



## TMI joins with IAADFS & 'KickCancerThon': Let's Kick Cancer Together!

The International Association of Airport and Duty Free Stores (IAADFS) has announced broadening support for the **Hollywood 5K Walk/Run and Kite Fly** on March 14, a fundraising event organized by IAADFS and GO2 for Lung Cancer that embraces the spirit of the **KickCancerThon** created by *The Moodie Davitt Report* and inspired by Sinead Moodie. Since announcing the **Hollywood 5K Walk/Run and Kite Fly**, more than 100 participants from seven organized teams have already committed to participating, with new participants continuing to be added, including *Travel Markets Insider*.

The global Travel Retail industry is known for its energy, its resilience, and above all, its incredible sense of community. Now, it's time to channel that spirit into action. The IAADFS is calling on all interested parties to join us for the **Hollywood 5K Walk/Run and Kite Fly** on **March 14**. Whether you are a competitive runner, a casual walker, or a kite-flying enthusiast, your presence is what will make this day a success.

### Why We're Rallying

This initiative was sparked by the incredible courage of **Sinead Moodie**, whose personal journey – and recent passing on February 1 – have become a catalyst for our entire industry to unite. While her story inspires us, the mission belongs to all of us: to turn awareness into tangible support for cancer research and patient care through our partners at **GO2 for Lung Cancer**.

### Event Logistics

Join us on Saturday, March 14, at Hollywood North Beach Park, 3601 N. Ocean Dr., Hollywood, FL, where activities will include a 5K Run/Walk, Kids' Dash, Music, and Kite Flying. Registration begins at 7:00 am, with the run/walk starting at 8:00 am. Can't make it to Florida? You can still participate virtually from anywhere in the world as part of the global KickCancerThon!



*Travel Markets Insider is stepping out for lung cancer by participating in the GO2 for Lung Cancer's annual Hollywood Walk/Run & Kite Fly, in association with the IAADFS.*

*The funds we raise will help advance GO2's mission to transform survival by providing research funding, educational resources and hope to those at-risk, diagnosed and living with lung cancer.*

*As many of you know, I was diagnosed with stage 3 lung cancer two years ago and I am here today because of cancer research such as this. I am still in treatment today and research such as this could add extra time to my life and others like me.*

*Lois Pasternak, Team TMI*

### How to Get Involved: Your Call to Action

We don't just want participants – we want a sea of industry faces making a difference! Register today to join "Team Sinead" or start your own company team. Scan the QR code below or visit [www.iaadfs.org/teamsinead](http://www.iaadfs.org/teamsinead) for details.



*Team TMI:*  
<https://events.go2.org/participants/Lois-Pasternak>

### Travel to U.S. still down but experts expect a strong rebound for FIFA World Cup

International travel to the United States continues to fall, even as tourism officials and industry groups foretell significant inbound visitation for upcoming events.

The latest report by the National Travel and Tourism Office (NTTO), show that non-citizen air passenger arrivals to the U.S. from foreign countries was down 4.8% in January compared to January 2025, reaching a total of 21.4 million.

Total air passenger travel (arrivals and departures) between the United States and other countries were led by Mexico, 3.8 million, -0.1% YOY; Canada, 2.2 million, -11.9% YOY; the United Kingdom, 1.3 million, -5.6% YOY; the Dominican Republic, 997,000, +6.8% YOY; and Japan, 893,000, +8.9% YOY.

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International regional air travel to/from the United States: **Europe** totaled 4.4 million passengers, slightly up 0.02% from January 2025, and down 0.4% compared to January 2019; **South/Central America/ Caribbean** totaled 6.2 million, up 1.2% from January 2025, and up 19% compared to January 2019; and **Asia** totaled 2.7 million passengers, up 1% over January 2025, but down 16.9% compared to January 2019.

Countering the continued fall in international arrivals, new Google Trends data shows searches for "traveling to Miami" are up 179% year-over-year, with a major spike heading into 2026. Miami is one of the host cities for the FIFA World Cup. The US government is anticipating a demand for up to 11 million tourist visas by the time the World Cup concludes, a major increase from previous years.

## F&B@Sea 2026 unveils elevated program designed for cruise's F&B decision-makers



**F&B@Sea**, the unique cruise food and beverage experience that brings together cruise lines and suppliers, has announced an enhanced 2026 program taking place April 15-16 at Miami's Mana Wynwood convention Center. Held in tandem with Seatrade Cruise Global (April 13-16), the F&B@Sea event will spotlight trends, innovations and leaders shaping what cruise guests will eat and drink at sea.

"Food and beverage has become one of the most powerful differentiators in cruising—shaping how brands are perceived, remembered and chosen," said Chiara Giorgi, Seatrade Cruise, Global Brand Director.

"F&B@Sea is where the industry comes together to explore what's changing, what's working, and what comes next - with programming built to deliver practical insight, spark new ideas and create meaningful connections between cruise lines and the partners who help bring these experiences to life."

The F&B@Sea event, designed for cruise line buyers, culinary and beverage teams, suppliers and media, returns with a stronger emphasis on connection. The event is introducing enhanced spaces designed to bring cruise line decision-makers and suppliers together in more meaningful ways.

The new Matchmaking Café will offer a café-style lounge for buyers and suppliers to meet. The Lido Deck, a reimagined take on last year's Speakeasy, will provide a chic, beach club-inspired retreat on the show floor.

The reimagined Taste & Learn Lounge will offer cruise F&B buyers the chance to see industry trends and innovations through live culinary masterclasses and mixology showcases.

The Bistro is back as F&B@Sea's tasting destination. Here, exhibitors showcase elevated menu items that demonstrate how ingredients and beverages can translate into cruise environments. These will be supported by curated moments throughout the program and the Bistro Showcase, highlighting featured brands and ingredients.

In addition, a schedule of trend-driven panels and conversations will take place on the Main Stage. Opening remarks will cover exclusive insights from the 2026 F&B Trends Report by Seatrade Cruise, followed by the keynote panel, ***Beyond the Horizon: The New Era of Cruise F&B*** on Wednesday lunchtime.

The program also spotlights *Port to Plate: Delivering Authentic Local Flavors at Sea* and *The Next Pour: The Future of Cruise Beverage*.

The event will be capped with the F&B@Sea Awards, celebrating excellence across the cruise industry's food and beverage sector. For further information about F&B@Sea, including ticket options available, visit at [www.seatradecruiseevents.com/fnb\\_sca](http://www.seatradecruiseevents.com/fnb_sca).



## Cartwright & Butler debuts in cruise in partnership with Diamonds International

Iconic British brand Cartwright & Butler has secured its first cruise line listing, in collaboration with Diamonds International – marking a significant milestone in the brand's global travel retail expansion.

The company successfully showcased its heritage biscuit and confectionery portfolio to the cruise community for the first time in 2025. Both family-founded businesses, Cartwright & Butler and Diamonds International connected over their shared focus on quality, storytelling, and delivering a premium customer experience.

Diamonds International operates the retail offer across Oceania Cruises and Regent Seven Seas Cruises, both part of Norwegian Cruise Line Holdings. Cartwright & Butler made its debut onboard Oceania Cruises' *Allura* and Regent Seven Seas Cruises' *Mariner* in December 2025. The initial assortment featured a selection of the brand's bestsellers: the signature 200g biscuit tins, traditional fudge and English breakfast tea.

Building on strong early sales momentum, in 2026 the onboard range is being expanded to include three new shortbread flavors – Lemon, Pistachio and Demerar.

Distribution will also be extended to six ships, with listings onboard four additional Regent Seven Seas Cruises vessels set to go live by the end of May. Online crew training sessions will support the roll-out.

Commercial Director Charlotte O'Neill commented: "As a family business, it was genuinely special to connect with another family-led organization to secure our first cruise line listing."

"While airports remain a critical growth driver, we see excellent synergies across the cruise and ferry sectors too. We are excited to bring our product portfolio and our story to cruise guests from around the world."

Diamonds International Senior Director Onboard Retail Samantha Field added: "We are delighted to be introducing Cartwright & Butler to Oceania and Regent Cruise guests."

"We are always focused on elevating the luxury onboard retail experience through distinctive brands that combine quality, heritage and strong visual appeal. With its beautifully presented tins and truly delicious biscuits, Cartwright & Butler is the perfect fit."

## Proud To Be Partnering With

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Mana Wynwood  
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Miami, FL, USA

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## FCCA Leadership Series: Caribbean destinations risk missing cruise revenue by prioritizing fees, says Port St. Maarten CEO

Caribbean ports and tourism authorities may be overlooking significant economic opportunities by focusing too heavily on increasing cruise head taxes and fees instead of strategies that boost visitor spending, according to Port St. Maarten Group CEO Alexander Gumbs.

In the debut episode of the Florida-Caribbean Cruise Association's (FCCA) Leadership Series, released this month, Gumbs shared insights with FCCA President Adam Ceserano, describing the current emphasis on taxation as often being approached without fully accounting for the broader economic contribution of cruise passengers.

Citing St. Maarten data, Gumbs noted that cruise visitors, who typically spend about five hours on island, average US\$163 per person in spend. When adjusted for time, he explained, cruise passengers generate a higher per-hour spend than stayover visitors.

"The average per hour spent from a cruise standpoint is higher," he said. Rather than concentrating on fee increases, Gumbs advocated investing in compelling, high-value experiences that encourage greater



*Port St. Maarten  
Group CEO  
Alexander Gumbs.*

on-island spending. "I think we need to start focusing on where the dollars are being spent and how they are spread across the destination," he said. Without showcasing "the full depth of the experiences or the unique opportunities" available, destinations risk "leaving the dollars on the table."

His remarks come as several Caribbean destinations debate higher passenger fees to support infrastructure and public services, while industry stakeholders call for a balanced approach that sustains cruise growth and maximizes local economic impact.

Gumbs emphasized that differentiated attractions, improved infrastructure and year-round appeal

could deliver stronger, more sustainable returns.

Looking ahead, Gumbs underscored the importance of distinct island identities and regional collaboration. "The Caribbean is not a pool of destinations that are all the same," Gumbs said, adding that the region's future remains "bright" with the right focus.

The full FCCA Leadership Series interview, recorded at FCCA headquarters in Miramar, Florida, is available on YouTube and FCCA social channels, offering perspectives for ports, cruise lines and tourism officials navigating the sector's evolving landscape. Watch the debut episode at <https://youtu.be/FcONS-a5RYs>

## Princess Cruises celebrates National Margarita Day by breaking world record for most margaritas sold in 8 hours

Princess Cruises celebrated National Margarita Day by breaking Guinness World Record title for the Most Margaritas Sold in 8 Hours. *Regal Princess* sold 3,410 hand-crafted 24K Margaritas featuring Pantalones Organic Blanco Tequila, the award-winning tequila co-founded by Matthew and Camila McConaughy. The previously held record was 2,728.

The record-setting event took place on February 17, while the 3,560-guest *Regal Princess* was in Cozumel during a 7-day Western Caribbean cruise from Galveston, Texas.

The cruise line also sold a

record 1,038,197 24K Margaritas from Jan. 1, 2025, through Jan. 7, 2026. The 24K Margarita is the fleet's most popular signature cocktail, made exclusively with Pantalones Organic Blanco Tequila.

The million-margarita milestone arrives just over one year after Princess Cruises and Pantalones Organic Tequila launched their fleetwide partnership in October 2024. The partnership quickly became one of the most successful beverage collaborations in cruise line history, says Princess Cruises. The 24K Margarita is handcrafted with Pantalones Organic Blanco

Tequila, Cointreau, Grand Marnier, margarita mix, and served over ice in a salted-rim glass.

A roaming Pantalones Organic Tequila Custom Cart brings the brand's spirit to life on deck throughout the voyage.

Pantalones is featured within Princess Cruises' Love Line Premium Liquors Collection of celebrity-led brands, including Hampton Water Rosé by Jon Bon Jovi and Jesse Bongiovi, Sláinte Irish Whiskey by Liev Schreiber, Seven Daughters Moscato by Taraji P. Henson, Archer Roose Wines by Elizabeth Banks, and non-alcoholic Sparkling Rosé by Kylie Minogue.

## CTO, ACI-LAC formalize agreement on Tourism-Aviation collaboration

The Caribbean Tourism Organization (CTO) and Airports Council International – Latin America and the Caribbean (ACI-LAC) have formalized a framework for strategic cooperation aimed at strengthening regional air connectivity and advancing closer alignment between the aviation and tourism sectors across the Caribbean.

The Memorandum of Understanding (MoU) was signed at the conclusion of the first CTO Air Connectivity Summit on Feb. 24.

The MoU establishes a non-binding framework for broad cooperation focused on improving air access, building institutional and human capacity, and supporting sustainable, resilient and inclusive tourism growth across CTO member states. Areas of cooperation outlined under the MoU may include co-hosted conferences, summits, workshops and roundtables; executive education, professional development and technical training programs; joint studies on air connectivity, aviation and tourism impacts; knowledge-sharing and industry intelligence exchange; coordinated advocacy efforts; and the development of pilot initiatives aligned with shared strategic priorities.

Commenting on the agreement, Rafael Echevarne, director general of ACI-LAC, said, "Air connectivity is a cornerstone of Caribbean development, linking our islands to each other and to the world. This Memorandum of Understanding with CTO strengthens collaboration between airports and tourism stakeholders, enabling more coordinated approaches to planning, policy dialogue and capacity building in support of sustainable growth and regional resilience."

The MoU will remain in effect for an initial three-year period and will serve as a platform for ongoing collaboration, coordination and the development of targeted initiatives to enhance regional connectivity and destination competitiveness.

## Furla celebrates the winter sports 2026 with playful storytelling across key airport locations

Furla celebrated the spirit of Winter Sports 2026 through creativity, storytelling and a touch of playfulness, transforming its airport boutiques into immersive, winter-inspired spaces.

Across Milan Linate, Milan Malpensa and Rome Fiumicino, Furla brings to life *Furly & Friends*, a light-hearted narrative starring the brand's iconic teddy bear, Furly, and his companions. Through 3D animated visuals and playful scenography, the characters are captured enjoying the magic of the winter season - from skiing and ice skating to snowy walks - infusing the travel retail environment with movement, joy and imagination.

Conceived as a warm visual welcome for international travelers arriving in Italy during the Winter Games period, the installations reinterpret Furla's signature bear motif within dynamic winter landscapes, subtly echoing both the protagonists of the brand's small leather goods and the bears that traditionally animate Furla's seasonal windows.

The activation also introduces a dedicated Winter Sports edit of Furla's small leather accessories, featuring wallets, card cases, passport holders and envelopes crafted in leather and decorated with Furly and his friends during their snowy adventures. A playful yet refined expression of Furla's craftsmanship and creative spirit.

The bear-led storytelling extends throughout the in-store environment with bespoke shelf elements across all three airport locations, complemented by a standout window podium installation at Milan Malpensa designed to enhance visibility and engagement.

The activation ran from January 27 to February 22, and was further supported by a gift-with-purchase initiative: travelers spending over €250 receive an exclusive Furla-branded canvas bag featuring the tagline "Come Play With Us."



*Furla's iconic teddy bear, Furly, helped the Italian brand celebrate Winter Sports in key Italian airports all month.*



### Molton Brown debuts Tea Ceremony fragrance

Molton Brown is introducing its new Tea Ceremony fragrance to the travel retail channel and selected domestic markets this month. The Tea Ceremony collection comprises a 100ml and 7.5ml Eau de Parfum, and a 300ml Bath & Shower Gel.

London Heathrow Airport is a key launch location for GTR. Here, the fragrance debut will be supported throughout March by a new Contentainment collaboration and advertising campaign, in partnership with Avolta.

A unisex woody-green composition, Tea Ceremony aims to bring a peaceful pause to everyday life. Created by Senior Perfumer Mathieu Nardin, the fragrance is described as a ceremonial moment suspended in time.

To maximize visibility and engagement, in March the Tea Ceremony launch will be promoted with a high-profile wall launch campaign at Heathrow, alongside an impactful Contentainment activation, reinforcing Molton Brown's commitment to premium scent storytelling within the travel retail environment.

## Imperial Brands to showcase cross-category strength at 2026 Summit of the Americas

Recognizing the Americas as a pivotal region for global travel retail tobacco, Imperial Brands will present its robust, consumer-centric brand portfolio to partners and customers across the region at the 2026 IAADFS Summit of the Americas in Orlando.

The event remains a key fixture in Imperial Brands' annual calendar and an important opportunity to strengthen relationships within the Americas travel retail market, says the company.

Imperial Brands will showcase a comprehensive portfolio spanning both international leaders and regional favorites. Davidoff, celebrating its 100-year anniversary in 2026 and continuing to enjoy strong recognition among legal-

age traveling consumers worldwide, will lead the presentations.

Reflecting its customer-centric approach, the company will highlight tailored solutions designed to meet diverse traveler preferences. This includes well-known American names such as Backwoods and USA Gold alongside global favorites L&B & Golden Virginia.

Scott Wilson, Imperial Brands Regional Sales Manager Western Europe & Americas, commented:

"We're very much looking forward to exhibiting at the Summit of the Americas and connecting with our partners and customers from across the region. With an exciting summer ahead and the FIFA World Cup bringing global attention to the USA, Canada and Mexico, the region will welcome millions of international travelers.



*Scott Wilson, Imperial Brands Regional Sales Manager Western Europe & Americas, will be at the Summit of the Americas in Orlando next month.*

"Imperial Brands is proud to support this momentum with a multi-category portfolio of iconic brands tailored to the evolving expectations of global consumers," he concluded.

## Inspired by chocolate and flowers, Hendrick's launches Another Hendrick's, first permanent release in nearly a decade



Hendrick's Gin has announced the launch of Another Hendrick's, the first permanent release for the gin brand in nine years.

Another Hendrick's is infused with rose and cucumber and layered with orange blossom and cacao beans housed in a white bottle.

Inspired by her love for chocolate and flowers, Hendrick's Master Distiller Lesley Gracie wanted to create a gin containing cacao.

"Another Hendrick's is the complete opposite of what we've been doing for the past 25 years, and the delectable combination of orange blossom and cacao beans is really rather unusual," said Gracie. "As a spirit with endless possibilities, I wanted to find a way to combine two of my favorite things in a way that felt authentic to Hendrick's. After experimenting with different elements from the Hendrick's Gin Palace's tropical greenhouse, I discovered this brilliant profile featuring a depth of flavor, hint of sweetness and lift of freshness that is completely distinctive."

"Hendrick's has always been a brand that leads with creativity and originality, subverting category norms and conventions as a matter of course," said Nora Torpey,

Hendrick's Global Brand Managing Director. "The release of Another Hendrick's supercharges this and is far more than a line extension. By releasing 'another' side of ourselves, we make Hendrick's more dynamic, more culturally resonant, and more powerfully positioned to lead the next era of premium spirits growth."

Another Hendrick's is the only innovation in the brand's history to be launched globally across all markets. Hendrick's Gin & Another Hendrick's have an ABV of 44% and is available in key airports.

## Freixenet enters spirits category with Freixenet Solare



Freixenet, the #1 international sparkling wine brand, is entering the spirits category by launching a new aperitif *Freixenet Solare*.

The new product, with an alcohol content of 11% vol., is a Mediterranean Aperitivo crafted with Spanish lemon, clementine, and rosemary, and complemented by botanicals.

"With Freixenet Solare, we are consistently focusing on natural flavors, Mediterranean moments of enjoyment, and an iconic design that immediately catches the eye," explains Vanessa Lehmann, Head of Communications Henkell Freixenet.

"The new product combines modern enjoyment with high brand recognition – and expands our portfolio with a category that is currently gaining in importance."

The campaign heroes the Freixenet Solare Spritz and invites consumers to "Taste the sun" in every sip. The 3-2-1 signature serve includes ice, 3 parts Freixenet Sparkling, 2 parts Freixenet Solare, 1 part sparkling water, and lemon to garnish.

Freixenet Solare will launch in over 15 countries globally from March 2026 and from June 2026 in an Alcohol-Free version.

The bottle, inspired by the Spanish sun, reflects the Mediterranean character of the brand and ensures a strong, eye-catching appearance on the shelf. Freixenet Solare will be available from March 2026 in 0.70-liter bottles.

### U'Luvka Vodka partners with JP-GTR to drive renewed international growth

Luxury Polish vodka brand U'Luvka Vodka is relaunching into the travel retail channel, following its acquisition by independent drinks group Aspri Spirits.

Beginning in Europe, the travel retail launch will be handled through a strategic partnership with spirit brand agency JP-GTR. The collaboration marks U'Luvka's renewed commitment to international expansion, with travel retail positioned as a key long-term growth pillar.

A refreshed commercial strategy will focus on reintroducing U'Luvka across key international hubs, supported by JP-GTR's extensive travel retail expertise and established relationships. Travel retail will be the primary target for U'Luvka's renaissance, reflecting the importance of the channel in the premium spirits' space.

To date, listings at Middle Eastern and Asian travel hubs such as Dubai and Delhi are providing early momentum, as U'Luvka rebuilds its international footprint and progresses discussions across additional priority markets.

