WORLD TRAVEL & TOURISM COUNCIL

TRAVEL MARKETS INSIDER

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# Mixed signals on U.S. inbound travel, but most forecasts are down

New data from the World Travel & Tourism Council (WTTC) released last week suggests that the United States could lose as much as $12.5 billion in international travel spending this year.

According to the *New York Times*, the WTTC's Economic Impact Research indicates international travel spending could plunge to less than $169 billion in 2025, a massive drop from the $181 billion earned in 2024.

That's a 22.5% decline from the U.S. international spending peak of $217.4 billion in 2019 — and experts blame it on government policies that have made foreign visitors feel un-welcome and unsafe.

Julia Simpson, the president and chief executive of the WTTC, said that while last year U.S. travel spending remained below 2019 levels — mainly because the dollar's strength made it expensive for international travelers — the downward projection for this year is driven by negative sentiment in the wake of tourist detentions and steep tariffs.

"There are also concerns over visas — whether they've got the right visa or might accidentally get arrested, which has made people quite fearful," said Simpson.

According to the WTTC data, the U.S. could be the only nation of the 184 analyzed for the study forecast to see an international visitor decline in 2025. In response, other countries are relaxing visa requirements to capture the lost international tourism.

**But April inbound travel to the U.S. is up**

On the other hand, air passenger travel to the U.S. from 20 major countries rebounded in April after a March drop, according to data released by the U.S. International Trade Administration on May 12.

Visits from Western Europe increased 12.1% from last April, led by the U.K, up 15.1% and Germany, up 14.7%. Travel from France was down 12.2% in April, however.

Air passenger travel from South America was up by 9.5% in April, and travel from Central America (excluding Mexico), was up 31.3% over April 2024. Overall visits to the U.S. from overseas increased by 2.8% compared to April 2024.

Nevertheless, these figures do not include visits from Canada, which were marked as unavailable in the data, and have declined sharply in recent months. In fact, Canadian airline WestJet announced last week that it is suspending nine routes between Canada and the U.S. due to lower demand, including routes to such major cities as Orlando, Los Angeles and Chicago.

**Transatlantic summer capacity stays steady**

OAG also reports that international air travel between Europe and the U.S. markets remains strong, for the time being. Trans-atlantic capacity from Europe to the United States from the major airlines has increased since March, with approx. 33.1 million one-way seats currently planned for the April – October period, up from 32.9 million eight weeks ago, reports the tracking agency. This represents a modest 0.3% increase, says OAG, which noted: "perhaps not quite the expectation of many. Indeed, for most of the major airlines it's business as usual, at least from a production perspective."

OAG does point out that flights have been on sale for a long time and it is likely that these bookings have already been paid for and ticketed.

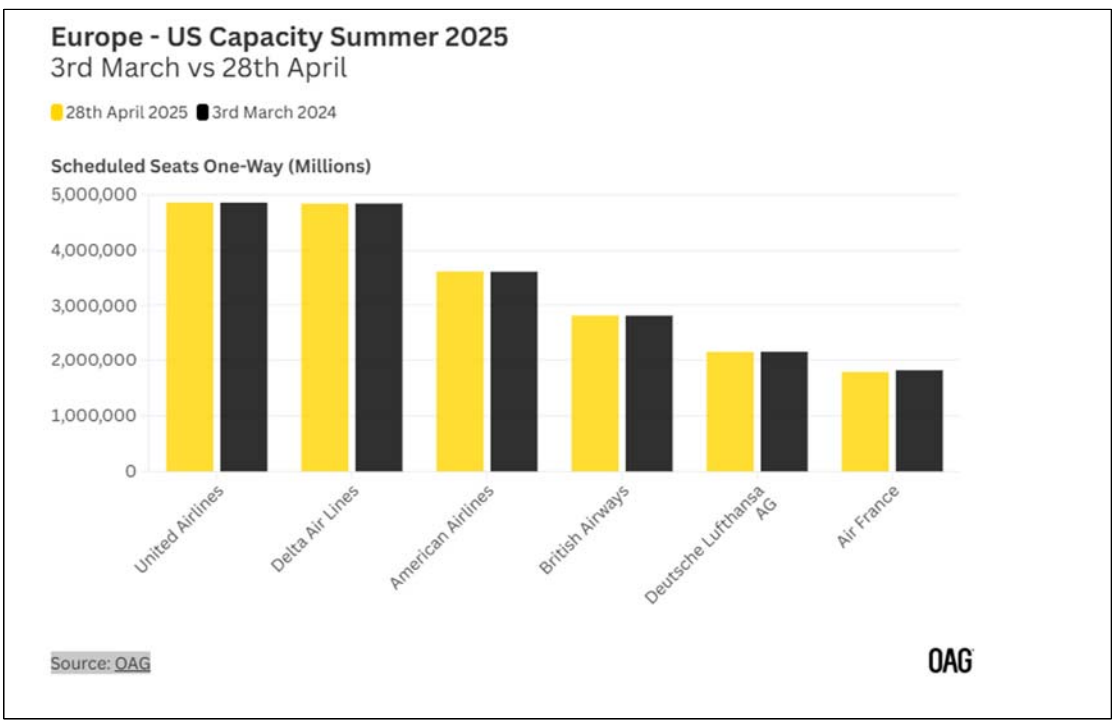
Summer travel is also looking strong on the West Coast. San Francisco International Airport is forecasting that approximately 16.2 million passengers are expected to travel this summer through SFO between May 23rd and Labor Day, September 1st. This is an increase of approximately 4% over summer 2024 levels and 93% of pre-pandemic summer levels.

One indication that transatlantic air travel may not be as strong as originally expected, says OAG, is that prices are trending downward compared to last year.

On three quarters of the routes, average airfares have fallen, with the most notable drop on New York–Rome and Madrid–New York, where fares have fallen by nearly 15%.

OAG reports that the DFW – LON route is now purely an American Airlines route since BA dropped their summer services, and capacity is down by 12.5% and airfares by 10.1%. CHI – LON also has a 12.8% drop in capacity with average airfares some 5.1% below last summer's levels.

Where have airfares not fallen? Average airfares from London to Washington, Miami and Orlando are significantly higher than last year, says OAG.



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# TFWA President Philippe Marguerittte addresses travel retail industry in Singapore

TFWA's new president, Philippe Marguerittte, welcomed attendees to the 2025 TFWA Asia Pacific Exhibition & Conference this week with a wide-ranging presentation that addressed how important the Asia Pacific region is to the travel retail industry worldwide and how economics, demographics and technology can generate significant value growth for the travel retail industry.

.Noting that Asia Pacific is still the growth engine of our industry, Marguerittte said:

"For more than a decade, this region has set trends for passenger flows and, more than this, has helped raise airport and retail standards."

Here follows some highlights from Marguerittte's speech:

**Asia Pacific most important region in duty free**

TFWA Asia Pacific Exhibition & Conference is not only a launch-pad for regional players looking to expand into new markets within Asia Pacific, but also into Europe, the Middle East and the Americas.

While international regulations can change from one day to another, a combination of factors in Asia Pacific - economics, demo-graphics and technology - is align-ing to help maximize the appeal of brands and shops for a new kind of traveler.

**Positive outlook for the future**

Regular, long-term international passenger traffic is forecast to grow three to four percent every year, which means that passenger numbers are doubling every 20 years. According to ACI's latest figures, that translates into 18 billion passengers by 2045.

As a result, Boeing and Airbus are planning for double the current fleet of aircraft by 2043 – or more than 20,000 planes that should be built in the next 20 years. Last year, IATA's worldwide load factor reached the unprecedented level of 83.5%.

As passenger numbers rise, so do the number of potential shoppers passing through airports.

**China and India**

India and China are the two economic superpowers with the critical mass to drive consumption for decades. They have the world's two largest populations, making up more than a third of the entire planet, and both countries have a sizeable middle class.

China's middle class is made up of over 700 million people (the world's biggest) and passenger numbers should reach nearly 200 million by 2028.

"Two thirds of them will be Gen Z consumers, who have a strong interest in seeing other countries and firm ideas about what they expect from their trip," he said..


*TFWA President Philippe Marguerittte speaking in Singapore.*

In fact, Chinese passenger volume showed strong growth in the first quarter of this year. Chinese airlines reported 18.9 million international travelers, up 34% year-on-year and 4.5% higher than the same period in 2019.

India's middle class is about 430 million, but growing, and will account for 60% of the population by 2047, boosted by one of the world's fastest-expanding econo-mies. In 2024, outbound passenger numbers reached 70 million, but should reach more than 100 million international travelers by 2028.

Marguerittte highlighted that more than 300 million people will pass through airports in China and India alone in the next 2-3 years.

"They'll be young, relatively affluent and open to new cultures and new experiences. Unlike those who preceded them, they're less inclined to join large groups, preferring to travel independently or with family or friends. Our own TFWA research on international travelers tells us that many are impulsive in their habits and probably less inclined to plan ahead. In this region, if 62% of travelers planned their purchase in 2019, today just 47% do so, and that percentage is declining."

**New generation of travelers**

This new traveler is described as confident, living in the moment, digital natives with their smartphones always at the ready, sharing photos or video-calling as they shop.

"Optics count a lot for this group, who are looking for visually striking, immersive environments that combine physical and digital elements," says Marguerittte.

These new Gen Z travelers also believe that sustainable travel matters. (Marguerittte announced that the TFWA Asia Pacific Exhibition & Conference tracked its carbon footprint, its waste diversion, sources over 70% of its food locally or regionally and that 100% of the paper it uses is recycled.)

**Take aways**

Marguerittte stated that a traditional, brick-and-mortar airport duty free store won't work so well for this new generation. Shopping needs to be an experience, something to enjoy and share that stimulates the senses and offers the excitement of newness.

While Gen Z's footfall in travel retail is above that of other genera-tions, their conversion rate and average spend are significantly lower, he said.

"Obviously, this group isn't finding what it wants in our stores, or it's not attracted enough by what it sees."

**Must adapt to change**

Developing hybrid retail concepts is one way to inject more excitement at airports.

"Studies show that having a drink or something to eat while waiting for a flight is increasingly popular, attracting more than half of all travelers today. Food and beverage is currently the fastest growing commercial activity in Asia Pacific airports, where high-quality meals in a quick-service

*Continued on next page.*


*TFWA President Philippe Marguerittte and TFWA Managing Director Franck Waechter at the start of the Association's 2025 Asia Pacific Conference & Trade Show.*

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## TFWA President Philippe Margueritte *Continued from page 2.*

format work well. Introducing a retail element into the food and beverage offer is a logical development, enabling travelers to buy a bottle of the wine they're enjoying as they eat, for example. It plays to the desire for a multi-sensory experience, which is why we're seeing more of this kind of outlet at airports these days," he said.

Challenges include lengthy queues for check-in, immigration, security and boarding procedures. Free time available for shopping or eating has shrunk from 60 minutes in 2018 to just 44.

"As travelers are no longer choosing to arrive two hours before their flight, this represents 26% less 'shopping' dwell time, which translates directly into 13% lost spend per passenger, affecting the non-aeronautical revenues like travel retail that drive all of our bottom lines.

"There's little point in offering fantastic retail experiences if passengers are rushing past the airport shop to catch their planes. It's in our own financial interests, whether we work for airport authorities, retailers or brands, to invest in seamless passenger-processing at airports."

He went on to say that Changi Airport in Singapore is a great example, where most travelers take only a few minutes to get airside.

**New technology, new expectations**

Cutting passenger-processing time will mean exploiting the potential of cutting-edge technology, such as artificial intelligence, to access in real time shoppers' in-store transaction histories and demographics to detect browsing patterns and deliver personalized recommendations or special offers on the go.

Such technology could allow retailers to adapt a brand range, display, portfolio or pricing at the departure or arrival gate of each specific flight; or sending a tailored promotional offer directly to the passenger's smartphone just as they reach the airport.

"AI can … allow us to provide personalization at scale to a generation of digitally savvy travelers who expect a more relevant, rewarding experience. And we can do it either before they travel or while they're in-store, catering to their impulsive, in-the-moment instincts."

And as AI evolves we could see the emergence of new ways to shop, retail formats that are better adapted to travelers' needs and different, more effective techniques to communicate with them before, during and after their journeys, he said.

To do so will depend on the industry's readiness to share and make better use of data.

"To provide the seamless, personalized service that new shoppers demand, we need the numbers. Brands and retailers on the high street have found ways to do this, leaving travel retail and the airport shopping experience way behind. That should be our wake-up call. We need to adopt a more collaborative mindset, joining forces to professionalize our industry and share the shopper data that underpins any serious retail business today. We at TFWA shall play our part in this process, taking radical steps to move things forwards."

Stressing TFWA's consistent focus on co-operation and networking as an industry essential, Margueritte shared how co-operating more effectively during the week in Singapore is what the event is all about.

He reiterated that that three key factors --economics, demographics and technology --will play an important role in the coming years.

"If we address them properly, they should generate significant value growth for our industry."

## Mexico slashes controversial cruise tax after industry backlash

The Mexican government has significantly reduced its proposed cruise passenger tax, initially set at $42 per person, which was due to go into effect on July 1, 2025. Instead, a revised $5 per passenger tax will begin on July 1, 2025, and will incrementally increase in a phased rollout between this July and August 2028, when it will increase to $21.

The original cruise tax was vigorously opposed by the cruise industry and local governments where cruises are an important source of revenue. Negotiations were led by the Florida-Caribbean Cruise Association (FCCA), who argued that such a fee could deter cruise lines from including Mexican ports in their itineraries, and adversely affect local economies dependent on cruise tourism.

Last November, the FCCA issued a letter addressed to the average Caribbean port – and Mexican President, Dr. Claudia Sheinbaum, and signed by leading cruise ship executives. In it, FCCA CEO Michele Paige cited that plans to introduce a US$42 per-person tax would make cruise tourism in Mexico 213% more expensive than the average Caribbean port, and effectively price Mexican ports out of the cruise market.

"The Government's plan to eliminate the 'in-transit' exemption status that has been in place for cruise passengers for over a decade impacts the livelihoods of tens of thousands of Mexican citizens, countless small businesses, and communities along Mexico's coastlines that depend on cruise tourism," Paige cautioned.

"The change will be particularly damaging to states like Quintana Roo where cruise tourism represents 40% of GDP," said Paige in the letter.

In response, the Mexican government postponed implementing the tax from January to July 2025 and revised the fee structure to its current, more gradual increase.

On May 7, the FCCA issued the following statement:

"On behalf of the Florida-Caribbean Cruise Association (FCCA) and our member cruise lines – representing over 95% of cruise capacity in the Caribbean and Latin America – we thank the Federal Government of Mexico for working with us to reach an 'in transit fee' agreement that safeguards cruise tourism to the country and aims to enhance the benefits for local communities whose livelihoods depend on it.

"The cruise industry is a success story for Mexico, contributing roughly $1 billion USD in direct spending to the economy in the past year alone. This agreement demonstrates what we can accomplish together to foster opportuneities for shared growth and success through ongoing, open dialogue and partnership with Mexico officials."

The FCCA statement said that the cruise ship passengers docking in Mexico will be charged $5 that will be collected by the cruise companies. The fee will increase to $10 on August 1, 2026, through June 2027, and go up to $15 on July 1, 2027 through July 2028, rising to $21 on August 1, 2028.

This tax applies once per voyage, regardless of the number of Mexican ports visited or whether passengers disembark.

While the revised tax is lower than initially proposed, local media reports indicate that industry representatives continue to express concerns about its potential impact on cruise tourism and local economies.

Ongoing discussions between the Mexican government and cruise industry stakeholders will continue to address these concerns.

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## Tom Ford Beauty debuts new Eau de Soleil Blanc fragrance as airport exclusive with Avolta

Tom Ford Beauty (The Estée Lauder Companies) has partnered with Avolta for the launch of Tom Ford Eau de Soleil Blanc.

The fragrance is available exclusively with Avolta in all locations from March 1 to May 31, including in the Americas.

In some locations, the new scent is being showcased through a summer-themed cross-category activations (pictured here in London Gatwick Airport), designed to highlight the brand's signature solar aesthetic and drive engagement and awareness for the new scent.


*The summer-themed Tom Ford cross-category Eau de Soleil Blanc animation with Avolta at Gatwick Airport runs through May 31.*

The scent opens with a rush of citrus from two bergamot extracts, combined with pistachio and cardamom top notes. Its heart blends bitter orange, orange blossom and petitgrain with tuberose and ylang ylang, and a base of coco de mer, benzoin and tonka give a warm, vanilla finish.

Eau de Soleil Blanc is presented in a fluted, frosted glass bottle with gold detailing and is available in 50ml and 100ml formats in the Americas with Avolta.

## Revlon signs global fragrance deal with superstar Ice Spice

Revlon Consumer Products is partnering with Grammy-nominated musician **Ice Spice** to develop a bespoke fragrance line, which will "embody her unique style."

The partnership signifies a return to celebrity fragrances, said the company

This global strategic licensing deal reflects Revlon's renewed focus on accelerating its fragrance business, known for its strong legacy of collaborating with major talents. With Ice Spice, Revlon is targeting a new generation of consumers, said Revlon CEO Michelle Peluso.

The first fragrance is slated for release in 2026.

Revlon also announced that it had renewed its global licensing deal for **Juicy Couture** fragrances with Authentic Brands Group. The original license dates back to 2016.

As part of the deal, Revlon will continue to exclusively produce and market all Juicy Couture fragrance pillars worldwide.

The new agreement also supports an expanded product portfolio, with new launches planned across core fragrances and scented ancillary lines

Revlon's fragrance portfolio includes marquee brands such as Elizabeth Arden, Juicy Couture, John Varvatos, Geoffrey Beene, Lucky Brand, Christina Aguilera, Elizabeth Taylor, Ed Hardy and Curve.

## Former DFS Beauty Director Adriana Nicolae joins L'Occitane Group to head up Travel Retail APAC

The L'OCCITANE Group has appointed Adriana Nicolae as General Manager, Travel Retail APAC.

With 20 years of proven leadership and a track record of success in steering luxury beauty brand portfolios across global markets, Nicolae has held senior appointments in travel retail at Lagardère, Parfums Christian Dior and Philippe Stark Fragrances.

Prior to joining L'OCCITANE Group, she served as Global Director, Merchandising Beauty, at DFS Group, based in Hong Kong. During this time, she and her team delivered profitable growth and built successful partnerships with retailers and brands regionally and worldwide.

Evelyne Ly Wainer, Managing Director, Global Travel Retail, said: "We are delighted to appoint Adriana as our New General Manager, Travel Retail APAC, and believe that she will contribute significantly to the growth and success of our Group in the APAC region. I would also like to take this opportunity to warmly welcome Adriana to our organization, knowing that her leadership credentials will propel us to even greater heights and enable us to further reach our goals."

## Charlotte Tilbury launches in Mexico

UK beauty brand Charlotte Tilbury (Puig) will arrive in Sephora Mexico from May 16, and will subsequently open counters in two El Palacio de Hierro locations and a travel concession in the Mexico City International Airport, according to *Business of Beauty.*

The full Charlotte Tilbury collection of makeup, skincare and fragrance will launch on Sephora Mexico's app on May 16 and on the retailer's website on May 19 before rolling out to 45 Mexican doors starting May 24. The line will subsequently arrive in two Palacio department store locations, including its Mexico City flagship, over the summer, with branded counters offering skin and makeup services. A Charlotte Tilbury travel retail concession will open in the Mexico City airport later in the year.

After Charlotte Tilbury became the number three makeup brand in the US, "we felt we were poised and ready to expand into Latin America, and Mexico felt like the best place to start," chief executive Demetra Pinsent told *The Business of Beauty,* noting that the country's prestige beauty market is growing at near twice the global rate.

### Nicola Formichetti named Global Creative Director of M·A·C

M·A·C Cosmetics (The Estée Lauder Companies) has named Nicola Formichetti as Global Creative Director, effective May 19, 2025.

A celebrated creative director, designer, and cultural icon, known for his work with fashion houses including Mugler and Diesel, as well as for his genre-defying work with global superstars like Lady Gaga, Formichetti will oversee all aspects of M·A·C's global creative strategy.

He will report directly to Aïda Moudachirou-Rébois, M·A·C's Senior Vice President and Global General Manager.

Avolta
IN THE TMI SPOTLIGHT
TRAVEL MARKETS INSIDER

# Avolta reports strong first quarter 2025, with CORE turnover +8.2%

Avolta posted a 5.3% organic increase in first-quarter turnover, driven by its diversified business geographic and channel structure, despite a slowdown in North America from lower traffic volumes.

The company posted a core turnover of 3.05 billion Swiss francs (US$3.63 billion) for the quarter, up from 2.78 billion francs a year earlier, and CORE EBITDA of CHF 196m, +16.3% YoY.

"While North America faced headwinds due to lower traffic volumes in Q1 2025, performance in other regions more than compensated," noted Chief Executive Officer Xavier Rossinyol.

"We are actively monitoring the geopolitical evolution, mitigating against potential impacts as needed with a continued focus on growth and profitability," Rossinyol added.

In North America, core turnover for the quarter reached 991 million Swiss francs, up from 974 million francs in the same period last year. Organic growth declined -0.2%

The Latin America region reached a turnover of 417 million Swiss francs for the first quarter, up from 375 million in Q1 2024. Organic growth rose by 8.5%.

Europe, Middle East & Africa – Avolta's largest region - delivered strong turnover of 1,412 million Swiss francs for the period, versus 1,291 in the same period in 2024. Organic growth was up 9%.

**Key operational highlights**

Business development delivered significant progress across all of Avolta's regions, says the company. Notable milestones include the launch of Presentedby at Zayed International Airport in Abu Dhabi – a first of-its-kind travel retail concept blending digital innovation with physical retail, featuring sneakers and pre-loved luxury items.

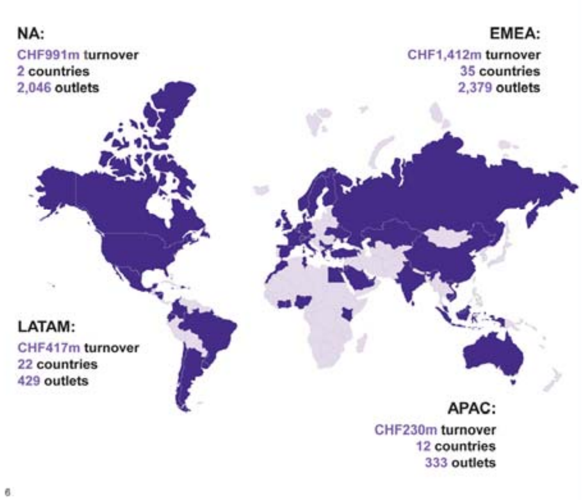
In Latin America, Avolta achieved a significant milestone with the opening of its first food & beverage (F&B) location in the region, at Brazil's São Paulo/ Congonhas Airport.

Building on the contract awards at JFK in North America in late 2024, Avolta secured a 15-year F&B contract in Terminal 4 and extended its F&B contract in Terminal 5.

In Asia Pacific, further progress was made with the award of a multi-store retail and F&B contract at Shanghai Pudong International Airport in China, set to open in the first half of 2025.

Innovation continues to be a key driver of Avolta's growth. Club Avolta, the company's global loyalty program, added over one million new members in Q1 2025, building on the base of more than 10 million at the end of 2024. The program now spans all channels and is active in over 5,100 outlets worldwide.

**Avolta Footprint – Global Diversification**




**Q1 2025 Regional Performance**

| CORE turnover (CHFm) | Q1 2025 | LfL | OG YoY |
|---|---|---|---|
| EMEA | 1,412 | +8.0% | +9.0% |
| NA | 991 | +1.3% | -0.2% |
| LATAM | 417 | +5.5% | +8.5% |
| APAC | 230 | +3.4% | +2.3% |
| **Group** | **3,050** | **+5.1%** | **+5.3%** |

LfL = Like for Like
OG = Organic growth

6

*Avolta credits its geographic and channel diversification for its strong performance in Q1 2025. "Avolta has made a strong start to 2025, driven by the resilience of our diversified global platform and the disciplined execution of our strategy. Two and a half years into our strategic roadmap, we have exceeded expectations on all key performance indicators including top line growth, profitability and cash generation – creating sustainable value for our shareholders." **Xavier Rossinyol, Avolta CEO***

## APTRA elects new board and re-elects Sunil Tuli as president for fifth term

*APTRA Board officers, from top: Sunil Tuli, President; Erin Lillis, Secretary; Susana Heuso, Treasurer.*

The Asia Pacific Travel Retail Association -- APTRA – has announced its new Board of Directors for the 2025-2027 period following the regular biennial election.

The newly elected board subsequently unanimously elected Sunil Tuli of King Power Group Hong Kong as President and Erin Lillis of Lacoste as Secretary. The position of Treasurer is a three-year tenure and comes up for election in 2026. The position is currently held by Susana Hueso of Lindt.

The new board also consists of: Auckland Airport - Lucy Thomas; Avolta - Freda Cheung; Chanel - Hervé Ducros; Changi Airport Group - Chandra Mahtani; Delhi Duty Free Services - Ashish Chopra; Heinemann - Rajshree Dugar; Lindt - Susana Hueso; Loch Lomond Group - Luke Maga; Pernod Ricard - Antonio Duva; TFWA - Philippe Marguerite

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## Restructured Shiseido Travel Retail presents Beauty in Motion trends briefing and new travel collections in Singapore


*Key trends Shiseido sees for Beauty.*

During the TFWA Asia Pacific Trade Show in Singapore last week, Japanese beauty company Shiseido presented its vision of how the global beauty market is evolving in travel retail, and how the company is creating a **New Culture of Beauty** to inspire travelers worldwide. The company says this transformation is guided by three forces:

Through **Pioneering Science**, Shiseido is redefining skincare as a lifelong investment in skin vitality, blending biotechnology, intelligent minimalism, and decades of Japanese research.

Using **Personalization with Purpose**, the company says that it is making beauty more precise and attuned to individual needs – leveraging knowledge, innovation, and expertise to deliver smarter, more tailored solutions.

And, looking at **Beauty with Intention**, Shiseido is redefining modern travel, as consumers seek rituals and products that nurture self-care, enhance well-being, and create meaningful connections to their journeys.

Under the theme of **Beauty in Motion**, Shiseido says that it is creating a new culture of beauty and unique value for travelers, and introduced its latest Travel Retail Collection, inspired by Traveler Journeys.

Key among the products showcased in Singapore was the new **Shiseido ULTIMUNE,** which is available now in Travel Retail Asia Pacific, Travel Retail Japan, and Travel Retail EMEA and will be available in Travel Retail Miami from July 2025.

The renewed **Clé de Peau Beauté** Key Radiance Care (KRC) line, which will be available in Travel Retail Japan from July 2025, and in Travel Retail Asia Pacific and Travel Retail West from September 2025.

In makeup, NARS Around The World travel-exclusive range will be available in Global Travel Retail from June 2025.

Earlier this year, Shiseido announced that it was combining its travel retail business and China operations in a bid to "drive sustainable growth amid volatile market conditions." The new structure went into effect on March 31.

As part of the change, Philippe Lesné is retiring from his role as Shiseido's Travel Retail Region CEO.

Toshinobu Umetsu, Corporate Executive Officer and CEO China Region, has been named Corporate Executive Officer, China & Travel Retail Region CEO.

Shiseido continues to face difficult market challenges. The company reported an 8.5% decrease in sales for the first quarter od 2025, with particularly steep losses at its prestige skincare brand Drunk Elephant and its American and Chinese businesses. This follows a 73% decline in operating profits for full-year 2024, due to a drop in consumer spending in China, one of its key markets. The slump in China also affected the company's travel retail business, especially in Hainan.

### Mondelez WTR launches first ever dedicated travel retail campaign for Toblerone

Mondelez World Travel Retail has unveiled its first ever dedicated travel retail campaign, "Where Is My Toblerone?"

Toblerone has long been a staple of duty free shopping, but is seizing the opportunity to rekindle its emotional connection with global travelers.

The company says the campaign is inspired by a universal truth that when many travelers return empty-handed, they're often met with the question, *Where is my Toblerone?*

"Where Is My Toblerone?" marks the brand's first-ever globally differentiated communication strategy within the travel retail channel. The campaign strengthens Toblerone's status as both an iconic gift and an irresistible indulgence.

Launching from June in over 50 airport locations worldwide, the campaign's immersive in-store experiences will be anchored by an engaging activation that invites travelers to interact with games and photo opportunities.

The strength of this campaign lies ahead in the year-round placement of the creative. More and more touchpoints will aim to stop travelers on their way to their boarding gates, and ensure that they do not forget to visit a duty free store and pick up a Toblerone. The campaign uses four creatives to connect with international travelers across age groups, gender, and nationalities.

"This campaign reaffirms Toblerone's place not just as a treat, but as the original travel ritual and an enduring icon of gifting," says **Anna Somogyi,** Director Category, Customer & Shopper Marketing at Mondelez World Travel Retail:.

"We are reinforcing the routine that you cannot pass through an airport without buying a Toblerone. There is no other confectionery brand that is more strongly associated with travel than Toblerone. Our rekindling of this long-held ritual aims to address the low penetration of our industry and drive store sales growth, for the benefit of the whole category."