Avolta

TRAVEL MARKETS INSIDER

Vol. 26 No. 30

# Avolta reports solid first half 2025 results

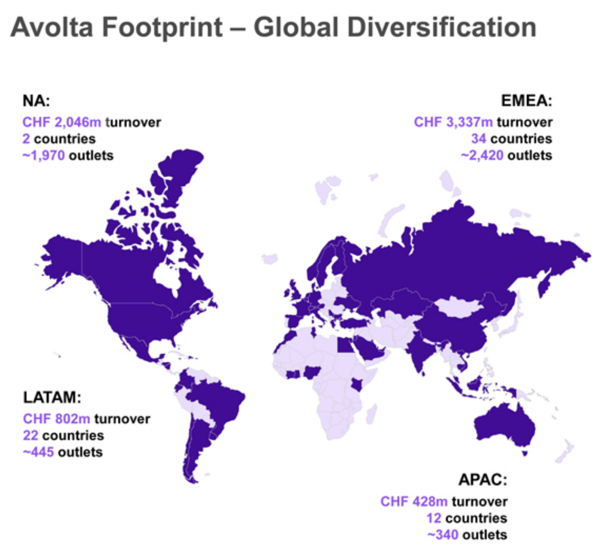
### H1 2025 Regional Performance

| CORE Turnover (CHFm) | H1 2025 | LfL | OG YoY |
|---|---|---|---|
| EMEA | 3,337 | 6.9% | 9.2% |
| NA | 2,046 | 1.3% | -0.2% |
| LATAM | 802 | 6.3% | 8.1% |
| APAC | 428 | 5.4% | 5.1% |
| **Group** | **6,613** | **4.9%** | **5.7%** |

### Q2 2025 Regional Performance

| CORE Turnover (CHFm) | Q2 2025 | LfL | OG YoY |
|---|---|---|---|
| EMEA | 1,925 | 6.8% | 9.3% |
| NA | 1,054 | 0.4% | -0.2% |
| LATAM | 385 | 6.7% | 7.7% |
| APAC | 198 | 7.4% | 8.1% |
| **Group** | **3,562** | **4.7%** | **6.0%** |

LfL = Like for Like
OG = Organic Growth




Avolta delivered solid organic growth of +5.7% and like-for-like growth of +4.9% in the first half of 2025, driven by strong performance across Europe, the Middle East, Africa, Asia Pacific, and Latin America.

The performance in North America remained broadly in line with the prior year due to softer passenger traffic in the USA. This growth reflects the continued momentum of the company's strategic transformation, driven by consumer-centric innovation and digital initiatives that are increasing spend per passenger, says Avolta.

It also underscores the strength of the Group's diversified portfolio across geographies, channels, and both F&B and retail concepts.

Business development contributed with net new concessions growth of +0.8%. In Europe, Middle East and Africa, the region increased its footprint in Denmark with five new F&B stores and saw the launch of new F&B concepts Alembic in the United Kingdom, LOAF at Amsterdam Schiphol Airport in the Netherlands and Früh bis Spät in Germany's Cologne Bonn Airport.

In North America, the company continues to grow its commercial footprint, with two additional landmark contracts at JFK International airport, including a ten-year deal to refurbish the T5 dining experience.

The region saw key openings at the newly refurbished Vancouver and Toronto duty free stores, among others.

In Latin America, the company secured a nine-year retail contract extension across four major Mexican airports, as well as a five-year agreement to expand operations at Guadalajara International Airport, Mexico's third busiest airport.

In Asia Pacific, the company boosted its presence to nine stores at The People's Republic of China's Shanghai Pudong Airport. The company says that it also continues to actively evaluate its concession portfolio to ensure long-term strategic alignment and financial efficiency. In selected cases, this may include the early termination or restructuring of concession agreements under mutually agreed financial terms.

**Xavier Rossinyol, CEO of Avolta:** "We are very pleased with the performance of the business over the first half, especially with the softer backdrop in North America and challenges in the Middle East. Our organic growth of +5.7% is testimony to the resilience of our strategy and diversified portfolio. Across the regions over recent weeks, we have observed a more stable environment. We look forward to the second half with cautious optimism and reaffirm our outlook."

**Awards**

Avolta reports that it continues to be recognized for excellence, picking up 13 Airport Food & Beverage Awards and best overall restaurateur at the Airport Experience Awards.

*Newsweek* ranked six of HMSHost's outlets in its top ten U.S. airport restaurants for 2025, while innovative dining concept Hungry Club placed in the top three European airport restaurants.

Zayed International Airport in Abu Dhabi received a Platinum Award at the London Design Awards.

Digital innovation remains a key pillar of its strategy. As such, its loyalty program, Club Avolta, grew by 30% in the first half of 2025 reaching over 13 million members.

## Tourist arrivals to Canada decline beyond the U.S.

Canada recorded its fourth consecutive monthly decline in May with total international overnight travelers down by 7% at 1.7 million. From January to May, total overnight arrivals reached 5.5 million, a decline of 6% according to the Canadian tourism data collective.

In addition to the publicized boycott of Canadian travelers to the USA (-15% by air and over -30% by car) U.S. travelers also appear to be avoiding travel to Canada, albeit to a lesser degree. According to Canadian data, U.S. overnight arrivals declined by 5% from January to May 2025 compared to the same period of last year, for a total of 3.8 million overnight arrivals. However, arrivals by land declined by 7% while arrivals by air were slightly up by 1%.

However, USA inbound was not the only market to decline.

Overnight arrivals from France and Germany each recorded a drop of 6% from January to May and Mexico inbound arrivals slumped by 18%. Arrivals from the UK and Australia were flat during the same period.

**North Asia most resilient**

Meanwhile, Northeast Asian markets were up from January to May 2025. China inbound grew by 4%, Japan by 6% and South Korea by 7%. The "rest of the world" showed a decline of 12%, translating into 824,900 arrivals.

Destination Canada cites the current geopolitical uncertainties as the main reason for the current negative trend.

Tourism remains an important economic sector for Canada. According to Destination Canada, in 2024, tourism was among the fastest growing sectors, contributing US$37.1 billion (C$50.8 billion), accounting for 1.8% of overall GDP. *See more information on next page*

WORLD TRAVEL & TOURISM COUNCIL

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## WTTC: Canada's Travel & Tourism sector to reach record levels in 2025 but signs of shifting international dynamics pose risks

Canada's Travel & Tourism sector is forecast to contribute almost $183 billion to the economy in 2025, setting a new record and continuing the country's impressive growth streak, according to new data from the World Travel & Tourism Council (WTTC).

WTTC's latest Economic Impact Research (EIR) reveals that the sector is also set to support 1.8 million jobs this year. This represents a major milestone that cements tourism's role as a pillar of the Canadian labor market.

But while the overall picture is positive, WTTC warns that global dynamics are shifting, and Canada will need to remain proactive to retain momentum as international travel patterns are evolving.

**Domestic growth steady but international in flux**

Canada's tourism economy has benefitted from a stable and growing domestic market. In 2025, domestic visitor spending is projected to reach nearly $104 billion, more than double the year-on-year growth last year (8.3%).

International visitor spending is continuing to recover, forecast to hit $34 billion, just 2.9% below 2019 levels. Although still behind when other major destinations are already exceeding their pre-pandemic levels, Canada is gaining ground fast with predicted year-on-year growth of 17.5%.

**Changing winds for Canadian travel**

Crucially, 71% of Canada's inbound arrivals in 2024 came from the United States, and 52% of outbound travel by Canadians went to the U.S. But that deep reliance on one market is under strain. With Canadian sentiment cooling amid U.S. political rhetoric and policy friction, there are early signs that Canadians are beginning to look further afield.

As seen happening in the story on page 1, visitation from the U.S. could decline due to current political differences between the two countries, along with a decline in travel to Canada from international visitors to North America, hoping to visit both countries in the same visit.

According to data from Statistics Canada, flight arrivals from the U.S. to Canada were down in February and April this year, with a slight increase in March. Land arrivals were down in all three months, and more than 10% below in March and April. This downward trend indicates a concerning pattern of decline from Canada's top source market.

**2024 in review**

Last year, the sector contributed just under $169 billion to Canada's economy and supported 1.7 million jobs.

Domestic visitor spending reached $95.7 billion, while international visitor spending totaled $28.9 billion.

WTTC says that the data reflects a strong foundation but also highlights that further growth, particularly in international markets, must be nurtured with strategic policy and investment.

**Looking Ahead to 2035**

WTTC forecasts that by 2035, Canada's Travel & Tourism sector will contribute $233.5 billion to the national economy, 6.3% of GDP, and support more than 2.1 million jobs.

International visitor spending is projected to reach $40 billion, with domestic spending forecast to surge to over $132 billion, reinforcing Canada's long-term opportunity if the sector continues to invest in sustainable growth and global competitiveness.

### IATA: premium class travel strong; APAC dominates busiest airport pairs; U.S. remains top aviation market

The International Air Transport Association's (IATA) latest edition of the **World Air Transport Statistics (WATS)** showed that international premium class travel—business and first class—grew by 11.8%, outpacing growth in global economy travel of 11.5% in 2024.

Asia Pacific led in terms of percentage growth with YOY growth of 22.8% with 21 million premium passengers—although it was outpaced in growth by economy class passenger numbers, up 28.6% to 500.8 million. Growth in premium travel exceeded economy class travel in Europe, Latin America, Middle East and North America.

**Top Airport Pairs:** Asia Pacific dominated the ranking for the world's busiest airport pairs, led by Jeju-Seoul, with 13.2 million passengers in 2024. In the top 10, only one airport pair—Jeddah-Riyadh (JED-RUH) —was not in the Asia Pacific region.

Bogota-Medellin (BOG-MDE) was the busiest route in Latin America with 3.8 million passengers. New York John F. Kennedy International Airport-Los Angeles (JFK-LAX) was the busiest route in North America with 2.2 million passengers while Barcelona-Palma de Mallorca (BCN-PMI) was the busiest within Europe with 2 million passengers.

**Top passenger countries:** The U.S. remains the world's biggest aviation market with 876 million passengers in 2024 on the strength of its domestic market, growing 5.2% year-on-year. China was the second-biggest passenger market, with 741 million passengers, a growth of 18.7% compared to 2023.

### ARI creates team of ESG Champions

As part of the roll out of its new ESG strategy, ARI has appointed a team of ESG Champions tasked with assisting in the implementation of key initiatives. ARI's ESG program, called Journey with Purpose, is a four-pillared approach, with dedicated KPIs and initiatives under People, Planet, Product and Passenger.

The team of 10 ESG Champions, led by ESG Lead, Tracy Ross, have been locally appointed across each of ARI's global business units. Each will play a crucial role in ensuring the business delivers on its ambitious targets over the coming years, supporting global initiatives and local transformation. In the Americas, Daniel Thompson represents ARI North America and Roger Cossey represents Caribbean ARI Inc

ARI's Journey with Purpose operates under the four pillars of People, Planet, Product and Passenger.

**People:** This pillar focuses on creating an inclusive culture that puts people at the heart of the business, both its teams and the community

**Planet:** Under this pillar, ARI focuses specifically on minimizing the impact of its operations on the environment, protecting the planet for the generations to come and future-proofing its business.

**Product:** Here, ARI is prioritizing ethical and environmentally responsible sourcing, as well as the use of more sustainable materials, making it easier for passengers to make more conscious decisions while they shop.

**Passenger:** The passenger has always been at the heart of ARI's ESG efforts and interwoven across all pillars of the strategy. More than ever, ARI is focused on empowering passengers to shop more responsibly, offering sustainable choices and building trust through transparency and communication.

Tracy Ross, ARI's Interim ESG Lead and ARIME Head of Planning & Design, comments on this next chapter in the strategy rollout. "Our teams are passionate about making a meaningful difference to our business, our passengers, the planet, and each other. I'm proud to lead our team of ESG Champions who will play a crucial role in helping us deliver on our ESG goals, both locally and globally, in this next phase of our journey."

Lagardère TRAVEL RETAIL

TRAVEL MARKETS INSIDER



*Cyril Letocart (left) and Laura Perron (right) are relocating to New Zealand after successfully opening Lagardère Travel Retail's operations in the new airport in Lima, Peru. Miguel Ruiz, center, becomes CEO of the Peru operation.*

# Lagardère TR moves Cyril Letocart to head up New Zealand operations, makes other appointments

Lagardère Travel Retail has announced three significant leadership appointments that will support the company's growth ambitions in Latin America and in the Pacific region.

Effective August 1, 2025, Miguel Ruiz will become CEO of Lagardère Travel Retail Peru, succeeding Cyril Letocart, who assumed the role of CEO of Lagardère Travel Retail New Zealand on July 1, 2025.

Concurrently, Laura Perron has been appointed Chief Commercial, Digital and Marketing Officer of Lagardère Travel Retail New Zealand, effective July 15, 2025.

**Letocart legacy in Peru**

After beginning his career with Lagardère Travel Retail in the company's Business Development department, Cyril Letocart took on roles in the Middle East and Africa before being appointed CEO of Lagardère Travel Retail Peru in 2022. Under his leadership, the company opened Duty Free, Travel Essentials and Foodservice operations in Lima, supporting Lima Airport Partners' ambition to raise the bar for travel retail and dining in Latin America. The successful opening of the new terminal at Lima Jorge Chavez International Airport in June 2025 marked a key milestone for the Group in the region.

Letocart's new role as Lagardère Travel Retail New Zealand CEO will see him manage the transformation of the company's business at Auckland International Airport, where Lagardère Travel Retail was recently appointed to run duty free retailing under a new eight-year contract.

**Cyril Letocart** commented: "Leading the development of Lagardère Travel Retail in Peru has been a demanding and deeply rewarding journey. I'm especially proud of how our incredibly dedicated team succeeded in opening the new terminal in Lima and in totally transforming the retail and F&B offer there. As I take on the role of CEO in Auckland, I'm eager to put my recent experience to good use and, together with our team, shape a bold new vision for duty free in Auckland."

**Miguel Ruiz**

With over 20 years of retail experience across foodservice, shopping centers and the travel retail sector, **Miguel Ruiz** joined Lagardère Travel Retail in 2022 as Commercial Director in Peru. He has been instrumental in developing the brand portfolio, launching the Travel Essentials and Foodservice lines, and contributing to commercial negotiations for the new Lima Airport terminal.

**Miguel Ruiz comments:** "I'm incredibly proud of what we've achieved in Peru over the past three years — launching all three business lines, expanding our brand portfolio, and establishing the operation as a key platform for Lagardère Travel Retail in Latin America. I'm grateful to Cyril for his dedication, commitment and support, and to our partners for their continued trust. As I step into the role of CEO, my priority is to stabilize our operations since the recent opening and empower our people to drive the next phase of growth for Lagardère Travel Retail in Latin America."

**Jean-Baptiste Morin, Regional COO, Americas, commented:**

"The work Cyril has accomplished in Latin America is nothing short of remarkable. Thanks to his leadership, we now have a solid platform across Duty Free, Travel Essentials, and Foodservice that stands as a true landmark in the region and the industry.

"Miguel has played a key role alongside Cyril and we are certain he is the right person to lead our next phase of growth in Peru. We believe strongly in the potential of Peru and Latin America and remain committed to investing in this dynamic market."

**Laura Perron**

Laura Perron, who is moving to New Zealand, has extensive experience within Lagardère Travel Retail, notably in Switzerland and France, before joining the Latin America team to lead the Foodservice setup in Chile and Peru. Since 2022 she has overseen business development for the company across South America, in addition to playing a key role in the Lima opening.

"After a very rewarding few years in Latin America, I'm honored to take on the role of Chief Commercial Officer at Lagardère Travel Retail New Zealand. Over the past five years, I've had the privilege to contribute to our growth in South America and to develop strong partnerships, notably with Lima Airport Partners," said Perron.

"I'm proud of the work accomplished with our teams to bring a unique gastronomic offer to life and enhance the customer experience. I now look forward to advancing our commercial strategy and driving innovation to support our development in the Pacific," she added.

**Luc Mansion, Group Chief Financial Officer & Regional COO, Pacific, added:** "Cyril has already proven his exceptional leadership and ability to deliver outstanding results in different environments. Supported by Laura and our New Zealand and Regional teams, we have full confidence in his capacity to drive the transformation of the duty-free stores at Auckland Airport, and to ensure we give travelers arriving and departing New Zealand a truly premium shopping experience, working in close partnership with Auckland airport teams."

## Lagardère group delivers solid first-half results

In related news from Lagardère, like for like revenue was up 3% and recurring EBIT was up 6%, delivering solid first-half 2025 results, with strong performance across all businesses.

Lagardère Travel Retail, especially, delivered strong 4% growth in revenue, driven by business in Europe and solid performances in North America. The division reported record recurring EBIT of €118 million, up 8%.

Lagardère Publishing reported revenue up 1%, largely due to the English language business and diversification. This division turned in solid recurring EBIT of €106 million, close to the record level achieved in first-half 2024.

At Lagardère Live (formerly Other Activities), revenue was up 3%, with a sharp reduction in losses due to cost savings, says Lagardère.

# Starboard announces new partnership to launch luxury and experiential retail offerings onboard Princess Cruises' new *Star Princess*

Starboard Group is partnering with Princess Cruises for the first time, for its newest ship, *Star Princess*. Set to debut in fall 2025, *Star Princess* will sail in the Mediterranean, Caribbean, Panama Canal and Alaska during her inaugural season. Starboard will curate product assortments and create personalized, premium retail experiences across 4,779 square feet on two decks onboard the new ship.

"Starboard is extremely pleased to continue our global expansion by launching this partnership with Princess Cruises and its newest ship, Star Princess," said Lisa Bauer, Starboard's President and CEO. "This collaboration underscores our authority as the leading curator of vacation retail experiences and we look forward to leveraging our deep expertise to create custom assortments and one-of-a-kind activations that will delight Star Princess's guests."

**Destination retail boutique**

*Star Princess* will be the first vessel in the Princess fleet to feature a destination retail boutique that brings the regional itinerary to life onboard for guests. The Caribbean destination boutique will offer locally sourced, destination-inspired and artisanal products spanning food, apparel, accessories, fashion jewelry, kitchenware, books, drinkware and souvenirs for adults and kids.

Personalization and exclusive, in-person events will enhance the shopping experience on *Star Princess.* Guests will be able to have a wide range of adults' and kids' products—including apparel, jackets, handbags, backpacks, hats and bracelets—customized with embroidery, stamps, patches and engraving to create one-of-a-kind, wearable memories that commemorate their cruise experience.

**Rotating brand activations**

In addition, the ship will feature a space dedicated to a series of rotating brand activations such as fashion trunk shows and activations with brand designers and ambassadors, who will engage in person with guests and offer styling advice and more.

**Chanel beauty shop-in-shop**

Starboard will also introduce unique luxury retail offerings onboard *Star Princess*, including a first-at-sea Chanel beauty shop-in-shop. Other offerings include a carefully curated assortment of vintage and pre-owned luxury handbags onboard as well as a range of men's, women's and kids' fashion and apparel. *Star Princess* will also offer an extensive assortment of fashion jewelry, including items from Starboard's exclusive fashion jewelry brand, Shae.

"Princess Cruises is committed to offering unforgettable guest experiences and partnering with Starboard will elevate our retail offering for *Star Princess* guests," said Alfredo Jimenez, Vice President Hotel Operations, Princess Cruises. "As our newest partner, Starboard will enable us to introduce a carefully curated shopping experience that feels holistic and true to the Princess Cruises brand, while offering something unique and memorable for each and every guest."

The 4,300-guest, 178,000-ton *Star Princess* is a sleek, sophisticated sister to Princess Cruises' *Sun Princess.* As the second Sphere-Class ship in the Princess fleet, *Star Princess* features cutting-edge architectural highlights such as The Sphere, a glass-enclosed piazza at the center of the vessel, and The Dome, the cruise industry's first geodesic dome.

*The new Star Princess will set sail on her inaugural voyage this fall.*

# Mexico reports 5.6m cruise passengers in H1 2025, up 8.4% from previous year

Mexico welcomed 5.6 million cruise passengers during the first half of 2025, an 8.4% increase over the same period in 2024, according to the country's Secretary of Tourism, Josefina Rodríguez Zamora.

Rodríguez stated that the growth in cruise tourism is supported by 1,639 cruise ship arrivals at Mexican ports between January and June, up 7.8% compared to the previous year. The Mexican Navy provided the data.

"These figures confirm that Mexico continues to consolidate its position as one of the world's most attractive cruise destinations," Rodríguez said. "The strengthening of the National Port System, through investment announced by President Claudia Sheinbaum Pardo, along with coordinated efforts at all levels of government, will translate this growth into economic development and well-being for port communities across the country."

The busiest ports for cruise passenger arrivals during this period were Cozumel and Mahahual in Quintana Roo; Ensenada in Baja California; Cabo San Lucas in Baja California Sur; and Puerto Vallarta in Jalisco.

Cozumel led all ports with 685 cruise arrivals and 2.4 million passengers. Mahahual followed with 302 arrivals and 1.2 million passengers. Cabo San Lucas saw 134 cruise ships and 480,198 passengers.

Tourism officials expect continued growth in the second half of the year, further boosting Mexico's cruise sector and supporting local economies across coastal regions.

*Clockwise from left: Cruise ports in Cozumel, Puerto Vallarta and Mahamual*

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# Remodeled Voltran Duty Free Ltd. in Belize's Corozal Free Zone introduces new brands

*The remodeled Voltran Duty Free store in the Corozal Free Zone offers an extensive selection of top name fragrances and is expanding its luxury offerings.*

Voltran Duty Free Ltd, Corozal Free Zone has been remodeled with a new location in the Atlantic Plaza (Belize). The newly upgraded store has introduced several important new perfume brands in order to satisfy the demand of its customers.

Strategically located within the Corozal Free Zone of Belize, the store is situated just minutes away from the border with Chetumal, Mexico.

"As a premier Duty Free Store we serve a dynamic mix of international tourists and regional shoppers. Our location places us at the center of a high traffic commercial corridor," says Mirtala León, Commercial Gerente at Voltran and its sister company Keiko Duty Free in Roatan, Honduras.

"One of our key advantages is proximity to major transportation hubs. Just across the border is Chetumal with Chetumal International Airport and Chetumal Train Station, both of which serve as gateways for thousands of tourists traveling from Cancun, Tulum, Mahahual and Cozumel (The Riviera Maya). Weekly bus trips from various cities of Mexico continue to bring a steady stream of potential customers to Corozal Free Zone," León tells *TMI.*

While the new store – at approximately 525 square feet – is about the same size as Voltan's previous store, the layout and organization of the new space offer a more efficient and inviting shopping experience, says León.

In addition, it is located within a larger building as part of a mini-mall setup, which gives the store greater visibility and foot traffic.

"The plaza setting has proven to be a key advantage, placing us in a more strategic and accessible position within the Corozal Free Zone," she says.

Among the new brands on offer are perfumes from Valentino, Yves St. Laurent, Lancôme, Armani, Viktor and Rolf, Prada, Mugler and Ralph Lauren.

"Business has been very encouraging since the move. Our new location and billboard placements have increased visibility and customer engagement. We now welcome weekly tourist groups, organized by local business owners, and have seen more daily walk-ins and a few new bulk buyers. Overall, things are going well, and we're planning to expand our range of prestigious brands to meet growing demand," says León.

# Ferrero Travel Market unveils Kinder Catch The Stars campaign for Cancun and select international airports

Ferrero Travel Market has created a new consumer activation campaign for the peak summer period, focused around the company's Kinder confectionery brand.

Designed exclusively for the travel retail channel, the **'Kinder Catch The Stars'** initiative aims to create an engaging in-store experience that connects with Kinder's core audience – families with younger children. The activation gives travelers the chance to win a **trip to California, valued at up to €15,000**.

The promotion is running from May through September, in collaboration with key retailer partners, in seven international airport hubs: Milan, Paris, Cancun, Dubai, Bangkok, London and Larnaca in Cyprus.

To participate in the 'Kinder Catch The Stars' activation, travelers scan a QR code at the point of sale, and purchase any Kinder product. They are then invited to play a short, entertaining game, and share their final game image on Instagram to enter the contest.

The grand prize is a family trip to California, to visit one of the world's **most iconic observatories** – blending fun, learning and exploration in line with the core Kinder brand values.

The winner will be announced in October 2025.

"With Kinder Catch The Stars, we are bringing both wonder and reward into the travel retail space. This activation is more than just a prize promotion – it's an invitation for families to dream, explore and enjoy playful moments together while traveling," says **Sergio Salvagno,** General Manager of Ferrero Travel Market.

"Importantly, at Ferrero we recognize that the evolution of the food and confectionery sectors in travel retail depends on delivering distinctive, memorable and value-driven experiences. We are committed to engaging shoppers in meaningful ways that transcend the product itself, by providing added value and reinforcing brand loyalty at every available touchpoint."

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# Weitnauer Group celebrates 160 year legacy with 30% expansion in global reach

*Weitnauer Group President Eric Laurant in Basel, Switzerland.*


*The Weitnauer team community give back program in Brazil.*

Weitnauer Group is celebrating its 160-year anniversary in 2025 with its largest expansion program to date, a milestone that underscores the company's enduring legacy and proven expertise in cross-category omnichannel distribution in the travel retail industry and domestic markets.

Since January 2024, strategic investment in the expansion of its global footprint has opened 30 new markets across Europe, CIS, Middle East, the USA, South America and Africa; an effort designed to leverage the opportunity that it sees in the luxury goods market, notably in developing economies.

As the company looks ahead, it says that it remains dedicated to building on its heritage of growth, innovation and market leadership.

Weitnauer Group President, Eric Laurant explains: "Since day one in 1865, our family business has been driven by our passion as entrepreneurial pioneers to explore and develop new, uncharted markets where we identify cross-category potential. Our specialist local teams ensure direct expertise in the operational and geopolitical dynamics of niche economies enabling our clients to localize their strategies and optimize regional demand.

"As we celebrate 2025, we proudly reflect on 160 years of heritage and the enduring trust placed in us by our brand partners—a trust we view as our most valuable asset. Our ongoing adventure into rapidly expanding markets continues to inspire us, as we seek out and realize new opportunities for our clients, anchored by our unwavering commitment to complete transparency and open information sharing.

"Our comprehensive distribution+ network empowers us to craft bespoke, strategic solutions tailored to the unique needs of each partner.

This encompasses a full suite of resources from devising go-to-market strategies and optimizing outlet selection, to managing distribution and warehousing, brokering licensing agreements, forging partnerships, and overseeing sales and marketing initiatives. For our partners, this approach offers a more efficient and risk-averse alternative to establishing their own operations in new territories."

*The Weitnauer team give back program in the Ivory Coast.*

**Evolving the business**

Weitnauer Group has continually evolved its business since its establishment in 1865 in Switzerland as a tobacco retailer in Basel. Its journey in travel retail began in 1948 as a wholesale distributor, rising, over half a century, to become one of the top five retail operators, trading as Dufry. In 2004, the company divested its Dufry retail operations, to focus on B2B execution and to build on its legacy as a global distribution network enabling new market opportunities for brand partners.

**Community support efforts**

Throughout the 160th anniversary celebrations, Weitnauer Group has created a community support initiative 'Giving Back to our Communities'. The local teams in each market have selected local organizations and projects supporting socially vulnerable groups, providing them with much needed resources and financial support. For example, the team in Brazil donated winter kits to bring comfort and warmth to patients at Nefroclínica in Foz do Iguaçu and, in Ivory Coast, the local team organized a donation of essential goods to Maison Akwaba by Soleterre—supporting children with cancer and their families during treatment at Treichville CHU.

## Dominican Republic sets new tourism arrivals record

The Dominican Republic is on track to shatter its tourism records this year, welcoming more than 6.1 million visitors (6,145,008) in the first half of 2025.

Tourism Minister David Collado predicts a year-end total of 12 million arrivals.

The first-semester tally marks a 3% increase over the same period last year, representing an additional 185,166 visitors. Of the total, 4,514,093 tourists arrived by air, and 1,630,915 by sea. This tourism boom is projected to inject US$21.1 billion into the Dominican economy by the end of 2025.

The United States continues to be the leading source of visitors, accounting for 45% of arrivals, followed by Canada (18%), Argentina (6%), and Colombia (4%). Puerto Rico, France, England, Chile and Germany each contributed 2% of the tourist flow.

Air connectivity and the opening of new cruise ship terminals are making a significant difference, says the tourism authority.

Punta Cana International Airport remained the primary gateway, handling 63% of all air arrivals, or 2,845,622 tourists. This was followed by Las Américas-Santo Domingo (888,331), El Cibao-Santiago (454,804), Puerto Plata (227,842), and La Romana (62,441).

**Expanding air connectivity**

The Dominican Republic welcomed a total of 35,114 flights during the first half of the year. The United States led with 50% of these operations, followed by Canada (12%), Panama (6%), Colombia (5%), and Puerto Rico (5%).

In 2024, the DR welcomed 11.1m visitors—8.5m tourists arriving by air and 2.7m cruise passengers. Air arrivals grew by 32% vs. 2019, 19% vs. 2022, and 6% compared to 2023. Cruise passenger numbers surged, 141% from 2019, 103% from 2022, and 18% from 2023.

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# Coty Travel Retail launches exclusive avant-première rollout of BOSS Bottled Beyond EDP in major airports worldwide


Coty Travel Retail has unveiled the avant-première launch of BOSS Bottled Beyond Eau De Parfum, available across major international airports beginning July 1, 2025, in Europe, Asia-Pacific and the Middle East followed by the Americas on August 1. Travelers will have exclusive access ahead of the global retail launch on September 1, 2025.

Anchored by the theme "*BOSS Recognize BOSS*," the launch features a global campaign starring A-listers Bradley Cooper, Maluma, and Vinicius Junior as the new global ambassadors of BOSS Bottled Beyond. These inspiring talents – each at the top of their game in their respective industries of film, music, and sport – capture the essence of brotherhood in the new fragrance campaign, which explores how BOSS men get inspired and inspire others.

To celebrate the launch, Coty Travel Retail is delivering one of its most expansive global Travel Retail activations to date, with immersive fragrance bars, digital airport takeovers, and cross-category experiences.

**Cross category retail experience**

These activations unite BOSS fragrance, fashion, and eyewear in a fully integrated expression of the brand.

"We are thrilled to introduce BOSS Bottled Beyond Eau De Parfum, the latest addition to the iconic BOSS Bottled collection, exclusively in global Travel Retail, accompanied by a variety of high-impact in-store installations, dynamic digital storytelling, and immersive, cross-category retail experiences," said **Mette Engell,** Senior Vice President, Global Travel Retail at Coty.

"With Bradley Cooper, Vinicius Jr., and Maluma leading the 'BOSS Recognize BOSS' campaign, we invite customers to explore what it truly means to be a BOSS man: someone who constantly recognizes, uplifts, and inspires greatness in others."

**Elevated brand codes**

BOSS Bottled Beyond is the first premium ginger-leather Eau de Parfum, using an innovative $CO_2$ Extraction technology to extract this specific ginger, which adds a novel, long-lasting scent profile to this ingredient.

BOSS Bottled Beyond transforms the iconic bottle shape into a more premium, striking design. The black lacquered glass bottle features leather-touch trim and a gunmetal-gray cap. A gradient moving from black to smoky gray completes its masculine aesthetic. An engraved Double B monogram echoes the fragrance's duality and adds a modern statement.

**Launch highlights**

To commemorate this launch, Frankfurt, Sydney, Istanbul and Barcelona, among others, will host immersive cross-category experiences that bring together BOSS fragrances and the HUGO BOSS fashion house, while the airports in London will feature an extended collaboration that includes Safilo Group, producer of the BOSS eyewear line, delivering a fully integrated expression of the brand universe.

**Key activations will include:**

A multi-sensory fragrance bar with a Mixology table where travelers can explore the scent's ingredients and campaign.

A bespoke Snapchat lens engages users with a Fruit Ninja-inspired game, inviting them to "slice" key fragrance ingredients before shaking a digital shaker to reveal the BOSS Bottled Beyond bottle, merging play and product discovery.

Maluma's dedicated photo-booth offering an immersive, stage-like setup inspired by his performances. Visitors can listen to his music through headsets, take selfies, and explore the curated "Beyond the Beat" playlist.

Signed bottles to be won from Vinicius Jr. and Maluma will be available at select airports.

A 360° digital campaign, launched in close collaboration with Coty's retail partners, will also support the launch, maximizing visibility across Travel Retail through targeted CRM activations, digital media across Meta and TikTok, and digital acquisition, as well as influencer partnerships tailored to key demographics.

BOSS Bottled Beyond Eau De Parfum is available in 50ml, 100ml, 150ml and 200ml formats.

## Philip Morris International GTR launches its first dedicated global smoke-free digital platform

Philip Morris International (PMI) Global Travel Retail last month launched **smokefreetravel.com**, its first dedicated global website. This pioneering digital platform is designed to provide legal-age nicotine users information on the availability of PMI's smoke-free products across key global airports and in domestic markets.

PMI GTR developed the website because more than 50% of adult travelers actively research and plan their nicotine product purchases before traveling. Available in English, the platform offers a seamless, user-friendly interface through which legal-age nicotine users can explore the availability of PMI's smoke-free products during their trip. The website is available in desktop and mobile formats for both iOS and Android, ensuring a smooth user experience.

"With the launch of the Smoke-Free Travel website, over 360 million legal-age nicotine users traveling across the globe now have direct access to this dedicated digital platform that significantly advances PMI's smoke-free transformation and our commitment to offering better alternatives," said **Beste Ermaner, Vice President, PMI Global Travel Retail.**

The site is set to maximize its impact during peak travel periods, serving as a multi-category platform tailored only for legal-age nicotine users.

**Smokefreetravel.com** will be accessible in most countries where PMI smoke-free products are available and incorporates an age-verification gate to restrict access to adult users only.