

DFS reopens Maui Kahului airport stores as Hawaii begins to open its borders

In another positive development for travel retail recovery, DFS Group has re-opened two of its stores in Maui's Kahului Airport which had been temporarily closed due to the pandemic. The stores, branded as Kahului Trading Company, are popular stop-ins for travelers looking to purchase local souvenirs, food and gifts before they leave Hawaii.

The Kahului Trading Company stores are two of a total five stores that DFS operates in Kahului Airport and are located in the rotunda of the international terminal. The Kahului Trading Company stores specialize in local and locally made products such as cookies, chocolates and souvenirs.

In accordance with health requirements, all five of DFS' stores in Kahului Airport suspended operations at various times throughout 2020. Given the recent relaxation of pandemic measures in Hawaii and the resumption of some flights from Maui to the U.S. mainland and Canada, DFS decided to re-open the two Kahului Trading Company stores beginning March 15 from 5pm to 10pm daily, timed with departing flight schedules.



"We are excited to welcome travelers back to two of our Kahului Airport stores, and to see some flights resume as health conditions stabilize," said Martin Matthews, DFS Managing Director North America. "Hawaii remains one of our most important locations, and we remain steadfastly committed to the state. We look forward to resuming normal operations and serving local and international customers as soon as we can."

DFS opened its first Hawaii airport operations in 1962 at Honolulu International Airport, becoming the first duty free shop in the United States. Since then, DFS has continued to expand its local presence in Hawaii, opening its first downtown store in Honolulu in 1968 followed by its flagship store in Waikiki Square in 1975.

DFS opened its first Kahului Airport store in 1997.

U.S. Virgin Islands reports strong tourism during pandemic

The U.S. Virgin Islands reports that it has "weathered the pandemic storm well," despite restricting leisure travel twice last year, from March through June, and then again in August and September.

USVI Commissioner of Tourism Joseph Boschulte is crediting sensible public health policies and tourism management efforts for the performance during the COVID-19 pandemic.

Despite an environment of deep declines in regional and international tourism arrivals, the U.S. Virgin Islands welcomed 415,749 air arrivals in 2020, representing a

35.1% reduction year-over-year. This compares to a 2020 decline of 65.5% in Caribbean-wide stayover visitors, as per the Caribbean Tourism Organization. Global tourism declined 73.9% over the same period.

Since it is a Territory of the U.S., Americans were permitted to travel to the USVI while other island destinations were closed to tourism. U.S. travelers have to show acceptable COVID-19 test results, but were not subject to quarantines.

Moreover, persons traveling directly from the USVI to the U.S.

mainland are not required to submit health test results.

STR data show a 29.1% year-over-year (2020 vs. 2019) decline in the USVI hotel occupancy rate, compared to a 52.5% drop in the region. Average Daily Rates (ADR) in the USVI climbed by 43.3% compared with a 2.4% increase across the Caribbean.

The USVI also enjoyed a major uptick in airlift to the Territory, which started over the Thanksgiving period and is continuing to date.

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Senior Airport Restaurant & Retail Association figures join key panel at Summit of the Americas

Senior members from The Airport Restaurant & Retail Association (ARRA) are the latest high-profile speakers to confirm participation at the forthcoming Summit of the Americas – A Virtual Experience.

ARRA members will participate in a panel discussion about the industry's direction on April 8 (1 pm US eastern time). ARRA represents the interests of airport concessionaires large and small across North America.

The special ARRA session, called '*What does recovery look like in the airport concessions business?*', will discuss the issues facing the sector in North America. Speakers include leading travel retailers and restaurateurs from North America including:

SSP Americas Executive Vice President **Pat Murray**
Byrd Retail Group LLC President and CEO **Judith Byrd**
Hudson Executive Vice President and Chief Operating Officer **Brian Quinn**
Areas USA CEO **Carlos Bernal**.

The all-digital Summit of the Americas --organized by the International Association of Airport and Duty Free Stores (IAADFS) and South American Duty Free Association (ASUTIL) in partnership with The Moodie Davitt Report takes place on April 5-9.

Visitor registration, which is free to all travel retailers and airport companies, is available at the official event website:

<https://virtualamericanasummit.com/>



Airport trials of digital health passes gain traction around the world

Airlines from JetBlue and Cathay Pacific to Air France and destinations from Aruba and Heathrow to San Francisco began trials for a variety of digital health passes this month. Proponents argue they will pave the way to easing travel restrictions caused by the coronavirus pandemic and prepare for the adoption of harmonized standards between nations.

IATA Travel Pass: Singapore to London

“The significance of this to restarting international aviation cannot be overstated,” said Alexandre de Juniac, Director General and CEO of the International Air Transport Association. IATA celebrated the arrival at London’s Heathrow Airport of the first traveler using the IATA Travel Pass app to manage their travel health credentials on March 17.

The IATA Travel Pass trial is taking place with Singapore Airlines on flights from Singapore to London.

“The successful implementation of this trial with Singapore Airlines passengers demonstrates that technology can securely, conveniently and efficiently help travelers and governments to manage travel health credentials,” said de Juniac.

JoAnn Tan, Acting Senior Vice President, Marketing Planning, Singapore Airlines, said: “Digital health credentials will be essential as borders reopen and travel restrictions get progressively lifted worldwide. The successful implementation of the IATA Travel Pass reflects Singapore Airlines’ goal of using secure digital solutions to verify health credentials, and support a safe and seamless travel experience for our customers.”

IATA stresses the importance of automated processing and the need for global standards to lead air passenger recovery post-COVID.

“Airlines understand that their ground operations will grind to a halt if they have to manage COVID-19 travel requirements—test results or vaccine certifications—with paper documentation,”

said Nick Careen, IATA’s Senior Vice President Airport, Passenger, Cargo, Security.

The standardization of test or vaccination certifications, and their acceptance by authorities, is key, said the IATA statement. This will ensure equivalence, mutual recognition, and acceptance of COVID-19 certifications for passengers when they travel around the world, it added.

Cathay Pacific: Hong Kong to LAX

In another high profile trial, a Cathay Pacific flight to Los Angeles from Hong Kong on March 15 also tested an app to allow seamless travel for passengers who test negative for COVID-19.

Cathay Pacific pilots and cabin crew volunteered for the trial. Using the CommonPass app and pre-departure rapid PCR test records, they created a digital pass that included their name, travel document number, and confirmation that their negative COVID-19 PCR test result was within the prescribed timeframe and conducted at accredited labs, as required by authorities.

Cathay Pacific collaborated with the Airport Authority Hong Kong (AAHK), The Commons Project and Prenetics on the trial. This followed a previous successful trial conducted in October last year

between Hong Kong and Singapore with the same partners. Cathay Pacific is also a member of the IATA Travel Pass Advisory Group.

Cathay Pacific General Manager Customer Experience and Design Vivian Lo said: “For borders to reopen fully once again, travelers may need to provide COVID-19 test and vaccination records that meet government requirements in order to travel.

“We believe that digital travel passes will play an important role in helping facilitate the safe, progressive return of international travel. We have therefore been collaborating with our industry partners to pursue the adoption of universally recognized digital travel passes as we prepare to welcome more passengers onboard our flights...”

Air France: Paris-Charles de Gaulle, San Francisco and Los Angeles

In another high-profile trial, Air France launched a four-week pilot program of the ICC AOKpass solution for digitizing and authenticating of COVID-19 test results, supported by MedAire /International SOS.

For the next month, Air France customers traveling to/from Paris-Charles de Gaulle, San Francisco and Los Angeles can test this mobile app, which is available on

smartphones and provides a secure verifiable record of their COVID-19 test results. By running this pilot in live conditions, Air France and its partners say they are striving to improve the passenger experience by streamlining the checking of test result documents, which has been mandatory since the outbreak of COVID-19.

A partnership between Air France, MedAire/International SOS, San Francisco International Airport, Los Angeles World Airports and Groupe ADP enables passengers using the app to benefit from dedicated airport procedures, with priority access from boarding on departure to passport control on arrival in Paris.

This test program, free of charge and on a voluntary basis only, follows the following four steps:

1. Customers download the ICC AOKpass mobile app available on App Store, Google Play Store or Huawei App Store, and take the required PCR or LAMP test in one of the partner laboratories, according to the regulations for the destination concerned.
2. Once the test has been taken, the laboratory provides customers with the results with a PDF document and a QR code, which can be securely downloaded into the ICC AOKpass app.
3. At the airport, on the day of departure, specific signage directs customers to a dedicated lane during boarding. When travel documents are checked, customers show the QR code displayed on their smartphone as proof of their negative COVID-19 status. The ICC AOKpass then confirms that the test presented is valid and complies with the regulations of the country of destination via a network secured by blockchain technology.
4. On arrival in Paris, customers will see the same specific signage and benefit from priority access when going through passport control, where they once again present the QR code on the AOKpass app.

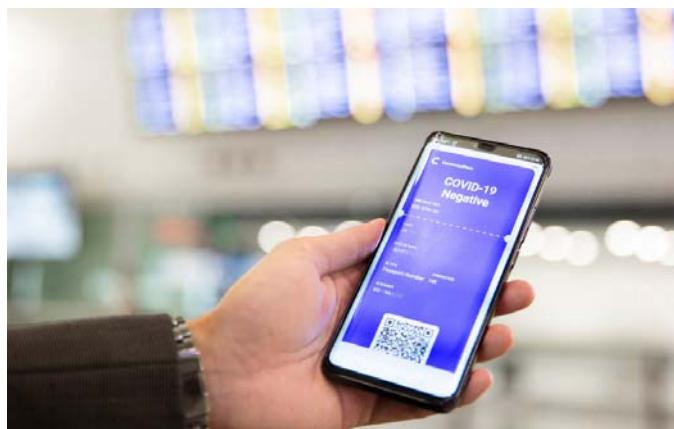


Photo courtesy of Cathay Pacific

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Paradies Lagardère launches MishiPay's Scan, Pay & Go technology in U.S. airports

North American airport retailer Paradies Lagardère has become the first concessionaire to introduce MishiPay's innovative *Scan, Pay & Go* technology in the U.S. airport market.

The "revolutionary" shopping solution was successfully piloted and unveiled to travelers at two Paradies Lagardère's airport locations: the Univision travel essentials store in the Fort Lauderdale-Hollywood International Airport and the Charlotte News and Gift store in the Charlotte Douglas International Airport.

MishiPay's *Scan, Pay & Go* technology is entirely contact-less and frictionless and requires no additional infrastructure to capture customer engagement and sales. Using their own mobile devices, travelers simply select the items they want, scan the barcodes and pay and go - without the need to interact with staff or stand in line at a register.

Paradies Lagardère says that this new in-store experience elevates overall customer satisfaction and convenience by enhancing speed of service and also reducing interpersonal contact, which supports safety and health protocols. MishiPay also improves operational efficiencies by freeing up staff from checkouts to assist in other tasks such as restocking, sanitizing high traffic sections and assisting customers.

"We are thrilled to partner with MishiPay to deliver this next generation service that will further enhance our customer's experience in our airport retail stores," said Gregg Paradies, President and CEO for Paradies Lagardère.

"Yet another accomplishment in our ongoing digital strategy efforts, the *Scan, Pay & Go* technology is a significant step to the future of travel retail. Early results from our pilots at Fort

Lauderdale-Hollywood International Airport and Charlotte Douglas International Airport show that travelers are embracing this user-friendly service."

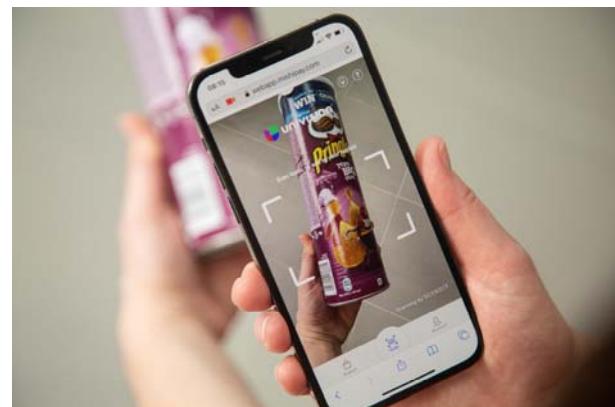
MishiPay founder and CEO Mustafa Khanwala said: "Standing in line to pay for purchases is irritating at the best of times but in an airport environment, where customers always have an eye on the clock, it's even more frustrating. By using technology to remove this archaic bottleneck, MishiPay enables retail to evolve to meet the demands of consumers."

Paradies Lagardère's launch of MishiPay complements already existing initiatives to innovate the

in-store experience.

Self-checkout kiosks were unveiled in late 2019 at The Goods@ATL store at Hartsfield-Jackson Atlanta International Airport and fast pay options such as Apple Pay and Google Pay have been a part of operations for several years.

Additionally, Paradies Lagardère's Dining Division recently expanded its partnership with Servy, formerly Grab, the airport e-commerce platform that incorporates omnichannel guest service technology at quick-service and full-service restaurants such as pre-ordering, pre-payment, tabling ordering and virtual kiosks.



Airports trial digital health passes

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This Air France trial is running alongside another 4-week pilot, which began on March 15, for Air France customers traveling from Paris-Charles de Gaulle airport to Pointe-à-Pitre (Guadeloupe) and Fort-de-France (Martinique) in the French Caribbean.

Customers participating in the test can access or delete their data at any time.

JetBlue tests Boston to Aruba

JetBlue and the government of Aruba are also partnering to trial a new digital health pass that will help travelers enter the Dutch Caribbean island more easily.

In partnership with the government of Aruba and COVID testing companies Vault and XpresCheck, the program allows JetBlue customers traveling from Boston's Logan International Airport to Aruba's Queen Beatrix International Airport to enter the nation

using the CommonPass digital health pass.

Aruba requires that arriving passengers test negative for COVID-19 either within 72 hours of or upon arrival.

Boston customers may use JetBlue's testing partners, Vault for supervised at-home PCR tests or XpresCheck for in-person testing, to streamline the arrival process in Aruba.

The CommonPass platform enables travelers to scan their passports to verify that they meet entry requirements into Aruba.

By downloading the CommonPass app in advance of their flight, JetBlue passengers will have access to dedicated immigration lanes where they scan their passports for entry.

More testing facilities are expected to be added to the CommonPass platform in the coming weeks and months.

Cruise lines offer Alaska by land this summer as Canadian ports remain closed to tourists

Holland America Line and Princess Cruises are offering alternative ways to explore Alaska, since it is looking like Alaska's traditional cruise season will not happen for the second year in a row.

The two cruise lines announced land-based vacations with a number of tours, with visitors traveling by train and other means.

Cruise lines have yet to restart voyages in U.S. waters as they work to meet the CDC coronavirus safety requirements spelled out in the Framework. Specific to Alaska, Canada has banned cruise ships at its ports until March 2022. Most cruise ships that operate in the U.S. are foreign-flagged and by law, must stop at a foreign port between destinations.

Some U.S. congressmen are trying to negotiate with Canada to find a solution to Canada's ban, asking Canada to consider allowing the cruise ships to stop at Canadian ports as required by law, but without disembarking any passengers. No new developments have been announced yet.

Celebrity Millennium to launch Caribbean summer cruises from St. Maarten in June

Another major cruise line has found a way to restart cruising in the Americas despite the restrictions still in effect from the U.S. Centers for Disease Control and Protection that have prevented sailing from the United States.

Luxury line Celebrity Cruises announced on Friday that it will return to cruising in the region aboard its *Celebrity Millennium* from its new home port in St. Maarten beginning June 5 and running through August.

All crew and adult guests over the age of 18 will need to be vaccinated in order to sail. Children under the age of 18 will need a negative test result for COVID-19 within 72 hours of embarkation.

Celebrity's St. Maarten-based cruises offer two different week-long itineraries: Tortola, St. Lucia and Barbados; or Aruba, Curaçao and Barbados. The cruises will begin and end at the Dutch/French island of St. Maarten.

Celebrity says that it will offer a range of curated tours, including Private Journeys and Small Group Discovery for guests preferring to explore the destinations with only members of their family or traveling companions.

The *Celebrity Millennium* has just completed a major bow to stern "re-imagining" and is at the fore-

front of Celebrity's \$500 million fleet modernization.

"Returning to the Caribbean after more than a year away is such a significant moment for us," said Celebrity Cruises President and CEO Lisa Lutoff-Perlo. "It marks the measured beginning of the end of what has been a uniquely challenging time for everyone."

"We have been in constant contact with the leadership of St. Maarten these past months to support each other and share learnings and best practices. That we're able to offer people the opportunity to safely vacation onboard the revolutionized *Celebrity Millennium* is incredible, and that we will sail from the magical island of St. Maarten is very special. I am forever grateful for the support and collaboration of the St. Maarten Government," she said.

St Maarten's Minister of Tourism, Economic Affairs, Transportation and Telecommunication (TEATT) Ludmila de Weever added: "Having a major cruise line such as Royal Caribbean Group's Celebrity Cruises homeport here is a significant economic milestone for St. Maarten. It's an historic agreement, the fruit of continuous dialogue and a testament to the strength of our longstanding relationship."



"Celebrity Cruises homeporting here will help rejuvenate our economy and drive opportunities for our people," she said.

Healthy at Sea

Celebrity Millennium will sail with comprehensive, multilayered health and safety measures developed with expert guidance from parent company Royal Caribbean Group's Healthy Sail Panel and Global Head of Public Health and Chief Medical Officer; and local health and government authorities. The cruise line says that these measures, including vaccination requirements, will evolve in keeping with current public health standards. In addition, guests must meet St. Maarten's travel requirements, which currently include presenting a negative PCR test taken within 72-hours of arrival to the island.

Celebrity is one of the brands in the Royal Caribbean Cruises portfolio.

Royal Caribbean to cruise from homeport in Nassau, The Bahamas

Royal Caribbean International has joined the roster of cruise lines offering summer cruises that avoid U.S. ports, announcing on Friday that its *Adventure of the Seas* will commence 7-night cruises from its new homeport in Nassau, The Bahamas.

The ships will sail with vaccinated crew and the cruises are available to adult guests who are fully vaccinated against COVID-19 and those under the age of 18 with negative test results. The itinerary includes Grand Bahama Island and Cozumel, Mexico, plus two back-to-back days on Royal Caribbean's highly rated private island, Perfect Day at CocoCay.

The new Bahamas itinerary will begin sailing on June 12, and will continue through August.

"We are excited to get back to delivering memorable vacations in the Caribbean, gradually and safely. The vaccines are clearly a game changer for all of us, and with the number of vaccinations and their impact growing rapidly, we believe starting with cruises for vaccinated adult guests and crew is the right choice. As we move forward, we expect this requirement and other measures will inevitably evolve over time," said Michael Bayley, president and CEO, Royal Caribbean International.

U.S. Virgin Islands reports strong tourism

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Commissioner Boschulte reported the tourism recovery has been strong with the Territory experiencing an encouraging start to 2021, anchored by robust visitor arrivals throughout the current Spring break period.

The U.S. Virgin Islands recently announced that it will allow all U.S. Virgin Islands residents ages 16 or older to receive the COVID-19 vaccine, making it the first United States jurisdiction to offer the vaccine to such a large majority of residents. Alaska followed suit shortly after, as the first U.S. state to permit residents ages 16 or older to receive the COVID-19 vaccine.

With at least 20,000 people in the Territory having received at least the first dose of the COVID-19 vaccine, the USVI is on pace to meet Governor Bryan's goal of having half the population, or 50,000 people vaccinated by July 1, 2021.

Every traveler aged five or older who enters the U.S. Virgin Islands, by air or sea, including anyone in-transit to another destination, is required to use the USVI Travel Screening Portal which can be found at usvitravelportal.com and submit an acceptable COVID-19 test result prior to travel.

SPARK creates new Brand Partner Program designed to help lead North American airport retail sales revival

SPARK Group of Companies has introduced the Brand Partner Program, a new multi-faceted sales and promotions solution for airport retail.

The program has been designed to substantially support global brands and travel retailers to achieve the best possible sales outcomes as the industry emerges from the COVID-19 pandemic.

There are many issues currently facing those brands and retailers in the face of COVID-19, and the Brand Partner Program has been designed to tackle them head on, according to SPARK Group of Companies President, Heidi Van Roon.

Issue for brands include reduced shop floor accessibility and travel budgets, obsolete activation models and ROI uncertainty, says Van Roon. For retailers, the program tackles reduced labor budgets, the high turnover costs of brand ambassador programs, and the need to adapt activations to the post-COVID era.

SPARK addresses these issues by recruiting and employing the Brand Partners. SPARK trains and supports these associates to provide airport shoppers with a highly-engaging, personalized and more sophisticated airport retail experience.

The program has been devised to enhance the role of the traditional airport retail sales assistant or brand ambassador to that of a dedicated airport store brand manager.

Brand Partner Program cohorts are scheduled to commence at key airports later this year, in line with North American air travel recovery.

In addition to sales training and brand immersion, the Brand Partners receive dedicated 12-month contracts from SPARK with competitive wages. There are long-term job prospects that are extendable either with SPARK, the brand or the retailer upon successful completion of the program.

The one-year extendable program also includes real-time sales reporting via a designed-for-purpose app, and aims to transform the effectiveness and ROI of the shop floor sales function. The training encompasses all the major categories in airport retail.

Van Roon explains that there are a variety of pricing options for the Brand Partner Program, and that it is available in full-time or part-time packages.

The program is all about collaboration, she says.

"What we are delivering with the Brand Partner Program is benefits to the retailer, benefits to the brand, and benefits to the employee. In other words, a win-win-win situation. We urge brands and retailers to provide input and to work with us and lead the airport retail sales model forward into a bright future."

The SPARK Group of Companies provides staffing and recruitment to the luxury retail sector in Canada and the USA. SPARK has delivered successful sales and HR programs for brands and retailers including Estée Lauder, Godiva, Dufry, Coty, L'Oréal, Andrew Peller, Sisley, AmorePacific, Hermès and Bulgari among many others.

Cruise lines announce UK-only sailings

Cruise lines in the UK also announced a number of restarts this past week—all are restricted to UK residents and most will require vaccinations. All of the itineraries announced to date will sail around the British Isles with a number of limitations.

Carnival Cruise's P&O is launching "Ultimate Escapers" for fully vaccinated UK residents. The *P&O Britannia* will offer 3-, 4- and 6-night cruises, starting in June, with its new *Iona* offering a 7-night cruise later in the summer.

Princess Cruises is launching "Summer Seacations" in July, August and September. Viking and Fred Olsen also announced UK plans.

MSC- vaccines not needed

MSC Cruises will offer a special range of short breaks and week-long cruises around the British Isles starting from May 20, for UK holidaymakers only.

Departing from the new terminal in the port of Southampton these first sailings will kick off with a series of short cruises and will be followed by 7-night sailings

visiting some of the UK's favorite destinations and offering additional ports of embarkation to guests.

The big difference is that cruisers will not need to be vaccinated to sail onboard the MSC offerings. All guests will be tested prior to embarkation, however, while non-vaccinated guests will also be required to show proof of negative test done within 72 hours prior to embarkation.

MSC is counting on its "industry-leading protocol" to ensure guest safety, says the company. MSC returned to sailing in the Mediterranean last August with its flagship *MSC Grandiosa* and has carried more than 50,000 guests since then.

The cruise line's comprehensive strategy includes universal testing of all guests and crew prior to embarkation and periodically throughout the cruise, deep and ongoing sanitation, protected-only shore excursions, as well as social distancing and the wearing of face coverings. The ships also sail with a reduced capacity.



SPARK founder Heidi Van Roon, right, and top with members of her team at Vancouver International Airport; Left: SPARK promotion for Godiva Chocolatier and Wayne Gretzky Ice Wine.

Hershey's launches Changi pop-up to build brand affinity and deliver happiness

The Hershey Company and Changi Airport Group have brought a hint of the big city excitement of New York City's Broadway and Times Square to Singapore residents via a unique pop-up retail space at Changi Airport Terminal 3.

The pop-up is inspired by the iconic Hershey's Chocolate World store located in New York's Times Square.

This collaborative partnership between Changi Airport Group, FNA Group International and The Hershey Company aims to deliver a unique consumer experience, says the company. The event began on March 12, 2021 to coincide with the week-long school holidays, and is running until May 3.

The star feature of the pop-up is the Amazing Chocolate Machine which showcases 8 varieties of Hershey's best loved and newly launched flavors. Visitors can redeem and fill a bucket from the 3m-tall dispensers aptly called Hershey's Bucket of Happiness. A Hershey's Penny Press, Customization Station, World's Largest Hershey's Chocolate Bar, and new Hershey's KISSES flavors are some of the other attractions on offer.

Larger than life Hershey's installations are scattered around

the airport terminal in three locations offering an "Instagram worthy photo opportunity." Among these are a Hershey's Kitchen with a giant-sized cup of cocoa and a jumbo stack of pancakes covered in Hershey's Syrup; life-sized Reese's peanut butter cups and Hershey's KISSES, which offer a touch of whimsy during this event.

Stanley Howe, Team Lead Asia Travel Retail, The Hershey Company, said, "When the opportunity to collaborate with CAG for this event was first proposed, we were very excited for the partnership as it aligns with what we seek to achieve in the TR channel with regards to building brand affinity with consumers while delivering moments of happiness through our iconic brands.

"This was an exemplary opportunity to also leverage the trinity partnership of Changi Airport Group, Hershey, and FNA International to deliver a creative, innovative experiential activation that also serves the commercial intent to encourage spend. In line with the Hershey's travel retail strategic pillar of Unlocking Occasions, this event allows us to deliver a memorable experience during the school holidays in Singapore as well as Easter celebrations," said Howe.



Hershey has adopted a number of digital solutions at the POS, which the company says has allowed it to lead the way in offering personalization and creating a bespoke experience for the customer. The CAG event has two digital photo units on display, allowing passengers to take a photo of themselves, decorate and include a personal message on it and print it as a sticker on a customized sleeve for the chocolate bar.

"We are pleased that the activation is led by our well-loved brands including but not limited to Hershey's, Hershey's KISSES, and Reese's. We look forward to learning and calibrating as this event goes through its 6 weeks run and would like to extend our sincere thanks to CAG and FNA for their partnership in bringing this to life," Howe added.

To encourage spending and shopping at Changi Airport, customers can qualify for promotional offers such as gift with purchase and purchase with purchase ranging

from a Hershey's Penny Press souvenir, branded tote bag, and more.

James Fong, Vice President of Landside Concessions at Changi Airport Group said:

"We continue to roll out engaging campaigns, especially during the school holidays, to bring fun and new experiences for the whole family to enjoy at Changi Airport and Jewel. This March school holidays, we've partnered with The Hershey Company. They're a household brand with yummy treats that are well-loved by everyone; both young and old.

"Families will be transported to New York Times Square with Hershey's Chocolate World inspired activation at various locations in Terminal 3 for a multi-sensory experience. The young and young-at-heart will be delighted to bring home a Bucket of Happiness filled with up to 8 different flavors of chocolates, penny press souvenir, personalized Hershey's Giant Bar and more."

