Violette
SINCE 1962
ST. CROIX · ST. THOMAS · ST. MAARTEN · FREEPORT

TRAVEL MARKETS INSIDER

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Violette's Boutiques expand across four key Caribbean markets

St. Croix-based fragrance duty free boutique Violette is expanding across the Caribbean, bringing six decades of perfume heritage to the Caribbean's busiest cruise ports.

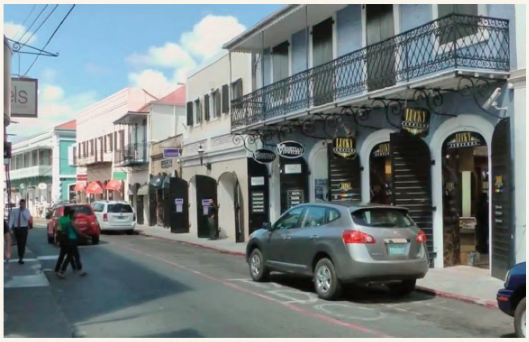
Founded in 1962 by Violette Hilty, the operation has announced that by 2027 it will expand to eight locations across four islands – St. Thomas, St Maarten and the Bahamas, in addition to its flagship store in St. Croix.

Following its closure in 2020 as a Christiansted landmark at the Caravelle for over half a century when Mrs. Hilty passed away, Violette reopened in February 2025 on the Frederiksted waterfront.

Today, Violette's daughter, Christine Hilty, carries the name, the decades of relationships with St. Croix clients, along with her own long experience in the fragrance business. She runs the company with Eric Lejeune, who brings more than 25 years in prestige fragrance supply and distribution across Latin America and the Caribbean, and Bruno Froideval, partner and financier, with 30 years in private equity.



ST. CROIX · OPEN



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Under the Danish arches

The flagship sits at 4A Strand Street in Frederiksted's historic district.

The Boutique carries more than 45 prestige and niche fragrance houses at duty free prices, from designer names to niche discoveries, alongside skincare and gifts.

Violette's St. Croix flagship is located under the Danish arches on the cruise ship waterfront directly across from the cruise ship pier.

"There are few retailers nearby and we experience high sales volume on ship days," commented Eric Lejeune. "The Boutique is next to several boutique resort hotels and we also

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The Estée Lauder Companies and Duty Free Americas celebrate global partnership with milestone store at Miami International Airport

The Estée Lauder Companies (ELC) and Duty Free Americas (DFA) celebrated the launch of their first store featuring three of ELC's prestige beauty brands at Miami International Airport, marking an exciting moment in the renewed global retail partnership in North America.

Travel Markets Insider's Michael Pasternak joined representatives from MIA, ELC, and DFA at the ribbon-cutting, officially opening the DFA Beauty store. The reopening of the renovated space marks the first milestone in the Concessions Modernization Program initiated by Miami International Airport.

The new brand space brings together ELC's brands: Le Labo, TOM FORD BEAUTY, and Jo Malone London, offering all passengers an elevated and memorable shopping experience. This store is the first example of the renewed partnership between DFA and ELC and underscores ELC and DFA's shared commitment to delivering best-in-class retail experiences in travel retail. Both organizations recognize the importance of building brand equity and discovery, offering prestige experiences to connect with traveling consumers in a locally relevant way in order to better reflect their evolving expectations.

Duty Free Americas and The Estée Lauder Companies announced a strategic global retail partnership to launch ELC brands

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Pictured (left to right): Basil Binns (Deputy Director, Miami International Airport), Ralph Cutié (Director & CEO, Miami International Airport), Olivier Dubos (Senior Vice President and General Manager, Travel Retail Worldwide, The Estée Lauder Companies), Jerome Falic (CEO, Duty Free Americas), Simon Falic (Chairman, Duty Free Americas), Samuel Falic (Vice President, Duty Free Americas), Joseph Falic (Vice President, Duty Free Americas) and Carla Fogarty (Buying Director, Duty Free Americas).

DFA Beauty *continued*

across DFA stores in September 2025. The two companies had not done business together since 2015.

The Estée Lauder Companies Senior Vice President and General Manager, Travel Retail Worldwide, Olivier Dubos, said, "We are delighted to celebrate this milestone with Duty Free Americas as we begin an exciting new chapter in our partnership. As the first launch under our renewed global retail partnership, this opening marks the first tangible outcome of our collaboration, combining ELC's portfolio of brands with DFA's travel retail expertise to deliver elevated experiences for all passengers.

"This new store at Miami International Airport reflects ELC's continued investment in the Americas and our commitment to expanding the reach of our prestige beauty portfolio. By leveraging the respective strengths of these three brands, we are committed to creating meaningful connections with passengers and unlocking new opportunities for growth. We look forward to building on this exciting partnership in the months and years ahead."

"We are proud of what we are opening today, and even more excited about what lies ahead. Here's to many successes



together."

Duty Free Americas Chief Executive Officer Jerome Falic added: "It's a real pleasure to have all of you here at Miami International Airport for our ribbon cutting of our newest concept store. This is the very first location of Miami International Airport's concession modernization program, and I think you'll agree as you look around that we've set the bar very high. We are incredibly proud of how the store looks, but what makes us even prouder is how it's performing. Beautiful stores are wonderful, and beautiful stores that sell are even better. This one is doing both.

"We are delighted to strengthen our partnership with The Estée Lauder Companies and its exceptional portfolio of prestigious brands. The introduction of these brands at Miami International Airport marks an important first milestone in our collaboration and reflects our shared ambition to elevate the travel retail experience for all passengers. By combining ELC's world-class brand portfolio and deep consumer understanding with DFA's expansive retail network and operational expertise, we are well positioned to create compelling shopping experiences, strengthen brand engagement and drive further growth. This is just the beginning, and we look forward to building on this partnership with further store openings across our network in the months ahead.

"What you see here is a result of two exceptional partnerships. The first is with Estee Lauder Companies and its remarkable portfolio of prestige brands. The second is our partnership with Miami International Airport. Miami is our home, and we're grateful for the airport's vision in launching this modernization program, and for trusting us to open the very first door.

"I would also like to welcome my friend Olivier Dubos, Senior Vice President and General Manager of Travel Retail Worldwide at Estee Lauder Companies. Olivier and I have had the pleasure of working together in many parts of the world for the last 20 years. He flew here from Singapore especially to be with us today, and I really appreciate the effort."

The reopening of the renovated space marks the first milestone in the Concessions Modernization Program initiated by Miami International Airport approximately 18 months ago. This program aims to evolve the airport's retail environment to be more engaging, personalized, and relevant to modern travelers, says Ralph Cutié, Director & CEO, Miami International Airport.





Violette expands in caribbean *continued*

have loyal local clients, some since the 1970s."

St. Maarten

Two boutiques are opening in Philipsburg in November. The first, inside Captain Duty Free, has 35 lit bays on the walkway from the cruise pier, facing Great Bay beach at the start of Front Street. The second is at Bobby's Marina, the water-taxi terminal that brings cruise passengers into town and carries travelers to St. Barth.

St. Thomas

The newest Violette Boutique is opening this month on 1 Dronningens Gade, Main Street, in Charlotte Amalie's duty free district in St. Thomas.



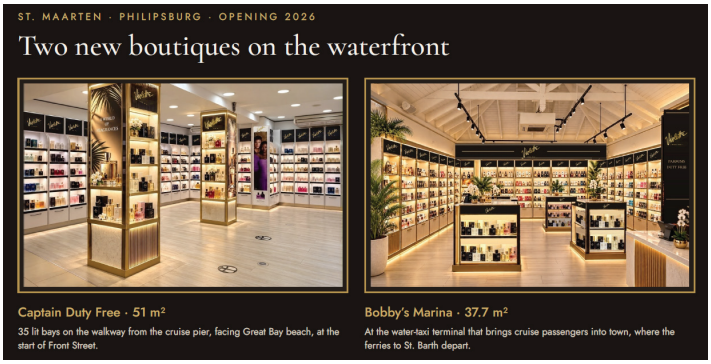
Chritine Hilty and Eric Lejeune

"The Main Street boutique will feature a full wall of backlit brand bays, one per fragrance house, and glass display counters for prestige and niche exclusives," says Lejeune. "With two street entrances, window displays, a fragrance consultation table and lounge seating, it is designed to turn passers-by into clients."

Both the St. Croix and St. Thomas boutiques have been completely rebuilt, says Lejeune, with custom backwalls for every fragrance house. In St. Thomas alone, the project is valued at around $1 million, including construction, custom fixtures built by Violette's own team in Miami, and opening stock.

The Bahamas

Violette has also taken over three boutiques already open in Freeport, which are now moving to the Violette name. Next comes a boutique at St. Croix's Henry E. Rohlsen Airport in 2027.



Avolta expands presence at Grantley Adams International Airport with new beauty store

Avolta has opened its first beauty store in the Departures area of Grantley Adams International Airport in Barbados. Offering travelers a dedicated fragrance and cosmetics assortment featuring prestigious international brands including Jo Malone London, Kilian, Tom Ford, Balmain, Chanel, Dior, Bvlgari and Armani, the new store also brings together specialty brands such as Victoria's Secret and Bath & Body Works, alongside Fenty Beauty, an important brand founded by Barbadian National Hero Rihanna and recognized for its inclusive range of products catering to a wide variety of skin tones.

The new 95 sqm travel retail store strengthens Avolta's existing presence at Barbados' sole commercial international airport, bringing a dedicated fragrance and cosmetics offer to Departures.



Kathy Harris, General Manager Barbados, St Lucia, Grenada & Antigua, Avolta, said, "We are pleased to further strengthen our presence at Grantley Adams International Airport with the introduction of our first beauty store in Departures. This space has brought together a strong selection of sought-after beauty brands and provides travelers with an attractive, dedicated beauty offer as part of their journey through Barbados. We look forward to continuing to develop our partnership at this important Caribbean gateway."

Avolta's Bridgetown Duty Free beauty store further broadens the range of retail experiences available to the over 2.4 million passengers who visit the airport each year, complementing Avolta's existing retail portfolio at the airport, where the company operates a multi-category store in the Arrivals area, Colombian Emeralds International, a fine jewelry store and coming soon Market Place by Hudson in the Departures.

One on One with Jordi Martin-Consuegra, COO, North America, Avolta

How integrating data, loyalty programs, and customized offerings creates a seamlessly blended passenger experience

Avolta's duty free, specialty retail, and bars and restaurants have seamlessly blended the passenger experience at airports in North America and throughout the world, helping deliver what the traveler wants, Jordi Martin-Consuegra, COO, North America for Avolta, tells *Travel Markets Insider.*

In an exclusive interview with *TMI*'s Michael Pasternak in the Club Avolta Lounge at the TFWA World Exhibition and Conference in Cannes at the end of September, the Avolta executive says that by integrating data, loyalty programs, and customized offerings, the company aims to turn the airport "gateway" into a meaningful destination.

"First and foremost, our priority is to keep strengthening our partnerships with our airports, with our landlords, and specifically delivering on the programs that we have won in the last months, which include Hawaii, Miami, JFK, Seattle, Phoenix, and Orlando. We have a lot of work to do, and we need to deliver on the promise," says Martin-Consuegra.

"But secondly, what we want to do is more than that. We want to not just build and run stores and restaurants. We want to create experiences. This means that we need to do things a bit differently. On top of using the usual levers, I would emphasize one: Avolta IQ, which focuses on data, intelligence and machine learning to create commercial opportunities. We have been working on this for a long time and our understanding of our customers is stronger than ever."



Jordi Martin-Consuegra

The night before, during the Avolta cocktail, Avolta CEO Xavier Rossinyol introduced Avolta IQ, the company's proprietary commercial intelligence engine designed to start with the traveler. By bringing together signals from across its global network, Avolta IQ was created to help Avolta better understand traveler demand, preferences and context by location and time, turning insights into more relevant offers, activations and experiences.

Because Avolta touches most aspects of the commercial offer at airports with its Dufry duty free stores, Hudson travel convenience and specialty stores, and HMSHost bars and restaurants, it has comprehensive information on its customer base and can tailor its offers to them.

"We can cover most of the commercial segments in the airport. We also have engines like Club Avolta that allow us to be much more personalized. If we have a customer and we know they love wine and they tend to buy local wine from the places they visit, we need to action it at the point of sale, and we need to be ready for them and offer what they're looking for. That's a simple example," he says. "It's a powerful way to create experiences."

But it is also about traditional sales and service, says Martin-Consuegra, emphasizing that the level has to improve.

"I believe service standards across the industry have not fully recovered since COVID. We are all responsible for bringing them back to where they need to be, especially when customers increasingly value that. We are launching a global service philosophy that is about creating and delivering the experience that customers expect, which can be very different in a sit-down restaurant, from a duty free store, from a convenience store. They all have elements in common that we want to bring to the next level. That is a priority because it's a virtuous cycle, as we all understand. When a customer feels good, they buy and they come back."

Avolta is super focused on bringing together its full portfolio in new ways, whether food and beverage, duty free, travel retail, or specialty and convenience, he says.

"You need to deliver, and we're having great success by defying the boundaries a little, because customers don't care whether it's duty paid or duty free. This is terminology that we operators use to organize ourselves. What customers want is something interesting, and high quality. And in the end, our business model puts the travelers

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Two important recent openings for Avolta in North America: JFK Terminal 8 in New York and Alpine Loft in Vancouver International Airport.

Jordi Martin-Consuegra *continued*

at the center," he says.

"There is this concept in the industry that airports are kind of the no man's land between your point of origin and your destination, but everything we do is contributing to deliver an increasingly better experience. How do we make that gateway feel like somewhere worth spending time?"

Club Avolta

Avolta's loyalty program Club Avolta has been a game-changer for the company and continues to add new partnerships and exclusive offerings.

"Club Avolta is a real differentiator. The latest breakthrough is our agreement with Air Canada to partner with the loyalty program Aeroplan, so Aeroplan members can earn points in our stores. We are managing to create an ecosystem where everybody wins.

"Club Avolta gives us a direct relationship with the traveler. We understand what they want and can adapt the offer and how we operate. Secondly, it gives us valuable data insights. It's our flywheel. As we partner with more and more brands that are relevant to the customer, it's mutually beneficial."

JFK Terminal 8

Earlier this year, Avolta opened nearly 50,000 square feet of space among its Dufry, HMSHost and Hudson locations in Terminal 8 at JFK. Martin-Consuegra says its goal with its JFK operations is to create a unique experience for the passengers, and a New York sense of place.

"We are very pleased with the results at JFK Terminal 8 , where performance continues to improve, particularly in conversion and spend. It is a carefully curated portfolio, specifically for JFK Terminal 8.



The Club Avolta lounge at the TFWA World Exhibition in Cannes.

We've designed it with New York in mind and with the appetites of our customers in mind. We have launched a few industry firsts as part of that program. The first speakeasy embedded in our liquor store. We have opened what was then the first Eataly in North America. We have launched a new concept by Chef David Chang, Peach Palace by Momofuku. We have put real care into it. None of these concepts are copy paste; each needs nurturing, both at inception and in daily operation," he says.

"We're also proud that we brought that level of New York to the program. We have more than 20 great partners from New York. These New York partners not only create sense of place and connect customers to the destination, but you also discover things you didn't know existed in New York City through our program. So, all in all, we think it's a great New York City program for the JFK Terminal 8 customer, and there's more to come."

Avolta has successfully brought that sense of place to other locations throughout North America with destination specific products and concept stores.

"In the last year, we opened Alpine Loft in Vancouver with more than 50 Canadian specific brands. We have also recently opened our own Canadian beauty store called Aura. It's all beauty brands made in Canada. It appeals to a customer who wants something different. So that sense of place, we're taking it to a new level by really crafting a whole concept on top of the assortment, depending on the location."

Avolta is also trying to offer convenience without compromise, says Martin-Consuegra.

"How do we offer quality, better-for-you food to our customers who are increasingly demanding it? We've created a new program called Eat Well. Travel Further., which is health-conscious food to grab and go, created and certified by our chefs to support a healthy lifestyle. We tested very successfully in Chicago O'Hare and now we're taking it to LA and other airports."

North America's World Cup

With the 2026 FIFA World Cup taking place throughout the United States, Canada, and Mexico, this past summer, Avolta went all in for the event to deliver for its customers.

"We had activations in all host cities across the three countries. We had retail product merchandise in 180 different points of sale specific to FIFA, and often our own exclusive designs through an agreement we struck with FIFA. We also created experiences such as FIFA pop-up bars and stores, football simulators, digital foosball, and brand activations with partners like Coca-Cola. It was a great football experience. We gave it our all, and we couldn't be happier, travelers responded, and we were part of a tournament that was a success across all three countries. I think everybody is very pleased in the U.S., Canada, and Mexico with the way everything went," he says.

Even with all these successes, Martin-Consuegra says Avolta is only getting started as it blends its businesses together to create experiences for its customers.

"This is only the beginning. We have a clear strategy and a strong team. With our brand and airport partners we will keep delivering great execution for our customers."



Official FIFA merchandise at Toronto Pearson.

Port of Seattle 2026 cruise season wraps with new records

The Port of Seattle's 2026 cruise season, which concluded on October 18, topped last year's record, delivering an estimated $1.2 billion in regional economic benefit, while providing more than 5,120 individuals direct and indirect jobs throughout the season. The season also saw a record number of passengers and sailings, plus an uptick in shore power use by ships in berth.

The season also delivered 330 total ship calls with nearly 2 million revenue passengers; Alaska cruises were operated by 10 home port cruise brands and 16 home port ships; and two cruise lines – MSC Cruises and Virgin Voyages – had their inaugural seasons in Seattle

2026 set a new record with 66% of ships utilizing shore power at berth as the Port approaches the 2028 date for 100% utilization by homeported ships; while *Star Princess* safely and successfully bunkered liquified natural gas (LNG); this was the first cruise ship to bunker LNG in Elliott Bay.

With shore power available at all three berths, 66% of ships plugged in at berth this season, avoiding an estimated 1.52 ton DPM (diesel particulate matter) and more than 6,189 tons of CO2e from emissions. This shore power utilization demonstrates how the Port and its cruise line partners are meeting the evolving environmental needs and capabilities of the cruise industry.

This fall, the Port of Seattle will continue its shore power expansion work at Pier 91, with an in-water dredging project and expansion of on-pier electrification. These two projects, when complete, will allow complete access for all cruise vessels to plug in while at berth. This season, Princess Cruises' *Star Princess* piloted LNG bunkering — or fueling — at berth in Elliott Bay, the first in the bay across all vessel types. Not only does LNG burn cleaner with fewer air pollutants, 3% of the LNG used in this bunkering came from renewable sources. The Port of Seattle said it appreciates the collaboration with the Coast Guard and Seattle Fire Department to ensure safe bunkering protocols, and recognizes its partners at Princess Cruises, Seaspan, and its on-pier operations team. The lessons learned in this program will help us continue to shape its approach to sustainable fuels, a Port priority.

The Port of Seattle continues its Port Valet program, which transfers bags directly from cruise ships to Seattle-Tacoma International Airport (SEA), giving cruise visitors an opportunity to explore Seattle's unique sights, sounds, and flavors before they head to the airport. This year, the service handled bags for more than 187,000 guests, allowing cruisers to enjoy the city luggage-free.

Looking ahead, the 2027 cruise season is expected to see 326 calls and approximately 2 million revenue passengers. A preliminary 2027 cruise schedule is available on the Port of Seattle Cruise Schedule webpage.

Dulles International Unveils Concourse E

New 14-gate facility advances airport's $20+ billion transformation

The Metropolitan Washington Airports Authority and United Airlines last week unveiled Washington Dulles International's Concourse E. The sweeping 435,000-square-foot facility is the first new concourse at Washington Dulles International Airport (IAD) in two decades, and the first of four concourse construction phases that will expand flight capacity as part of a $20+ billion airport transformation initiative.

Concourse E began hosting flights and travelers November 10 with 14 new United gates, direct AeroTrain access, expansive new dining and retail options and a nearly 40,000-square-foot United Club, one of the largest in United's network.

Each gate has the flexibility to service domestic and international flights.

The opening marks a major milestone in Dulles International's broader transformation as the Airports Authority and United collaborate on the "Dulles Global Gateway" capital investment program featuring major modernization projects over the next decade. The program calls for significant new facilities and expansion of the AeroTrain system that will allow replacing the decades-old Concourses C and D and retirement of the airport's mobile lounge shuttle system.

Concourse E adds 14 new United gates, which will allow the airline to offer more flights and new destinations from Dulles. The concourse features spacious seating areas, enhanced restrooms, natural lighting and direct access to the AeroTrain system. Direct AeroTrain access makes it easier for travelers to move between the Main Terminal and their gate and creates a more efficient pathway for travelers to move through the airport.



Dulles International nveils Concourse E

Concessions include nationally known brands and local favorites, such as Aventino, Bonchon, Dos Toros Taqueria, Ellie Bird, Good Company Doughnuts & Café, Honor Brewing, MurLarkey Distilled Spirits, Rusty Taco and Starbucks, along with Travel Tech and Gameway, an immersive video gaming lounge.

DFWC Q3 2026 KPI Monitor reveals growing interest in novelty and exclusives

Traveling shoppers are showing slightly more interest for travel retail exclusives (TREX) and new products that they have not previously purchased, according to the latest Duty Free World Council (DFWC) Q3 KPI Monitor. Otherwise, shopper behavior is largely stable between the last two quarters.

The quarterly KPI Monitor, produced exclusively for DFWC by Swiss research agency m1nd-set through its B1S database, was conducted from a sample of more than 7,800 respondents across all world regions.

According to the Monitor, the percentage of shoppers actively looking for products they have never bought before increased by one percentage point, from 62% in Q2 to 63% in Q3, 2026. TREX purchases among global shoppers also rose by one point from 65% to 66%.

Staff interaction and influence are other aspects that experienced marginal growth across the period, with staff interaction increasing by one percentage point, from 56% to



57%, and 76% of shoppers who interacted with sales staff said they were positively influenced by the advice they received, up from 75% in Q2.

The DFWC KPI Monitor reveals purchase drivers remained unchanged in Q3 2026; good value for money (29%), convenience (22%), brand loyalty (19%), trendy brands (18%), and price advantage (16%) remained the top five drivers. As for reasons not to purchase in travel retail, purchasing in other retail channels was cited by 19% of shoppers, up from 18% in Q2, as the main barrier to purchase. Both unwillingness to carry more items and no intention to purchase anything were unchanged at 16%, while the lack of motivating promotions and higher prices vs the domestic market both increased from 14% to 15% between Q2 and Q3, according to the Monitor.

In terms of purpose of purchase, self-purchasing increased marginally in Q3 this year, from 59% in the previous quarter to 60%. Gifting remained stable at 20%, as did sharing (15%) and on-request purchases (6%). Impulse purchases declined by one percentage point to 21%, while planned purchasing rose to 79%, following a one-percentage point increase in specific planned purchases. The share of global shoppers who noticed touch points in Q3 also remained constant, with 32% of duty free shoppers exposed to pre-shopping information. Airport advertising was the only touch point to register a slight increase between Q2 and Q3, up to 16% of duty free shoppers globally.

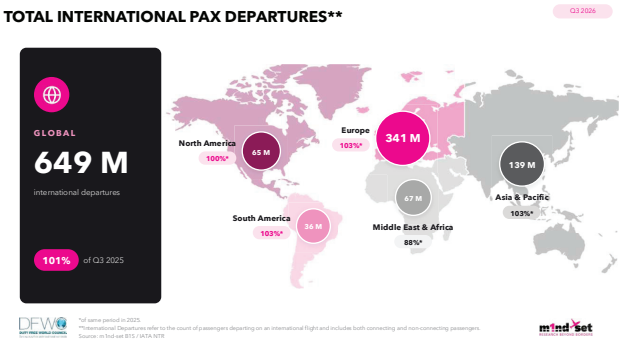
Commenting on the Q3 KPI Monitor, Sarah Branquinho, DFWC President said "The DFWC KPI Monitor indicates a high level of consistency and stability in shopper behavior, which, in the current geopolitical and global economic environment, is encouraging. The Monitor demonstrates the strength and resilience of the global travel retail channel in the current climate, supported by its distinctive offer, as well as the importance and value of the human factor, during the shopper journey. As an industry, we can be proud of our achievements but must continue to build on our key assets and ensure that value, quality and convenience remain central to our offer and appeal."

DFWC Q3 airport rankings

The Duty Free World Council (DFWC) Q3 KPI Monitor, which also tracks global passenger movements, reports that Q3 traffic rose by one percentage point compared with the same period in 2025, to 649 million international departures. Europe, Asia Pacific and South America all recorded 3% increases on the same period last year, while North America's traffic remained constant and departures from the Middle East and Africa were 12% lower than Q3 2025, as the U.S. & Israel-Iran war continues to impact the region.

The top five airports for international departures in Q3 2026, remained the same as the previous quarter albeit with a slight reshuffling in the rankings. London Heathrow retained its position as number one with 13.5 million international departures, while Seoul Incheon moved up from 4th to 2nd place with 11.6 million. Amsterdam slipped from second to 3rd place, with 11.4 million departures in Q3. Paris Charles de Gaulle moved up to 4th with 11.1 million, and Singapore completed the top five with 10.7 million, down from third place in Q2.

Dubai re-entered the top ten airports for international departures in Q3, into 7th place, with 9.8 million, just behind Frankfurt (10 million) and ahead of Istanbul and Hong Kong sharing 8th place, each with 9.3 million international departures.



Madrid completed the top ten with 7.9 million.

The top ten nationalities for international travel remained largely unchanged in Q3 2026 except for Turkey, which entered the rankings in 9th place. The United States retained the top spot. The United Kingdom, Germany, France, and Spain completed the top five nationalities, each with strong increases in passenger numbers. Italians also saw a big hike, climbing to 6th place and overtaking China, which fell to 7th place. South Korea slipped to 10th position behind Turkey.