Lima Airport

TRAVEL MARKETS INSIDER

Vol. 26 No. 23

A new hub for South America: Fraport subsidiary Lima Airport Partners opens terminal in Lima

Just days before the 2025 ASUTIL Conference began in Peru, Fraport subsidiary Lima Airport Partners (LAP) celebrated the official opening of the new terminal at Lima's Jorge Chávez International Airport (LIM).

On the night of May 31 to June 1, airlines, government agencies, and partners relocated from Lima's old terminal to the new one. The opening was preceded by a two-week soft launch period involving four airlines to ensure an efficient start of operations and operational stability.

The new terminal is three times bigger than the previous one. By the end of 2025, it will be expanded further to cover 270,000 square meters, providing enough capacity to receive up to 40 million passengers annually.

Thanks to its modular design, the terminal's capacity can be increased to accommodate future growth. The approxi-mately US$2 billion expansion program that began in 2019 involved building both the terminal itself and related infrastructure. Key elements of the project included a second runway, a new air traffic control tower, aircraft parking positions, energy supply facilities, transportation connections, and parking facilities for passengers and visitors.

Fraport CEO Dr. Stefan Schulte says: "The opening of the terminal is a milestone – not just for Fraport, but also for Peru and South America. Our goal is to make Lima one of the continent's most important hubs, providing a boost to tourism, air cargo traffic and connectivity for all Peruvians. The opening of this flagship project clearly symbolizes our commitment to Peru. We've worked together with our Lima Airport subsidiary and our partners to build the new terminal and the first Airport City in South America, connecting air travel with cargo, logistics, retail, and hotels."

The new terminal will feature future-proofed technologies, including highly efficient CT scanners for aviation security, while at the same time reflecting Peru's history and culture.

Works created in partnership with local Peruvian artists are located throughout the terminal, representing the country's three regions – the coast, the rainforest, and the mountains.

In addition, restaurants across more than 8,000 square meters of floor space will inspire travelers to savor Peru's outstanding, world-famous cuisine. This combination means the new Jorge Chávez International Airport is set to offer a unique passenger experience.

Lima Airport Partners CEO José Salmon says: "The new terminal is the heartbeat of Peru. This airport will create approximately 120,000 jobs, benefiting our neighboring communities. Furthermore, the airport will contribute to our country's economic growth, creating jobs for future generations, boosting business, and promo-ting the recovery of tourism."

LIM will also be the first airport in South America to use a digital apron management system. The system allows airport controllers to monitor and control taxiing traffic from the terminal with the aid of cameras. The implementation of this technology represents a significant milestone in Lima Airport's journey toward operational excellence.

Fraport AG has been operating in Lima since 2001. The Fraport Group holds an 80.01 percent stake in LAP, the airport's operating company (the remaining 19.99 percent is held by International Finance Corporation). LAP has a concession to manage the airport in Lima until 2041, with an option for an extension.







In a highlight of the 2025 ASUTIL Conference in Lima, Peru, ASUTIL Secretary General Carlos Loaiza-Keel (left) presented IAADFS President and CEO Michael L. Payne (right) with the 2025 ASUTIL award for his contributions to the industry. In photo at right, Loaiza-Keel is joined by ASUTIL President Enrique Urioste and former Secretary General José Luis Donagaray in congratulating Payne.

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Asociación Sudamericana de Tiendas Libres

TRAVEL MARKETS INSIDER

2025 ASUTIL Conference "Nexus" stresses innovation and opportunity in South America

The sold-out 2025 ASUTIL Conference took place in Lima, Peru last week at an opportune time for both the host city and the Latin America region as a whole.

The new terminal at Lima's Jorge Chávez International Airport officially started operations on June 1, just one day before the ASUTIL Conference returned to the city for the first time in more than a decade.

There were 320 attendees on-hand at the Swissotel Lima, with more than 70 buyers present.

ASUTIL President Enrique Urioste in his opening address at the conference, said that passenger traffic in the region is expected to double by 2053 with international traffic growing faster than domestic traffic. Latin America is expected to grow by 8.7% overall in 2025 compared to 2024.

Focus on Lima

Lima was a key topic on day one of the conference, with keynote speaker Dag Rasmussen, Chairman & CEO at Lagardère Travel Retail, talking about the new terminal opening at Lima Airport.

The new flagship operation at Lima Jorge Chávez International Airport is a major milestone for Lagardère Travel Retail and a new benchmark for travel retail and dining in the region, Rasmussen says.

Lagardère is reshaping the passenger experience with a deep celebration of Peruvian culture and gastronomy in Lima, he added.

The space includes 7,300 sqm of commercial space — including 4,000 sqm of duty free and duty-paid retail, and 3,300 sqm dedicated to food & beverage.

With the opening of the new terminal in Lima last week, Rasmussen says he hopes the Lima operation will become the flagship duty free store in the region, with his company "an emerging player in Latin America."

"While we are not the biggest operator in the region, it is our ambition to be the best."

Rasmussen says the success of the Lima store will be based on three core values: adaptability, sense of place, and trust.

Lima Airport continued to be in the spotlight, with Lima Airport Partners (LAP) CEO Juan Jose Salmon and CCO Norbert Onkelbach discussing how their new airport is transforming the region.

Lima Airport will be a very important hub in the region, says Salmon.

"We have a very ambitious growth plan," says Onkelbach.

The Jorge Chavez airport expansion is one of the main infrastructure projects in Peru and the second largest investment project in the country.

The new terminal is three times bigger than the previous one. By the end of 2025, it will be expanded further to cover 270,000 square meters, providing capacity for up to 40 million passengers annually.



Keynote speaker Dag Rasmussen, Chairman & CEO at Lagardère Travel Retail, and Lima Airport Partners (LAP) CEO Juan Jose Salmon and CCO Norbert Onkelbach talked about the newly opened airport.

Spirits trends and advocacy

Following the speeches dedicated to the new Lima Airport opening, m1nd-set CEO Peter Mohn chaired a panel on the latest trends in spirits in global travel retail featuring Pernod Ricard General Manager Travel Retail Americas Greg Ford; Suntory Global Spirits Regional Director Americas, Global Travel Retail Nathan Ellingson; Diageo Brazil VP Sales Andre Muller; and Moët Hennessy VP Travel Retail Americas Yann Isambert.

In the closing session of day one, Avolta Brazil CEO Gustavo Fagundes discussed ASUTIL's work on advocacy, regulatory engagement and collaborative initiatives with Duty Free World Council (DFWC) President Sarah Branquinho and Ricardo Oliveira, External Senior Counsel to the DFWC.



m1nd-set CEO Peter Mohn led a discussion on spirits trends in global travel retail with executives from Pernod Ricard, Suntory Global Spirits, Diageo and Moët Hennessy.



ASUTIL President Enrique Urioste opens the conference with an overview on the affairs of ASUTIL and the industry.



Avolta Brazil CEO Gustavo Fagundes, Duty Free World Council President Sarah Branquinho and Ricardo Oliveira, DFWC External Senior Counsel, discuss advocacy, regulations and collaborative initiatives during the 2025 ASUTIL Conference.

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2025 ASUTIL Conference "Nexus" stresses innovation and opportunity in South America

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Petrina Kho, the new head of L'Oréal TRA talks beauty; m1nd-set CEO Peter Mohn talks traffic and shopper trends; and Carlos Melconian (left above) and John Moor (right) talk about economics and politics with ASUTIL President Enrique Urioste during the ASUTIL Conference.

Following a morning of networking, Petrina Kho, L'Oréal Managing Director Travel Retail Americas, started the second day of the ASUTIL conference focusing on the growth opportunities in Latin America for beauty, which is the largest category in the region for travel retail.

"If you are able to dream, you will be able to transform the business and make positive changes. Increasing air travel in Latin America will allow companies to keep growing," says Kho, who started her new role in January.

Kho highlighted a campaign that is starting later this month at Buenos Aires Ezeiza Airport with Avolta as a best-in-class example of what they can do more of in the region. The activation includes all stakeholders, including American Airlines and Aerolineas Argentinas.

In the next session, Uruguayan political analyst John Moor explored the current global landscape and its implications for the region — offering insights to help navigate an increasingly complex and uncertain world.

ASUTIL staple, Argentinean economist Carlos Melconian, followed Moor, offering an in-depth analysis of economic trends, risks, and opportunities impacting the major LATAM economies and the key drivers of growth in the region, before joining Moor and ASUTIL President Enrique Urioste in a discussion about economics and politics in the region.

m1nd-set CEO Peter Mohn then delivered a report on air traffic and shopper trends in Latin America. He reports that 257 million international trips were forecast for Latin America in 2025, +19% ahead of the pre-pandemic 2019 figure.

In April, ASUTIL launched a new partnership with m1nd-set, delivering the first edition of its Quarterly Insights Updates exclusively for ASUTIL members.

The final session of the conference focused on innovation in border travel retail, with Avolta Brazil CEO Gustavo Fagundes, DFA Uruguay CEO Andres Mendelsohn, Neutral by Luryx CEO Marcelo Montico, and Rafael Parodi, Business Development Director at Sineriz highlighting their projects on the border in the region.

The Conference also offered its renowned networking opportunities, highlighted by the Opening cocktail sponsored by Sineriz, and a spectacular gala evening hosted by Lagardère. On Friday, ASUTIL organized a special day to sample Peruvian culture with a visit to the Pachacamac Sanctuary, an archaeological religious and ceremonial center for pre-Hispanic cultures; Hacienda los Ficus to see a live show and traditional dance performance with Peruvian Paso Horses, and a special lunch featuring traditional Peruvian cuisine, prepared with ingredients from the hacienda's garden.







Clockwise from top right: Key retailers operating on South American borders discuss the latest developments; dancers in traditional dress welcome delegates to the ASUTIL gala dinner, and Peruvian horses perform a traditional dance performance on a final day of camaraderie and culture during the 2025 ASUTIL Conference.

Lagardère TRAVEL RETAIL

TRAVEL MARKETS INSIDER

Lagardère celebrates Peruvian culture with retail and dining options at Lima Airport



Lagardère Travel Retail's opening of the new flagship operation at Lima Jorge Chávez International Airport represents a new benchmark for travel retail and dining in the region, says the company.

With 7,300 sqm of commercial space, including 4,000 sqm of duty free and duty-paid retail, and 3,300 sqm dedicated to food & beverage, Lagardère says that it is reshaping the passenger experience with a deep celebration of Peruvian culture and gastronomy.

At the heart of the transformation is "Nación Sazón – The Land of Flavors", a Latin American culinary hub featuring top local chefs and iconic Peruvian brands. With local culinary stars like Mitsuharu Tsumura and Jaime Pesaque and iconic Peruvian brands alongside global retail favorites, Lagardère says that the project brings the best of Peru to travelers from all over the world.

As a first in Latin America, the departure duty free area features "El Mixólogo," a cocktail and tapas bar where passengers can enjoy expertly crafted last-minute cocktails and purchase bottles to recreate these unique flavors at home.

Lagardère Travel Retail also introduces Latin Americas' first VIP Room within a Duty Free shop.

The design of the Departures Duty Free shop pays tribute to Peru's rich diversity, incorporating patterns and colors inspired by the coastal region, highlands, Andes mountains, and Amazonian forest—creating an immersive and authentic shopping atmosphere.

Commenting on the successful opening of the new retail and dining space in Lima, Lagardère Travel Retail Chairman and CEO Dag Inge Rasmussen said*:* "It gives the entire Lagardère Travel Retail team great pleasure to see this project brought to life in such spectacular fashion. Lima Jorge Chavez Airport is a wonderful example of how retail and dining can transform the travel experience, and I extend my warmest congratulations not only to our team in Peru, but also to our friends at Fraport and Lima Airport Partners for their vision and hard work. We are confident that this project will raise the bar for travel retail and dining in Latin America."

"Thanks to the tireless work of our team in Lima, and the invaluable support of Lima Airport Partners, we have built what we believe is Latin America's new benchmark for travel retail and airport dining**,"** said Cyril Letocart, CEO of Lagardère Travel Retail Peru. "… We have put our heart and soul into this project and are very proud of the results."

Avolta wins new 5-year contract, expands at Guadalajara International Airport, Mexico



Avolta will refurbish its existing three stores and open two additional stores under a new 5-year contract at Guadalajara International Airport in Mexico.

Avolta announces a new five-year contract at Guadalajara International Airport (GDL), the third busiest airport in Mexico. Avolta will carry out a complete renovation of its three existing main stores at the airport and will open an additional two new stores across more than 1200 sqm of duty free and duty-paid space.

The stores are located across the international and domestic, departures and arrivals terminals. They will offer a full range of duty free categories, including perfumes & cosmetics, liquor, foods & confectionery, jewelry & watches, accessories including fashion items and toys, and are designed to showcase "the true spirit of Mexico."

In addition to the assortment of international brands, Avolta will offer a curated selection of authentic souvenirs, handcrafted goods and a tequila tasting bar with a unique selection of exceptional local tequilas.

José Luis Ramos, General Manager Mexico Avolta commented: "At Avolta, we're dedicated to making travelers happier, by putting travelers at the heart of everything we do. We are excited to grow our business in Mexico, we thank our partners at Grupo Aeroportuario del Pacífico for their continued trust and we look forward to working closely with them, to bring an outstanding experience to passengers at Guadalajara International Airport."

Susana Romero, Commercial Director Grupo Aeroportuario del Pacifico (GAP) commented: "Grupo Aeroportuario del Pacifico is so glad to have Avolta as one of its most important stakeholders in Guadalajara Airport.

"GAP is confident that Avolta will improve the passengers' experience while passing through their stores prior to board. As part of our effort to maximize revenues from commercial activities and meet the passengers' expectations, GAP expanded and redesigned Guadalajara airport terminal to accommodate more commercial units. [*GAP completed the refurbishment of the entire international lounge in 2024, including new commercial areas for general specialty retail, duty free shops and food & beverage.]*

"In addition, the passengers flow was redirected, increasing their exposure to new commercial areas. Guadalajara Airport layout was redesigned and now includes food and beverage units, located on the terrace. This space is a newly constructed, where passengers will be able to be outdoors while they wait to board their flight."

In addition to its operation at Guadalajara International Airport, Avolta operates more than 80 stores across Mexico City, Cancun, Guadalajara, Monterrey airports amongst others.

JFK INTERNATIONAL AIR TERMINAL

TRAVEL MARKETS INSIDER

JFKIAT Partners with CBP and BigBear.ai to enhance processing for international arrivals

JFKIAT – the operator of Terminal 4 at John F. Kennedy International Airport – has announced a collaboration with U.S. Customs and Border Protection and BigBear.ai to launch Enhanced Passenger Process at JFK T4. The implementation of this EPP initiative will enable a smoother journey for passengers with U.S. citizenship, says the operator.

"The EPP, which we're launching just in time for the start of the busy summer travel season, will streamline the arrivals process for millions of passengers traveling through T4," said Roel Huinink, JFKIAT CEO. "We're pleased to partner with U.S. Customs and Border Protection and BigBear.ai to implement this system and streamline the arrival process for U.S. citizens while maintaining a high level of security."

EPP is tailored to integrate facial biometrics for identity verification, improving CBP's efficiency and passenger convenience while maintaining rigorous security standards. Typically, passengers without an expedited entry option like Global Entry must present their passports and have their photo taken by a CBP officer. EPP automates this process by integrating auto-capture and fully automating all administrative tasks.

Upon arrival, U.S. citizens will have their photo taken, and EPP will verify their identity and citizenship status, and conduct standard system queries. CBP officers will still interview travelers and take customs declarations as appropriate, before travelers then proceed to baggage claim. EPP enables CBP officers to fully focus on the traveler.

Participation in the EPP program is voluntary. Passengers who prefer not to use facial recognition can opt for the traditional screening process with a CBP officer. EPP is available to all USCs at no cost and requires no prior enrollment.



The Retail Hall at New York JFK International Airport Terminal 4.

In coordination with its government agency and business partners JFKIAT has launched several other key initiatives aimed at mitigating congestion and improving terminal efficiency during peak travel periods.

Spearheading these programs is Susana Desa, Vice President of Operations at JFKIAT, who oversees daily terminal, airside, and landside operations, while managing key relationships with airline partners, government agencies, and stakeholders. The other recently launched initiatives include:

Customer service specialists deployed in the lobby to assist with wayfinding, provide queue guidance, and support travelers.

Staffing surge support across federal screening operations, achieved through joint planning with both CBP and TSA to address high-volume periods and reduce chokepoints.

Checkpoint flow balancing, using real-time data to shift passenger volumes between screening lanes, easing bottlenecks and streamlining processing times.

A newly launched cart program for passengers who need assistance traveling through the terminal, with displays that track cart locations in real time.

A fully upgraded commercial program, offering several new dining and retail concepts, experiential pop-ups, and activations and enhancing T4's strong New York-centric identity.

T4 is currently undergoing a $1.5B transformation, and these moves are JFKIAT's latest investments to support continuous growth in T4's passenger traffic through innovation, cutting-edge technology, and operations upgrades. The physical expansion of T4 has increased the terminal's capacity by 25%, resulting in more than 27.7M passengers in 2024.

In anticipation of the busy summer travel season, JFKIAT is also implementing several solutions to enable a smoother, more convenient journey for passengers, including a cart service and tracking solution in partnership with Volan to transport passengers who need assistance, introducing new, dynamic digital signage throughout the building, and more.

Multi-year redevelopment opens 47 food, retail outlets to D.C. airports

The Metropolitan Washington Airports Authority (MWAA) has announced plans to open 11 new concessions at Washington Dulles International Airport (IAD) and Ronald Reagan Washington National Airport (DCA) in the coming year. The new dining and retail concepts, operated by concessions manager Fraport, are part of MWAA's multi-year program to redevelop more than 80 concessions at the airports. Since launching the program in 2023, MWAA has opened 47 new or renovated locations across both airports.

The new concessions announced for Dulles International Airport include all-day café Perch & Roost; Social House, offering dining and craft beers; 2 Silos Brewing and Aslin Beer Co., craft beer bars; The Market at Shenandoah (with Starbucks) retail marketplace; Wanderlust local gourmet chocolates and specialty gifts; a new Starbucks and Clyde's, a restaurant offering local and farm-grown produce.

Concourse E, which is under construction at Dulles International and expected to open in late 2026, will bring more concessions. The new concourse is part of the multi-year *Dulles Next* airport construction program to enhance customer service and accommodate future growth.

The new concessions coming to Reagan National Airport include chef-driven gastropub Maker's Union; Wiseguy Pizza; and Johnston & Murphy clothing.

DCA Reimagined, a project to enhance the passenger experience at Reagan National, is upgrading Terminal 2 and its 138,000-square-foot National Hall.

New concessions recently opened at Dulles International include Ben's Chili Bowl, Rappahannock Oyster Bar and Gatsby restaurant. At Reagan National, Solid State Books, Tumi luggage store and a Half Moon Empanadas kiosk opened within the last few months.

iCoupon expands in Canada, signing new deal with Air Transat

Vouchering solutions leader iCoupon has signed a significant new deal with Canadian airline Air Transat, further strengthening the company's presence in the region.

Air Transat will employ iCoupon's digital meal vouchers in its disruption circumstances model, which enables the swift issue of vouchers, ensuring the best possible passenger care during a disruption. Air Transat can now issue a flight delay voucher directly to a passenger's boarding pass, meaning a hassle-free experience for both the airline and its passengers.

iCoupon's offering ensures compliance with Air Passenger Protection Regulations, and significantly improves the customer experience.

The airline will also adopt iCoupon's Autopay system, which allows all voucher redemption to be rolled into a single monthly bill. It consolidates all retailer invoices by currency and then creates one monthly bill for the airline, greatly streamlining the process and generating efficiencies that free staff to get on with their jobs of delivering a great passenger experience. iCoupon's Autopay consolidates all retailer bills into an invoice per airline legal entity or currency domain, eliminating the need for individual agreements with retailers at each airport. This automation not only accelerates the deployment of iCoupon but also reduces the administrative burden by significantly cutting down the number of invoices airlines need to handle annually - saving time and resources.

iCoupon CEO Richard Bye said: "We're really thrilled to see Air Transat join our growing fleet of North American partners and looking forward to supporting them and their passengers."

Vice President of Airport Operations at Air Transat, Sergio Matos said: "At Air Transat, we're always looking for ways to make things easier and better for our passengers. Partnering with iCoupon means we can offer a simple, hassle-free way to issue meal vouchers during disruptions, so our customers are looked after without any extra stress.

"On top of that, iCoupon's Autopay system will make things much smoother behind the scenes, freeing up our teams to focus on delivering the best possible experience. We're excited to see the benefits this brings for both our passengers and our operations."

iCoupon also works with Air Canada in North America as well as a global-network of partners comprising more than 190 airlines, 300 airports and 2,500 retail units.

Air Transat was named the World's Best Leisure Airline at the 2024 Skytrax Awards.

Hot Girls Pearls sets sail aboard *Celebrity Beyond*

Hot Girls Pearls has announced that it will debut onboard *Celebrity Beyond* in an exclusive trunk show from July 6-13.

Hot Girls Pearls is freezable cooling jewelry that provides a groundbreaking solution for anyone seeking relief from outdoor heat, intense activity, exercise, hot flashes and more. The collection of bracelets and necklaces is designed with a patented cooling technology, providing a discreet and unique way to stay cool.

This partnership marks a significant moment for both brands, combining Hot Girls Pearls' innovative approach to chic, yet functional jewelry with *Celebrity Beyond's* reputation for elevated travel experiences, says the company.

"We've always believed that cruise travelers are a perfect match for Hot Girls Pearls," said Leslie Myers, President of Hot Girls Pearls.

"They're stylish, active, and often navigating warm climates—exactly where our cooling jewelry shines."

Hot Girls Pearls will be available for purchase in the onboard boutique and featured at select events and giveaway opportunities throughout the voyage.

Cruise guests will also enjoy live product demonstrations and styling sessions to learn how to incorporate the jewelry into their vacation wardrobes and beyond.

Featuring a patented cooling technology, Hot Girls Pearls is a revolutionary collection of freezable cooling jewelry for women (and men) that targets the most important pulse points, behind your neck and inside of your wrist, to provide instant relief from the heat.

Hot Girls Pearls is available to purchase on hotgirlspearls.com.



Hot Girls Pearls Blue Lapis Cooling Trio – 2 necklaces, bracelet and cooling packages.

GOL – Azul merger talks paused

The anticipated GOL– Azul merger is unlikely to proceed in the short term following Azul's move to file for Chapter 11 bankruptcy protection in the USA.

Merger talks, which had gained momentum in Q1 after a memorandum of understanding was signed in January 2025 between Azul and GOL's parent company Abra Group, have now been paused. However, as merger talks progressed, Azul's finances gradually worsened in the first few months of the year.

Azul's CEO John Rodgerson told the Brazilian financial press "With a collaborative approach and the support of our stakeholders, we have made a strategic decision to pursue a voluntary financial restructuring as a proactive move to optimize our capital structure, which was burdened by the COVID-19 pandemic, macroeconomic headwinds, and aviation supply chain issues. Our strategy is not just about financial reorganization. By using this process, we believe that we are creating a robust, resilient, industry-leading airline – one that customers will continue to love flying, at which crewmembers will continue to love working, and that will create value for our stakeholders."

While Azul's finances come under intense market scrutiny, most market observers expect GOL to exit bankruptcy protection in early June 2025.

Azul aims to complete its Chapter 11 process by the end of 2025, having already secured $1.6 billion in financing and agreements with key creditors, including existing bondholders, aircraft lessor AerCap, and strategic partners United Airlines and American Airlines to support the restructuring.

Only after Azul's successful emergence from bankruptcy could merger talks resume. Even then, and although the Brazilian government has pledged its support for the merger, any deal would face intense regulatory scrutiny in Brazil, given the combined entity's dominant market share. *JG*