a journey from check-in to boarding, demonstrating how best to engage and excite consumers about the spirits category when making purchasing decisions while traveling.

The exhibit includes four state-of-the-art category activations: The Launchpad – To capture shoppers' attention at the point of entry; The Gifting Lab - A one-stop destination for personalized, premium gifting; The Mixology Carousel - Blending duty free with F&B destinations during departure; and The Explore Lounge - An immersive showcase of Diageo's Scotch brands.

Each space is designed to cater to a range of different shopper occasions and needs, as well as showcasing Diageo's latest innovations.

Diageo's exhibit will feature bespoke tastings, immersive experiences using Apple Vision Pro, and personalized gifting using generative AI technology to showcase ways brands and Travel Retail spaces can disrupt and capture the consumer's attention. The Departure Lounge is based on The Future of Travel Retail, the latest iteration of Diageo Global Travel's category strategy, launched in Cannes at last year's TFWA. It sets out to explore and imagine a transformed retail environment for spirits - one designed to drive total category growth through footfall, conversion and spend per visit, while enhancing the overall shopper experience in duty free.



"We have always said we hold a steadfast commitment to shaping the future of travel retail and ensuring alcohol has a vibrant place within it. How, where, and why consumers shop in Travel Retail is rapidly changing, and spirits brands must keep pace with these shifts and meet consumers' demands if the category is to grow. The Departure Lounge aims to do just this. It brings to life ways to meet and exceed consumer expectations, by partnering with our customers to create a retail environment where travelers can explore, trial and get excited about spirits," says Andrew Cowan, Managing Director, Diageo Global Travel.

The Departure Lounge will be based at The Majestic Beach Village and will be an invite only exhibition.

Laphroaig launches 12 YO GTR exclusive with Heinemann

Laphroaig single malt scotch whisky has unveiled its new 12-Year-Old with Gebr. Heinemann, where it will be available exclusively through the retailer's travel retail network from October 1 until December 31, before rolling out to the wider global travel retail (GTR) channel from January 1, 2026.

Designed to appeal to both established lovers of Laphroaig and emerging 'whisky-curious' travelers, this single malt represents a new anchor for the travel retail range. It is set to reduce barriers to purchase with its clear and recognizable age statement, says the company.

1800 Tequila launches GTR exclusive Triple Cask Añejo



1800 Tequila has announced the launch of its first-ever Triple Cask Añejo expression, created exclusively for global travel retail, which will be revealed during the TFWA World Exhibition in Cannes.

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. Today, his son Juan Domingo Beckmann, introduces this new expression as a tribute to his father's vision.

The new aged 1800 Tequila expression combines hand-harvested agave from mineral-rich volcanic soils in Jalisco with barrels aged in French oak, American oak, and Cabernet Sauvignon wine casks.

With ultra-premium tequilas projected to grow at 6% CAGR over the next five years (source: IWSR), the launch supports the brand's continued leadership as the #3 tequila in global travel retail by volume, reinforcing its role in driving premiumization in the category, says the company.

"Premiumization is reshaping spirits in travel retail, and 1800 Tequila is at the forefront of this movement. The new Triple Cask expression embodies sophistication and innovation, offering travelers a unique, ultra-premium spirit. This launch strengthens our category leadership and unlocks growth opportunities by elevating tequila in the world's top airports," said Roy Summers, Head of GTR, Proximo Spirits.

"We have big ambitions for 1800 Tequila in the travel retail channel. We know there is an appetite for GTR exclusive products that deliver quality and authenticity, and the new 1800 Triple Cask Añejo really hits the mark for its luxury appeal. We plan to roll it out across all global regions including UK, Mexico, Europe, Asia and Middle East in 2026," added Summers.

Non-chill filtered and bottled at 46% ABV, Laphroaig 12-Year-Old is matured in American oak ex-bourbon casks for two years longer than its domestic 10-Year-Old counterpart.

The launch will be supported throughout October and November by high-profile activations at Frankfurt and Munich Airports, followed by another prominent activation at Vienna Airport from December through January 2026.

"As the top-selling Islay malt whisky, Laphroaig has long resonated with whisky lovers across the globe, and we believe this new age statement will hold huge appeal for

today's discerning traveling consumers," said Gareth Jones, Suntory Global Spirits General Manager, GTR Europe and Americas.



Mars Wrigley ITR showcases the M&M's Experience concept and other new innovations in Cannes

Mars Wrigley International Travel Retail will unveil its new 2026 portfolio plans, showcase the M&M's Experience concept, and highlight its successful Transaction Zone model in Cannes in Bay Village, BAY-141. Together, these initiatives are designed to help retailers drive footfall, boost conversion, and grow basket spend.

"The TFWA World Exhibition is an opportunity for us to connect with partners and customers, and to demonstrate how we can build success in travel retail together," says An De Volder, Market Director at Mars Wrigley ITR. "This year we are highlighting three priorities.

"First, we are strengthening fundamentals with a Portfolio designed for the Transaction Zone, offering convenient treats for self-indulgence and refreshing gum options.

"Second, driving conversion with new gifting propositions across our popular brands, including travel packs, travel exclusive items and new variants that tap into the trend of sharing and giving.

"And third, attracting footfall with our M&M's Experience concept, which elevates the in-store experience and creates memorable moments for shoppers."

Strengthening the fundamentals: Transaction Zone and Core Portfolio

One key growth area is the Transaction Zone, where travelers look for quick "for me, for now" treats. By tailoring the product mix to different need states and checkout formats, from manned pay stations to the queuing Area, and self-checkout, retailers can capture more impulse sales.

"In duty free retail, where over 800 million travelers shop each year, even small changes in product assortment, store layout and shopper engagement at the checkout can deliver meaningful returns," adds An De Volder.



"This is particularly true for Millennials and Gen Z, who now make up 53% of global passengers and expect shopping to be fast, relevant and memorable. Aligning design and assortment with these expectations creates opportunities for both retailers and shoppers."

Mars Wrigley ITR is also strengthening its core Portfolio as a part of its fundamentals, supporting other relevant purchase moments beyond checkout, especially those linked to sharing. With 28% of travelers buying confectionery to share, Mars Wrigley ITR is expanding its core Portfolio with:

M&M'S – A new M&M'S Cookie Dough flavor will join the core Portfolio in Spring 2026. It will be available worldwide in a Limited Edition 310 gram pouch.

Twix – Mars Wrigley ITR will also be adding a new Twix Hazelnut flavor to its portfolio, available worldwide in the spring of 2026 in a 440 gram travel-exclusive pouch.

The M&M'S Experience

Together with strong fundamentals and an optimized gifting



Portfolio, Mars Wrigley ITR's recently launched M&M'S Experience concept provides retailers with an opportunity to drive footfall. The concept is a new travel retail initiative designed to enhance the travel experience. First introduced in July at Antalya International Airport, it can be adapted for standalone stores or shop-in-shop environments and is built around three pillars:

Brand Partnerships that feature rotating limited-edition collaborations, such as the M&M'S x kate

spade new york candy inspired collection of leather bags and jewelry. These unique partnerships aim to connect with travelers in new ways, particularly Millennials and Gen Z.

Personalization & Sense of Place with customized and location-inspired gifting options.

Interaction & Engagement with gamified experiences and digital content reflecting M&M'S value of More Fun Together.

Cartwright & Butler highlights TR expansion & innovation at TFWA Cannes

Cartwright & Butler will showcase its vision for growth in the speciality fine food category in Cannes, (Mediterranean Village, P14).

The focus for the iconic British brand remains to deliver premium gifting products for GTR, with a strong emphasis on channel exclusives, products with a sense of place, and luxury trend-driven limited editions.

Highlighting Cartwright & Butler's commitment to investing in engaging activations and experiential retail, this summer the company unveiled its first-ever High Profile Promotion at London Heathrow Terminal 3, in partnership with Avolta.

Running from August 6 to Sept. 9, the activation show-cased the brand's best-selling Great British Collection – a curated range of souvenir treats that celebrates British tradition.

Colorful POS displays created by the company's in-house design team in collaboration with Kounter agency, delivered high visual impact and compelling brand storytelling, while Brand Ambassadors drove strong engagement through sampling.

The campaign generated a measurable sales uplift and reinforced Cartwright & Butler's credentials as a high-performing premium brand in the travel retail arena.

The company also introduced a new travel retail exclusive: The Great British Luxury Chocolate Biscuit Selection Tin. This TREX features 24 biscuits, all dipped, enrobed or smothered in rich dark, creamy white or smooth milk chocolate, presented in a bespoke, gold-accented Union Jack keepsake tin.

"Our steady pipeline of new products is central to our mission of bringing the quintessential British teatime experience to global travelers, as we work closely with our retail partners to build the Cartwright & Butler brand in both established and emerging markets," commented Commercial Director Charlotte O'Neill.



Nestlé International Travel Retail to unveil new confectionery vision and key growth platforms

Nestlé International Travel Retail (NITR) has announced the launch of its updated category strategy at the upcoming TFWA World Exhibition in Cannes, (Beach Village 1, Beach 15).

At the core of this ambition lies the **A.C.T. framework - Attract, Convert, Thrive** – which NITR says can accelerate category growth through key drivers:

Increase shopper attraction and store footfall through elevated visibility and engaging in-store experiences.

Improve conversion by activating emotional triggers like gifting, sharing, self-consumption, and impulse.

Increase passenger spend and drive long-term category value by harnessing innovation, sustainability, and the power of global brands.

NITR is challenging itself and its partners to deliver 50% category growth by 2030, fueled by the rise of Gen Z travelers, greater passenger footfall, and a relentless focus on conversion, combined with the universal appeal and impulse nature of confectionery.

“Confectionery has unique potential to engage travelers through emotions, novelty, and impulse,” says Frédéric Porchet, General Manager of NITR.

“Our strategy is rooted in a deep understanding of today’s shopper motivations—elevated indulgence, sharing and connecting, celebrating the seasons, and the drive for conscious, high-quality treats. By focusing on untapped opportunities, we can energize the category even more and inspire the next generation of shoppers. In other words, if we can attract more travelers into the store - through engaging experiences, digital and physical touchpoints, and targeted campaigns - we can leverage confectionery’s high conversion and impulse nature to boost overall duty free sales.”



Iconic global brands and shopper-centric innovation platforms

NITR’s powerhouse brands—including the iconic KitKat, Nestlé Sustainably Sourced Cocoa and After Eight—form the backbone of the growth agenda. NITR will be rolling out innovation, reimaged in-store experiences, and new value propositions in Cannes:

KitKat: KitKat remains the #1 countline globally, with 98%+ awareness and unmatched Gen Z brand equity. The iconic brand will



Top: KitKat & Formula 1 partnership; above: KitKat activation at Lima’s Jorge Chávez International Airport; right: After Eight at Argentina’s Ezeiza International Airport.

be leading with a bold new image, travel-exclusive formats, and immersive activations & experiences including the new Formula 1 global partnership and a “Taste of the world” platform.

Nestlé Sustainably Sourced Cocoa: unveiling redesigned, premium formats and exclusive travel retail offerings crafted with Swiss expertise and responsibly sourced cocoa. These new giftable designs deliver exceptional quality, with sustainability at the core, and appeal for the next generation of shoppers.

After Eight: New products, impactful promotional support and personalized gifting activations will enhance shopper engagement within the premium segment.

NITR leverages the power of Sense of Place and exclusivity through targeted airport activations

Nestlé International Travel Retail (NITR) is strengthening its focus on Sense of Place and exclusivity with a series of high-profile activations for its flagship brands, KITKAT and After Eight

KITKAT in Lima

Sense of Place is playing a key role in a major KITKAT activation with Lagardère Travel Retail in its recently-opened flagship store at Lima’s Jorge Chávez International Airport.

Running in the airport’s new terminal store from August 1 until October 30, the activation showcases iconic Peruvian landscapes and Machu Picchu, alongside the



NITR’s strategy recognizes that success comes through collaboration with retailers, customers, and partners to transform disengaged travelers into passionate shoppers. Increased investments in visibility, activation of brand ambassador programs, and digital engagement will help deliver localized offers and unique experiences tailored to diverse international audiences. Sustainability remains integral to every innovation and activation, reinforcing NITR’s commitment to responsible growth and positive impact throughout the value chain.

As the travel retail landscape rebounds/ evolves, NITR says it is taking decisive action to lead with thought leadership, shopper-centric platforms, and bold new ideas.

figure of an alpaca, the fluffy emblem of Peruvian culture.

“We are delighted to be collaborating with Lagardère Travel Retail in this new store, as KITKAT celebrates the uniqueness of Peru,” Porchet said.

“Sense of Place is a proven conversion driver in the confectionery and chocolate category, and a key to accelerating the overall growth of the sector,” he added.

AFTER EIGHT and gifting

NITR also mounted special Sense of Place activations for its After Eight brand, elevating the gifting proposition using limited edition and personalization through GTR exclusive packs. It partnered with Avolta at Argentina’s Ezeiza International Airport where it also featured a limited-edition After Eight Strawberry line.

“Our goal is well known: to elevate food – particularly confectionery and snacks – to the same level of prominence as traditional GTR categories like alcohol and beauty,” said Porchet.