

IN MEMORIAM: ANNETTE GREEN 1924 - 2026 President Emeritus, The Fragrance Foundation

Ed. Note: I am profoundly sad to report the passing of Annette Green, who more than anyone fostered my love of fragrance and the beauty industry. Please see below the obituary published by Linda G. Levy, the current President of The Fragrance Foundation, on October 8. We add our deepest condolences to Annette's family, her friends and colleagues around the world.

Lois Pasternak



Annette Green, who profoundly defined the role of fragrance in our lives.

It is with a heavy heart that we share sad news with our community today. The Fragrance Foundation mourns the loss of one of its own and most influential and inspiring figures who was integral to the trajectory of the American fragrance industry, with the passing of Annette Green. At the helm of the prestigious Fragrance Foundation for over 40 years, Annette shared all in *Spritzing to Success*, her autobiography, and forever changed the consumer landscape of fragrance appreciation and education. She was a force in the industry who became an icon by championing fragrance with passion and dedication, weaving it into the cultural fabric and daily ritual of our country.

She was destined to a life in perfumery as her mother went into labor in the fragrance department of the grand Wanamaker's store in Philadelphia in 1924. From that moment, her journey into the world of fragrance became a trailblazing tale of many firsts in the industry and the chapters that would take fragrance enthusiasts behind-the-scenes of the American fragrance industry through her memoir.

A student of journalism, she took that tenacious and inquisitive quality and noticed a growing trend of American women purchasing fragrance in drugstores. From her first job as an assistant editor of a trade publication and then onto owning her own PR agency, her legendary story began.

Joining the Fragrance Foundation as Executive Director in 1962, her decades long career was marked by growth, innovation and a reinvigorated energy to transform the American fragrance business. Throughout her tenure, Annette established a legacy of educational excellence through the FIT (Fashion Institute of Technology) Cosmetics and Fragrance Marketing Undergraduate Program in 1994 and then the Graduate program in 1999. Today, The Annette Green Fragrance Foundation Studio, modeled on professional facilities, remains as the only dedicated fragrance lab on a US college campus, giving students hands-on experience. Her impact and the lives she has touched are immeasurable, even reaching school aged children with educational tools for scent.

Always a visionary, in 1973 Annette created the iconic Fragrance Foundation Awards making the coveted FiFis, a symbol of scent excellence. The ceremony has grown into an annual celebration of American creativity and innovation, attended by leaders from the worlds of fragrance, fashion, art, music, culture and business.

Annette retired in 2002 following her illustrious career as the longest serving leader. Her autobiography released in 2018 became an instant hit, chronicling her successes and her love of scent.

Annette Green and I formed a special bond when I took on the role of President of The Fragrance Foundation in September 2017. Annette became my cherished mentor, friend and supporter in the years when I first led TFF and our close relationship continued through this year when she turned 102 years old.

On behalf of the TFF membership and entire fragrance community, we extend our condolences to Annette's family, friends and to all who knew her during her remarkable life. Her legacy will live on forever as our fragrance world continues to grow stronger every year.

With deep appreciation and gratitude,
Linda G. Levy

TFWA 2026 Presidential Election to take place on December 11

TFWA's Management Committee will elect the Association's President at its final meeting of 2026, to be held in Amsterdam on Friday, December 11, 2026. The President will serve a one-year term, ending in December 2027.

Under the Association's statutes, candidates who are not currently members of the Management Committee must submit their applications between October 12 and November 12, 2026. Applications must reach TFWA by 6:00 p.m. CET on November 12.

Applications must be sent either by registered post to the Managing Director, TFWA, 24 rue Cambacérès, 75008 Paris, France, or by email to presidentialelection@tfwa.com. TFWA will acknowledge receipt within 48 business hours.

Current members of the Management Committee may declare their candidacy at any time before the election meeting begins. They are invited to inform the TFWA Managing Director of their intention to stand.

For further information, please contact presidentialelection@tfwa.com.

**The next edition of
TFWA World Exhibition
& Conference
Will take place from
October 3 to 7, 2027 in
Cannes, France.**



L'Oréal Travel Retail partners with Avolta to optimize operational impact and scale refillable beauty



Eva Yu, President of L'Oréal Travel Retail, and Nicolas Giroto, Chief Commercial Officer at Avolta, presenting the joint Sustainability-Linked Business Plan at TFWA World Exhibition & Conference in Cannes.

L'Oréal Travel Retail and leading global travel experience player Avolta signed a “strategic roadmap” at TFWA Cannes that formalized a joint Sustainability-Linked Business Plan. This operational roadmap focuses on lowering supply chain emissions and scaling circular solutions across international travel hubs, anchored by an ambition of 10% refill formats by 2030.

Key highlights of the new partnership include:

Scaling Refill Formats by 2030: Targeting 10% in refill solutions across core fragrance categories, responding directly to market data showing that 80% of Gen Z shoppers are looking for sustainable beauty products in Duty Free.

Supply Chain Optimization: Lowering transport-related impact through low emission transport modes and optimized truckload capacity.

Beauty Advisor Empowerment: Rolling out dedicated Corporate Social Responsibility training modules for front-line Beauty Advisors

Commenting on the new partnership, **Eva Yu, President, L'Oréal Travel Retail, said:**

“Together with Avolta, we are translating shared sustainability commitments into measurable operational steps, expanding refillable beauty and lowering our logistics footprint across key travel hubs.”

More information at #CircularEconomy #JoinTheRefillMovement #SustainableOperations



TFWA World Exhibition & Conference 2026 sets new attendance record

The TFWA World Exhibition & Conference continues to prove its value to the industry.

The 2026 edition, which took place September 27-October 1 in Cannes, **welcomed 8,011 visitors from 185 countries**, the second consecutive year of record-breaking attendance. The geographically diverse audience consisted of 56% of visitors coming from Europe, followed by Asia-Oceania (17%), the Middle East (12%), the Americas (11%) and Africa (4%).

The exhibition featured 482 exhibiting companies across 26,266 square-meters of exhibition space, with many of the world's leading travel retail brands joined by 54 new exhibitors making their Cannes debut.



A forum for business and exchange

Business meetings remained a key feature of the event, with the ONE2ONE meeting service facilitating nearly 2,000 meetings between exhibitors and industry professionals across the week.

Commenting on this week's meetings, Greg Ford, General Manager Travel Retail Americas Pernod Ricard and newly elected TFWA Management Committee Member, commented:

“TFWA World Exhibition & Conference remains an important opportunity to strengthen existing relationships and explore new business opportunities. The quality of meetings this year has been particularly encouraging, with constructive discussions and valuable exchanges that will help shape our priorities for the year ahead.”

The opening TFWA World Conference welcomed 1,517 attendees and featured a State of the Industry address by TFWA President Sarah Branquinho, alongside perspectives from leading international speakers and industry experts. Four workshops attracted a combined total of 278 attendees, exploring key issues facing the sector through focused discussion and knowledge-sharing.

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Cannes 2026 delivers record attendance, vibrant business

Continued from page 2.

Reflecting on the quality of this year's workshops, Charlène Tourneaux, TFWA Managing Director, said:

"It has been a real pleasure to experience my first TFWA World Exhibition & Conference edition as TFWA Managing Director and to take an active part in the workshop program as a moderator. The quality of the speakers and discussions throughout the week has been particularly encouraging, with valuable insights into the opportunities and challenges facing our industry. Our aim is to ensure delegates leave with fresh perspectives and practical ideas they can take back to their businesses. The level of engagement this year reinforces the importance of creating opportunities for the industry to learn from one another."

Innovation and new ideas

Thursday's Start-Up Day, supported by Mondelēz, placed emerging businesses in the spotlight as part of a focus on innovation. The initiative gave 10 companies international exposure and opportunities to meet industry professionals, which TFWA said

reflects its commitment to adapting the event to the needs of its members and participants.

Networking across Cannes

Cannes also featured a robust program of networking events that provided opportunities for delegates to connect beyond the exhibition floor. The Opening Cocktail at Carlton Beach welcomed over 3,000 guests, while the TFWA Lounge attracted more than 2,700 visitors on its final evening, rounding off a week of after-work and night-time sessions.

Commenting on the networking opportunities, Irene Giatra, Vice President of Global Client Management at The Estée Lauder Companies and newly elected TFWA Vice-President Commercial, said:

"TFWA World Exhibition & Conference is about much more than what happens on the exhibition floor. It is one of the rare occasions when our industry comes together in one place, creating invaluable opportunities to reconnect with long-standing colleagues, strengthen existing relationships and forge new ones. The energy at the Opening Cocktail and the TFWA Lounge throughout

throughout the week has really reflected this. In an industry built on relationships, these informal conversations are often where new ideas, partnerships and opportunities begin."

Purpose beyond business

Alongside its business and networking program, TFWA World Exhibition & Conference 2026 placed a strong emphasis on social impact and the role the industry can play in supporting wider causes. The fourth edition of 'Yes We Cannes!' Handisport, organized by TFWA and Stade Toulousain Handisport in partnership with m1nd-set, championed inclusion and accessibility through adaptive sport.

Delegates took part in #KickCancerThon, an initiative launched by *The Moodie Davitt Report*, cycling on stationary bikes outside the Palais des Festivals. TFWA pledged to donate €10 for every kilometer cycled, prompting an enthusiastic response from delegates. In total, 1,502 km were completed – roughly the equivalent of the distance from Cannes to Lisbon – with TFWA contributing €15,022 towards cancer research at The Royal Marsden Hospital. One energetic cyclist topped the individual rankings, covering an impressive 150 km.

Looking ahead

With more than 8,000 visitors, the Tax Free World Association said that TFWA World Exhibition & Conference 2026 demonstrated the continued importance of bringing the global travel retail community together to do business, share knowledge and respond collectively to a rapidly changing industry.

TFWA says that it looks forward to welcoming the industry back to Cannes for the next edition of TFWA World Exhibition & Conference, taking place from **October 3 to 7, 2027**. And, following the renewal of TFWA's partnership agreement with



TFWA President Sarah Branquinho and Martin Moodie, of The Moodie Davitt Report, participate in the #KickCancerThon initiative in Cannes.

SEMEC, the city will remain the home of TFWA World Exhibition & Conference for at least a further three years.

Sarah Branquinho, TFWA President said: "Having attended TFWA World Exhibition & Conference for 42 years in various roles, it has been a privilege to experience this edition for the first time as TFWA President. Setting a new attendance record for the second consecutive year is particularly encouraging and reflects the enduring importance of this event to our global industry. Beyond the numbers, the quality of engagement throughout the week is a reminder of what we can achieve when we come together.

"As we look ahead to 2027, our focus must remain on turning the growth in global travel into sustainable growth for travel retail. This will require continued collaboration, fresh thinking and a shared commitment to adapting to changing traveler expectations. I sincerely thank everyone who contributed to this year's event, and I look forward to building on the conversations and partnerships established here."

TFWA thanks partners

TFWA also extends its gratitude to all partners, in the industry, and in Cannes, and thanks sponsors whose support contributed to the success of this year's event.

For more information, go to www.TFWA.com



Charlène Tourneaux leads workshop on emerging opportunities with research presented by Denise van Wijk and Pierre-Alexandre Koch, of Oliver Wyman, joined by Ramesh Cidambi, of Dubai Duty Free and Arthur Reijnhart, of Royal Schiphol Group.

Airport Dimensions and Lima Airport open a new domestic departures lounge at Jorge Chávez International Airport and announce first bank-branded lounge for international passengers

Airport Dimensions, operator of “The Club”, the international VIP lounge at Jorge Chávez International Airport, has expanded its premium travel portfolio with the opening of a new domestic departure lounge at Lima Airport in August.

Located in the domestic departures area of the new terminal, “The Club” is accessible to Priority Pass and LoungeKey members, regardless of airline or ticket class.

Airport Dimensions also recently announced a strategic partnership with BBVA in Peru to launch a new premium airport lounge at Jorge Chávez International Airport, marking a milestone for the Peruvian market and an important step forward in the way financial institutions strengthen customer relationships within the airport ecosystem.

The partnership combines Airport Dimensions’ global expertise in designing and operating airport experiences with BBVA’s strong regional presence and digital innovation-driven approach. Together, the two organizations are introducing a lounge concept aligned with the expectations of a rapidly growing and increasingly sophisticated traveler base.

As one of Peru’s leading financial institutions, the BBVA bank is expanding its customer offering with premium travel experiences that complement its portfolio of financial services.

Located in the international departures area and scheduled to open at the end of this year, the lounge has been designed as a calm, high-quality space within one of the region’s leading international travel hubs. It will feature a Mediterranean-inspired culinary offering created by renowned chef Ignacio Barrios, complemented by integrated digital services, and a design intended to create an atmosphere of calm and readiness before travel, supported by intuitive digital solutions.

The timing reflects strong momentum in the region. Latin American airports are forecast to handle approximately 821 million passengers in 2026, while Lima’s Jorge Chávez International Airport is expanding capacity to 30 million passengers annually following the opening of a new terminal in 2025, with long-term plans to reach 40 million.

This will be the first dedicated lounge introduced by a Peruvian financial institution, positioning BBVA at the forefront of extending customer experience beyond traditional banking channels. Access will be offered to BBVA’s premier customers, integrating travel more directly into the bank’s value proposition.

“Airport Dimensions already has a strong footprint across Latin America, and we’re seeing rapid growth in both demand and expectations,” said **Giorgio Benza, Vice President for Latin America at Airport Dimensions**. “BBVA



Airport Dimensions opened “The Club” at Jorge Chávez International Airport domestic departure lounge in August.

brings a deep understanding of its customers and a clear strength in digital innovation, which makes them a powerful partner. Together, we’re building on what already exists in the region and pushing the standard higher in Lima.”

Fernando Eguiluz, CEO of BBVA in Peru, added: “At BBVA, we believe that supporting our customers means being present in the moments they value most. Our partnership with Airport Dimensions allows us to take that promise one step further by offering a premium experience that reflects the way we understand service: close, innovative, and designed to help our customers go further. This project is especially meaningful because it comes to life in the year we celebrate 75 years of serving Peruvians.”

New domestic lounge

Domestic flights account for approximately 60% of total passenger traffic at Jorge Chávez International Airport. During the first half of 2026, the airport welcomed 7.38 million domestic passengers, highlighting the strength and continued growth of Peru’s domestic travel market.

At the same time, travelers are increasingly seeking greater comfort, flexibility, and control throughout their journeys, driving demand for more accessible premium experiences.

According to Airport Dimensions’ latest Airport Experiences 2026 (AX26) research,

62% of travelers are willing to invest in upgraded airport services and experiences, underlining the growing importance of convenience and choice in today’s journey.

The airport currently connects Peru to 62 destinations (43 international and 19 domestic) through the operations of 22 airlines. By the end of 2026, the airport is projected to handle 26.5 million passengers.

Designed to meet the evolving needs of today’s travelers, the new lounge can accommodate more than 200 guests with dedicated spaces to work, relax and recharge. It also offers family-friendly amenities, a curated food and beverage selection inspired by Peru’s local flavors and culinary traditions, and an interior design concept inspired by its extraordinary biodiversity. Drawing inspiration from the Peruvian Amazon rainforest, the lounge incorporates vibrant colors, rich textures, and organic patterns to create a distinctive sense of place.

The opening further strengthens Airport Dimensions’ presence at Jorge Chávez International Airport, expanding a portfolio of premium services that now includes VIP lounges, sleep services and the recently launched Priority Lane. Together, these offerings provide travelers with a more seamless and connected airport journey, while delivering greater choice and convenience at every stage of their travel experience.



SEATAC awards Avolta's Hudson new duty free locations with Pacific Northwest themes and partners

Seattle-Tacoma International Airport (SEA) has awarded three new locations for duty free shops to a joint venture between Avolta's Hudson Group Retail, LLC. (Hudson) and four local small businesses, as part of a dramatic 30,700-square-foot expansion coming to the airport.

Under the new 20-year award, Avolta will develop duty free stores across A Concourse, N Concourse and S Concourse, expanding its presence at SEA, where it currently operates across both travel retail and food & beverage.

Renderings released last week of the new Pacific Northwest concepts include a dramatic walk-through layout coming to the A Concourse in late 2027, along with spaces in the N and S Concourses to modernize SEA's duty free shopping options.

Hudson leads a joint venture with local small business partner Randi Maya Sibonga of MCSB Inc., and ACDBE-certified partners Katherine Lam of Bambuza, Godwin Gabriel of MOOVN Technologies, LLC., and Marques Warren of Warren's News & Gift Inc.

"Duty free shops are a hallmark of major international airports, and this expansion enables SEA to meet growing demand through innovative use of space and technology that elevates the overall traveler experience," said Port of Seattle Commissioner Sam Cho. "This contract also builds in meaningful opportunities for women, minority, and small-owned businesses to continue thriving at SEA, reinforcing our long-standing commitment

to supporting and uplifting local entrepreneurs."

The joint venture group signed a 20-year contract for the spaces, with construction on A Concourse expected to start at the end of 2026 and be completed in late 2027. Work on the S Concourse will be part of the S Concourse Evolution project, which is slated to start multi-year construction in late 2026 (See *TMI Cannes 2026* magazine for details.) The timeline for the duty free space in N Concourse is still to be determined.

"This new duty free offer, coupled with Hudson's emphasis on immersive experiences and digital engagement, will transform the travel experience at SEA," said Steve Johnson, President & CEO, North America, Avolta.

"We are proud and excited to grow our longtime partnership with the Port of Seattle to help usher in the next phase of SEA's evolution and make the journey as exciting as the destination for the millions of travelers from around the world who visit the airport every year," continued Johnson.

Reflecting Avolta's strategy of creating retail experiences tailored to each location, the new offer draws inspiration from Seattle and Washington State. In addition to an international duty free offering, travelers will discover locally sourced foods and gifts, Washington State spirits, dedicated tasting experiences and an exclusive 'Exploring Seattle' retail range designed specifically for SEA. Through live performances by Seattle artists, local product tastings and installations inspired



Renderings of Seattle-Tacoma International Airport's courtesy of expanded new A Concourse above and below courtesy of Sea Tac Duty Free Joint Venture

by the city's iconic glass artist, travelers can immerse themselves in the sights, sounds and flavors of the region before they leave the airport.

A Concourse development

The A Concourse will be the first to be upgraded, adding approximately 12,000 square feet of new leasable space for duty free operations. The main project area is adjacent to the exit from the International Arrivals Facility (IAF) and Gina Marie Lindsey (GML) Hall. With the addition of the IAF, gates on the A Concourse are now internationally capable, making it an ideal location to provide expanded duty free services, says the SEA announcement.

The primary duty free area will sit in the center of the concourse between Gates A4 and A6. It will include Airport Dining and Retail space, a customer information hub,

a music stage, and flight information displays throughout.

Some of the additional square footage for this area will come from closing five dining and retail locations, as well as opening new space on the concourse and mezzanine levels above GML Hall.

S and N Concourses

The S Concourse duty free project will happen in coordination with the S Concourse Evolution (SCE) project. (See report in the September 2026 *Travel Markets Insider* magazine.) More information will be coming soon on both the S and N Concourse duty free expansions.

Total estimated project costs for the A Concourse Duty Free project are currently between \$8 and \$15 million. Costs for the other concourse duty free projects will be updated as design plans progress.



Caribbean Tourism Organization elects new Chair and Council of Ministers



CTO Secretary-General and CEO Dona Regis-Prosper congratulates Antigua and Barbuda Minister of Tourism Charles "Max" Fernandez following his election as chairman of the CTO Council of Ministers and Commissioners of Tourism in Georgetown, Guyana.

Antigua and Barbuda has been elected chair of the Caribbean Tourism Organization (CTO).

The election took place ahead of Wednesday's opening on August 6 of the State of the Tourism Industry Conference (SOTIC) 2026.

Minister of Tourism, Civil Aviation, Transportation and Investment Charles "Max" Fernandez assumes leadership of the CTO Council of Ministers and Commissioners of Tourism as the organization advances its tourism development agenda.

Following the AGM, Fernandez succeeds Barbados Minister of Tourism and International Transport Ian Gooding-Edghill, whose two-year chairmanship helped advance CTO's Reimagine Plan and strengthen collaboration among member countries, industry partners and regional stakeholders.

At the Board of Directors level, Antigua and Barbuda Tourism Authority CEO Colin James will assume the chairmanship,

succeeding Andrea Franklin, CEO of Barbados Tourism Marketing Inc.

The Board also elected vice chairs representing CTO's subregions. The United States Virgin Islands will represent the U.S. territories; the British Virgin Islands will represent the British overseas territories; Saint-Martin will represent the French-speaking territories; and St. Kitts and Nevis and The Bahamas were elected to represent CARICOM countries. Selection of a representative for the Dutch-speaking territories was deferred until the next meeting.

The six subregional vice chair positions, together with the Board chairman, comprise the Executive Committee of the CTO Board of Directors.

CTO Secretary-General and CEO Dona Regis-Prosper thanked Barbados for its leadership and welcomed Antigua and Barbuda to the chairmanship as the organization moves forward with the continued implementation of its strategic priorities.

F-CCA opens annual Cruise Conference & Trade Show

The Florida-Caribbean Cruise Association (FCCA) opened its 32nd annual Cruise Conference & Trade Show on October 12 in San Juan, Puerto Rico, bringing cruise executives and destination partners together to discuss business opportunities and priorities for the sector.

Hosted by the Puerto Rico Tourism Company, the conference runs through Oct. 16. One-on-one meetings, workshops and a trade show will give tourism stakeholders opportunities to engage directly with cruise line decision makers.

The program includes discussions on industry leadership, homeporting and visitor experiences, with a focus on how destinations and businesses can secure an increasing share of cruise tourism's economic benefits.

MEADFA Conference 2026: resilience, AI and new opportunities across Middle East & Africa Travel Retail



The MEADFA Conference 2026, taking place in Rabat, Morocco from November 15–17, marks its 25th anniversary of the event.

With more than 300 delegates already registered to date, this milestone edition is building strong momentum ahead of a program examining the major forces shaping travel retail across the Middle East and Africa.

Newly confirmed sessions will address geopolitical and economic change, Africa's expanding aviation and tourism landscape, evolving consumer expectations, sustainability, artificial intelligence

and the growing influence of major sporting events on travel and retail.

Alongside the conference sessions, delegates will have opportunities to connect at the Opening Cocktail on November 15 and the Gala Dinner and MEADFA Awards on November 16 as well as through networking facilities throughout the event.

The conference is organized in partnership with TFWA, with Avolta as Official Host and support from a strong line-up of industry partners.

For enquiries, please contact meadfaconference@tfwa.com.

APTRA confirms North Asia Forum program

The Asia Pacific Travel Retail Association (APTRA) has confirmed the full program and speaker line-up for its North Asia Forum, taking place on Thursday, November 12, 2026 at the Hopewell Hotel in Wan Chai, Hong Kong.

Running from afternoon into evening, the Forum will examine how consumer behavior is changing across North Asia, in travel retail and in the domestic markets that shape travelers' purchase decisions. Leaders from airports, operators, brands and research will discuss category mix and traveler engagement and how airside space can foster human connection and encourage exploration, discovery and spend across category mix and traveller engagement.

The North Asia Forum is held in collaboration with platinum host partners Airport Authority Hong Kong and Hong Kong International Airport. King Power Hong Kong is the gold partner, mInd-set and China Trading Desk are the research partners and Changi Airport Group is a supporting partner.

Wine and cocktails are courtesy of drinks partners Global Drinks and Pernod Ricard Global Travel Retail. In keeping with APTRA's not-for-profit status, tickets are priced at US\$150 simply to cover costs.

Registration:
<https://2vx.io/0fCgG9C>.

