

WHO closes discussions on duty free; agrees industry is “not a significant channel” for illicit trade in tobacco products

In news that is critically welcome by the duty free industry, members at the **World Health Organization’s (WHO) fourth Meeting of the Parties (MOP4) for Illicit Trade Protocol** have agreed that the duty free industry is not a significant channel for illicit trade in tobacco products.

The decision, made by Parties to the Protocol during MOP4 at WHO’s Geneva headquarters on November 24-26, means discussions are being closed on duty free being an important source of such trade.

The Duty Free World Council (DFWC), which along with other shareholders in the duty free industry has been gathering data in support of the security of tobacco in the duty free channel, welcomed the news that the evidence-based research called for under the Protocol did not identify duty free as a significant channel for illicit trade in tobacco products.

In its official statement, the DFWC said: “The Duty Free World Council has noted the decision at the Fourth Meeting of Parties to the Illicit Trade Protocol to conclude substantive discussions on the relationship between duty free and illicit trade.



DFWC President Sarah Branquinho, welcomed the MOP4 decision on behalf of the duty free industry.

In a decision taken at MOP4, Parties to the Protocol concluded that the evidence-based research called for under Article 13.2 of the Protocol did not identify duty free as a significant channel for illicit trade in tobacco products. The Parties also noted that most Protocol Parties have implemented measures to control the sale of duty free tobacco products and prevent their diversion into illicit trade channels.

Parties to the Protocol determined that no further discussion on duty free will be required at subsequent Illicit Trade Protocol meetings, substantively concluding the topic.

Commenting on the decision taken in MOP4, Duty Free World Council President Sarah Branquinho said:

“On behalf of the wider travel retail industry, the Duty Free World Council welcomes the decision by Protocol Parties to close this line of debate.

“The entire industry – associations, retailers, suppliers, airports – has pulled together to gather the robust evidence to demonstrate the integrity of our industry channel.

“As an industry we have been consistently clear – our supply chain is one of the most trusted, transparent and secure in the world. Our retailers and suppliers work closely with governments and regulators everywhere that duty free is sold to ensure that illicit trade cannot gain a foothold in our channel.

“Our sector will continue to work with customs and enforcement agencies around the world to ensure compliance, identify risks and uphold system integrity.”

Click [here](#) for the full MOP4 statement.

m1nd-set/Carisam Golf Tournament announced for Summit of the Americas in Orlando

The upcoming IAADFS conference will once again include a golf tournament, taking place on March 28, 2026 in Orlando, Florida, generously hosted and sponsored by **m1nd-set** and **Carisam Samuel Meisel**.

Join fellow attendees for a morning at the premier championship course of Rosen Shingle Creek, featuring stunning scenery and a relaxed atmosphere perfect for networking.

The add-on fee includes the green fee, cart rental, range balls, locker room usage, lunch & drinks, and prices for the best players. Whether you’re a seasoned golfer or just looking to enjoy the Florida sunshine, this event is a great way to connect and unwind.

There will be prizes for 1st, 2nd, and 3rd places in two different handicap categories, provided and presented at the price ceremony by **m1nd-set’s** Head of Business Development **Anna Marchesini**.

Spots are limited, so make sure to register soon.

REGISTRATION FOR THE 2026 SUMMIT OF THE AMERICAS IS NOW OPEN



Asur expands Latin American airport reach with deal to acquire Motiva's stake in Brazil, Ecuador, Costa Rica and Curaçao

Airport operator ASUR (Grupo Aeroportuario del Sureste, S.A.B. de C.V.) has entered into a purchase agreement with Motiva Infraestrutura de Mobilidade S.A. (Motiva) to acquire Motiva's Companhia de Participações em Concessões (CPC) subsidiary.

The deal includes stakes in 17 airports in Brazil as well as airports in Ecuador, Costa Rica and Curaçao. Motiva is the largest mobility infrastructure company in Brazil, operating in the toll road, railways, and airport segments.

The portfolio includes the Quito International Airport in Quito, Ecuador, the Juan Santamaría International Airport in San José, Costa Rica, the Curaçao International Airport in Curaçao, along with the Confins International Airport in Brazil, the Pampulha airport, the Bloco Sul airports, and the Bloco Central airports in Brazil.

The announced purchase price is

R\$5 billion (US\$936m), with an enterprise value of R\$13.7 billion (US\$2,566m).

The portfolio reported EBITDA for the twelve-month period ending September 30 of R\$2 billion (US\$375m) and net financial debt of R\$6.3 billion (US\$1,180m).

Earlier this year, Motiva announced that it was planning to exit the airport management business to concentrate on its core highway concessions and mobility business and to simplify the company's business model.

The sale process began in May with an invitation to bid for its assets and according to the Brazilian financial press, more than 20 groups from Europe, Latin America and Asia declared an interest, directly with Motiva.

Firm bids were received from Mexican airport specialist ASUR, Madrid based Aena Internacional and Corporacion America from Argentina.

The acquisition represents another boost for ASUR's expansion in the region. It adds four new markets in Latin America and the Caribbean, including Latin America's largest aviation market by passengers, Brazil, to ASUR's existing presence in Mexico, Colombia and Puerto Rico.

This acquisition will add more than 45 million passengers to ASUR's 71 million reported in 2024, consolidating ASUR as the leading airport operator in the Americas.

Out of the 20 airports in CPC's portfolio, 17 have more than 15 years remaining in their concession life.

The closing of the transaction, which is expected to occur during the first half of 2026, is subject to customary conditions precedent.

ASUR expects to fund the transaction with cash on hand and committed debt financing provided by JPMorgan Chase Bank, N.A..

LP and JG

Update on Jamaica post-Hurricane Melissa: All cruise ports now reopened

With the reopening of Jamaica's **Falmouth** cruise port on Dec. 2, Jamaica's cruise tourism has now been restored to full operations following the devastation from Hurricane Melissa, the category 5 storm that made landfall on the island on Oct. 28.

Falmouth, one of three main cruise ports on the island, welcomed the *Caribbean Princess*, signaling the port's formal reopening for passenger calls. Cruises from Royal Caribbean, Norwegian, and Disney are also scheduled.

Jamaica's other ports, Ocho Rios and Montego Bay, both reopened in November.

Ocho Rios reopened mid-November with Holland America's *Zuiderdam*, MSC's *MSC Divina*, and Carnival's *Sunrise* among the first to return.

Montego Bay also reopened in November, with Virgin Voyages' *Resilient Lady* and Mein Schiff calling.

Jamaica's Minister of Tourism, Edmund Bartlett, is currently in Miami to reinforce international confidence in **Destination Jamaica** as the country advances its tourism recovery and prepares for the 2025/26 winter tourist season. Emphasizing Jamaica's strong rebound Minister Bartlett says that "Jamaica is recovering with tremendous momentum."

The country still has an uphill fight to recovery from the impact of the hurricane, which caused an estimated \$8.8 billion in damages, according to World Bank and Inter-American Development Bank estimates.

Tourism accounts for more than 30% of Jamaica's GDP, and the storm closed at least 26 of the island's major resorts. The island had been on track to welcome some five million tourists this year, most of them Americans.

Sandals reopened its renovated **Sandals Dunn's River** all-inclusive resort in Ocho Rios this past week, welcoming nearly 400 travel advisors and industry partners for a special "Back to Jamaica" immersion event, the first large-scale industry gathering on the island since the storm. Ocho Rios escaped the worst of the storms damage.

More details on the ASUR deal

The seventeen Brazilian airports ASUR acquired from Motiva include:

Paraná: São José dos Pinhais (Curitiba), Bacacheri, Foz do Iguaçu, Londrina.

Minas Gerais: Belo Horizonte (Confins), Pampulha;

Goiás: Goiânia;

Rio Grande do Sul: Pelotas, Bagé, Uruguaiana;

Santa Catarina: Navegantes, Joinville;

Maranhão: São Luís, Imperatriz;

Piauí: Teresina;

Tocantins: Palmas;

Pernambuco: Petrolina.

The three non-Brazilian Airports in the deal are Quito, Curaçao and San José, Costa Rica

Quito

Quiport is a consortium formed by: Motiva / CCR S.A. (Brazil) through Quiport Holdings S.A., owning 46.5%. Odinsa S.A. (Colombia) / Macquarie Asset Management owning 46.5%. HAS Development Corporation (USA) owning 7%

Curaçao

ASUR (Grupo Aeroportuario del Sureste): 24.5% (acquired from Motiva/CCR)
Zürich Airport: 45.2%
Janssen De Jong (Netherlands): 30.3%

San Jose, Costa Rica

The Juan Santamaría International Airport concession in San José, Costa Rica, is controlled by Aeris Holdings

Motiva CCR owned the majority of the shares of Aeris Holdings – control now passes to ASUR.

John Gallagher

ARI celebrates the holiday giving-spirit with “Joy Awaits” campaign



ARI’s “Joy Awaits” campaign at Montreal Duty Free offers passengers gifting opportunities, tastings, wrapping and Instagrammable moments.

ARI has launched a special seasonal holiday campaign celebrating the joy of giving with the joy of airport shopping. Called “Joy Awaits”, the festive campaign promises a vibrant, joyful and memorable retail experience for passengers traveling through any one of ARI’s global locations.

ARI says that seasonal campaigns form an important part of its consumer marketing strategy, tapping into key calendar occasions to boost sales while simultaneously enhancing the passenger experience. With strong passenger traffic expected across all locations ahead of and during the holiday season, the “Joy Awaits” campaign best positions teams to leverage this key retail opportunity.

The campaign aims to transform every touchpoint into a “moment of delight,” with vintage-inspired holiday props, rich foliage, and luxurious finishing touches, from oversized bows to lighting features. The creative campaign also delivers high impact through omnichannel execution.

In-store, the Joy Awaits campaign is delivered through meaningful messaging displays and playful campaign props, sitting alongside key value messaging. Complimentary gift-wrapping stations feature bespoke campaign festive wrapping paper, with additional gifting solutions also available including make your own Christmas crackers (ideal for travel minis) and luxury gift boxing.

The campaign also includes a busy calendar of retailtainment, including special tastings, sampling, face painting, and visits from Santa Claus at select locations.

Passengers are encouraged to “Give the gift of joy” while shopping or browsing **online** as the campaign is brought to life across e-commerce platforms, including specially curated gifting landing pages where passengers can shop the season’s top gift ideas.

A festive content strategy delivers “Joy Awaits” across **social media** channels, including Instagram and TikTok, with diverse content covering everything from seasonal recipes and cocktails to top gifting ideas across all core categories.

At Montreal Duty Free, Instagrammable moments and convenient gifting help make airport shopping “magical”, with a Gift Box-photobooth where passengers can capture their “joy awaits” memento, as well as a dedicated ‘Gift Stop’ shop where passengers can shop the best Canadian brands and products in both pre-packed and build-your-own gift packs.

According to Sarah Jane Lynch, ARI’s Global Head of Marketing, the ‘Joy Awaits’ campaign messaging and creative lives alongside ARI’s always on-value messaging, ensuring that its seasonal messaging compliments its value proposition and delivers “an overall seamless retail experience,” she says.

Executive Retail Shops sponsors Sheltair’s boat show event

Executive Retail Shops, which currently has 21 points of distribution in private airports in the U. S., served as the premier sponsor for Sheltair’s recent Wings, Wheels & Water event at the YOT Bar & Kitchen held in conjunction with this year’s Fort Lauderdale International Boat Show.

As part of their sponsorship, Executive Retail Shops hosted a dedicated VIP lounge on the restaurant’s outdoor terrace, complete with branded décor in the company’s signature blue and gold colorway.

The ERS team also curated event gift bags in partnership with Moët Hennessy and Diageo.

Targeting private jet travelers, Executive Retail Shops opened a 693-sq-ft. flagship store with Sheltair at Ft. Lauderdale International Airport this past summer.



ERS President James Mullaney (center above) celebrates at Sheltair’s Wings, Wheels and Water event at the Ft. Lauderdale Boat Show. Left: Curated gift bags in partnership with Moët Hennessy and Diageo. Photos: Michelle Burgos Colon @the.muse.miami

Mondelez WTR opens redesigned immersive Toblerone shop-in-shop at São Paulo Int'l Airport



Mondelez' refurbished Toblerone shop-in-shop at São Paulo Guarulhos International Airport offers a more immersive retail experience.

Mondelez World Travel Retail (WTR) has reopened its Toblerone shop-in-shop at São Paulo Guarulhos International Airport following a full refurbishment. The new layout introduces a more immersive retail experience that encourages discovery, highlights the full range, and guides travelers through the space in the Avolta-operated store naturally.

The company says the upgraded shop-in-shop reflects a clear opportunity within the influential São Paulo travel hub. With high footfall and strong brand recognition, the market plays an important role in Mondelez WTR's regional growth ambitions. The refreshed space showcases experiential features, while ensuring the store remains easy to navigate and well-stocked, helping deliver stronger results. A standout feature of the redesigned space is the photo moment centered on Toblerone's message, "Remember to bring one back." The installation includes a bright red suitcase element that integrates Toblerone bars with São Paulo-inspired details.

The space also incorporates an in-store printer, a digital screen presenting the full range of Toblerone flavors, and navigation tags that make it easy for shoppers

to find what they're looking for.

With stock levels prioritized from the outset, the shop-in-shop was designed to feel lively and inviting while still functioning smoothly during peak travel periods.

Every part of the refreshed layout was designed to create a welcoming environment that draws travelers closer to the brand and encourages them to explore. The combination of interactive features and a layout that reflects how travelers naturally browse helps deepen engagement and turn the store into a more memorable moment within the airport journey. "We're excited to bring a more immersive Toblerone experience to travelers in São Paulo," said Beatriz de Otto, Senior Manager Customer Marketing, Mondelez World Travel Retail.

"Our intention wasn't just to update the visuals. We wanted to build a space that feels inviting and simple to move through, while staying true to the gifting moment that defines Toblerone in travel retail. São Paulo is a vibrant, high traffic market where travelers respond well to experiences that feel personal and memorable, so we wanted to give them a space that invites them to pause, interact, and enjoy the brand in a new way."



The renewed layout is designed to encourage stronger interaction inside the store, make it easier for travelers to move through the assortment, and give the full Toblerone range a clearer presence within the space.

These improvements support Mondelez WTR's continued ambition to strengthen its position in a key market such as São Paulo, and to offer travelers a meaningful moment within their journey.

WGS' Hudson Whiskey celebrates NYC's iconic taxis at JFK T4



William Grant & Sons is featuring New York's own Hudson Whiskey in a new endcap at JFK Terminal 4 with DFS, bringing a vibrant touch of New York City to the travel retail environment.

Its bold design, inspired by the iconic yellow taxis, invites travelers to take home a piece of the city's spirit while discovering Hudson Whiskey's most emblematic expressions. The endcap features Bright Lights Big Bourbon and Do the Rye Thing.

SKYdeals expands its shoppertainment e-commerce platform beyond aviation



Platform homepage with brand catalog (left); | FlyOver Deals with real-time flight tracking (right).

Travel retail e-commerce platform SKYdeals is expanding its shoppertainment expertise beyond the aircraft cabin. After five years testing and refining its platform with Air France, Lufthansa Group, Etihad Airways, and La Compagnie, and growing its presence on U.S.-bound routes, SKYdeals now offers its platform to the entire travel retail ecosystem: airports, cruise lines, lounges, and rail operators, including in the Americas.

SKYdeals was built on the insight that passengers don't need to shop. They need to be entertained. Make shopping the entertainment, and everything changes, says the company.

Since 2019, SKYdeals focused exclusively on inflight retail, collaborating with leading carriers. It is now adapting its philosophy beyond aviation, Julien Sivan, CEO and Co-founder of SKYdeals tells, TMI.

Many of the lessons that SKYdeals has learned working in aviation, it sees applying just as well in other travel channels.

SKYdeals transforms idle travel time into engaged shopping moments by activating five psychological levers:

Exclusivity: Deals are only valid during your journey. Not before. Not after. Like a private sale that starts when you board and ends when you land. This creates a unique window where shopping becomes a privilege, not an option.

Contextual discovery: Offers appear and disappear based on where you are right now. In-flight, FlyOver Deals unlock as you cross countries. At airports, deals change as you move through terminals. On cruise ships, each port brings new surprises. Always fresh, always fleeting.

Time pressure: Flash sales with countdown timers create urgency. Whether it's 2 hours left on a flight, 45 minutes before boarding, or the last evening at sea, limited time drives action.

Social dynamics: Group Buying turns strangers into shopping partners. The social environment of a cruise ship or an airport lounge amplifies this mechanic naturally.

Gamification: Live Auctions transform shopping into entertainment. A captain's dinner at sea, a long-haul flight, a rainy layover: the right moment turns bidding into an event.

"Each collaboration brought different passengers, routes, and cultural contexts. Each refined our shoppertainment approach. The consistent result: when shopping becomes genuinely entertaining, conversion rates multiply," says Sivan.

Part of LVMH's La Maison des Startups, SKYdeals partners with 90+ premium brands.

As a web-based platform, it requires no hardware and can be deployed in 3-5 weeks.

The company now offers two paths for travel retail partners:

SSP awarded F&B contract at JFK Terminal 5



SSP America has been awarded a contract by Fraport USA to operate more than 10 F&B units at John F. Kennedy International Airport's (JFK) Terminal 5 (T5) as part of a major refresh of airline JetBlue's flagship terminal.

In addition to the already open local favorites Jacob's Pickles and Leon's Bagels, the expansion includes New York staples and internationally recognized names, including:

Mister Paradise, a vibrant cocktail bar in the East Village known for its tropical-inspired drinks and retro decor.

Birch Coffee, a popular New York City café known for its coffee and welcoming, library-inspired atmosphere.

Tiki Chick, a tiki-themed Upper West Side bar known for its elevated tropical cocktails and laid-back island vibes.

Also, The Gotham Burger Social Club, Brooklyn-born Threes Brewing brewery and Blind Barber, a hybrid barbershop and cocktail lounge experience with a speakeasy vibe in New York City's East Village, offering classic grooming services by day and transforming into a lively bar scene by night.

The SSP refresh also includes national brands Dunkin', Shake Shack and Juice Press.

The refresh of JFK T5 included the addition of a number of new concessions and new amenities including art installations and a redesigned central concourse inspired by New York's fabled parks. Additional concessions are due to open in 2025, with the improvements completed by the end of 2026.

Jose Cuevas, vice president of operations for Fraport New York, comments: "We're proud to introduce these new dining concepts to JFK T5, each bringing its own authentic flavor and character that capture the energy of New York. Together, they elevate the experience in the terminal, offering customers more variety, higher quality, and a true taste of the city before they take flight."

SKYdeals Platform: A turnkey e-commerce engine with shoppertainment built-in. Enterprise scale, marketplace-ready, white-label, deployed in weeks.

Digital Services: Strategic consulting and custom development for operators who want to integrate shoppertainment into existing systems.

"We spent five years mastering the most challenging environment in travel retail: aircraft cabins with limited bandwidth and short time windows. Now we're ready to apply those insights everywhere travelers wait. We're not a retailer. We're not a marketplace. We're the technology that powers your retail strategy," says Sivan.

For more information, go to www.skydeals.shop or LinkedIn: www.linkedin.com/company/skydeals