m1nd-set
RESEARCH BEYOND BORDERS

TRAVEL MARKETS INSIDER

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m1nd-set examines the "Income Illusion": why "Low Income Buyers" are among GTR's highest-impact shoppers

New research from travel retail research agency m1nd-set challenges one of the industry's most entrenched assumptions: that lower-income travelers are lower-value shoppers.

Research just published from m1nd-set's shopper behavior and traffic data service *Business Intelligence Service* (B1S) reports that so-called "Low Income Buyers" (LIBs) are not only highly efficient converters, but also outperforming shopper segments traditionally seen as higher value, on both conversion and average transaction value.

Despite representing just 12% of the global Duty Free buyer population, making them the smallest of m1nd-set's five core shopper segments, the research reveals that LIBs convert more efficiently than the global average, and show above-average engagement with digital touchpoints, innovation, and sales staff.

"The data clearly shows that this is not a low-value audience," said Dr Peter Mohn, CEO & Owner of m1nd-set. "While they may be slightly less likely to enter a store, once inside they are the most efficient converters, with a higher conversion rate versus the other segments."

LIBs tend to be slightly younger than the global average, driven by a higher concentration of Millennials and a marginal under-representation of Boomers+. Globally, Millennials account for around 42% of LIB shoppers, compared to 38% across all Duty Free shoppers, according to the research.

Regional differences are particularly pronounced. Africa & the Middle East hosts the youngest LIB profiles globally, with an average age of 38, while in the Americas the segment shows a stronger female skew than the global average, according to m1nd-set.

LIBs emerge as the most digitally aware segment in global Duty Free. Online touchpoints are their strongest awareness driver, outperforming both airport media and inflight channels. More than half of LIBs notice digital touchpoints pre-trip, the highest rate of any shopper segment. At the same time, they are the least planning-oriented shoppers in the channel. Only around two-thirds plan their purchases in advance, resulting in the highest impulse purchase rate of any segment, at 34%.

According to m1nd-set, this combination of digital awareness and spontaneity creates fertile ground for discovery and innovation. LIBs ourtperform the global average on both first-time purchases and Duty Free exclusives. In total, 65% of LIBs purchase either a travel retail exclusive or a unique product, reinforcing the idea that "new" and "exclusive" resonate strongly with this segment.

m1nd-set also says that human interaction plays a critical role in converting LIB intent into spend. More than 55% of Low Income Buyers engage with sales staff, the highest interaction rate of any shopper segment. Of those interactions, 75% result in a positive influence on purchase, 29% lead to a change from the shopper's original intended product and 17% state they would not have purchased at all without staff input.

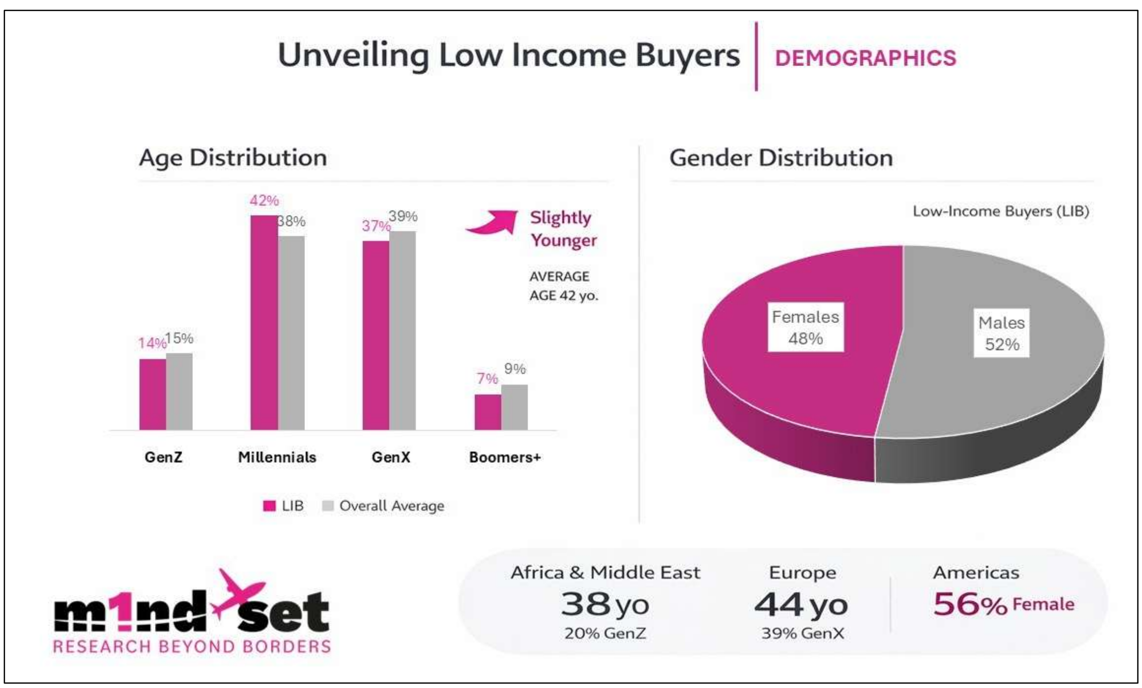
"This is a highly selective shopper; their spend reflects quality, usefulness and relevance rather than volume," says Mohn.

While Low Income Buyers purchase the same average number of categories per transaction (1.6) as the broader shopper base, their high-impact performance is rooted in a unique appetite for discovery and channel-exclusivity. Rather than purchasing a higher volume of goods, this segment leads the market in product innovation, with a high percentage purchasing a product for the first time and buying only items they have never previously owned.

This adventurous mindset is further evidenced by a strong preference for travel retail exclusives and a focused selection of higher-value products across practical, high-ticket categories such as Electronics, Watches, Skincare, Alcohol, and Souvenirs & Gifting.

"Efficient conversion, high-quality spend, digital fluency, and openness to innovation make LIBs a segment that punches well above their weight in driving performance" Mohn continued.

"The Low Income Buyers segment are driven by what we call an 'efficiency paradox'. They enter Duty Free shops to save money, but those perceived savings act as a catalyst for higher-value spending. Combined with the airport's unique psychological 're-composure zone', this creates a shopper who is highly spontaneous, open to discovery, and extremely responsive to staff advice. Far from being low-value, LIBs are one of Duty Free's most underestimated growth drivers because they spend strategically, selectively, and make the most of the travel retail environment," Mohn concluded.



TRAVEL MARKETS INSIDER

BY THE NUMBERS

IATA: Strong 2025 air passenger demand masks capacity constraints as load factors fall in the Americas

International air travel reached record levels in 2025, while capacity restraints and supply chain challenges strained many airline's ability to accommodate the demand, reports the International Air Transport Association (IATA).

Total full-year demand in 2025 (measured in revenue passenger kilometers or RPKs) rose 5.3% compared to 2024. Total capacity, measured in available seat kilometers (ASK), was up 5.2% in 2025. The overall passenger load factor (PLF) reached 83.6%, up 0.1 ppt and a record for full-year traffic.

December 2025 was a strong finish to the year with overall demand rising 5.6% year-on-year, capacity growing by 5.9%, and a load factor of 83.7%.

"People clearly wanted to travel more, but airlines were continually disappointed with unreliable delivery schedules for new aircraft and engines, maintenance capacity constraints, and resultant cost increases that are estimated to exceed $11 billion," said Willie Walsh, IATA's Director General.

"Airlines scrambled to accommodate the demand by keeping aircraft in service longer and filling more seats on every flight. With load factors just shy of 84%, it's clear that these measures were an effective band aid, but we need a real solution. It's vital that 2025 proves to be the nadir of the supply chain crisis, and 2026 marks a rebound," he continued.

International full-year demand in 2025 increased 7.1% compared to 2024, and capacity rose 6.8%. The full year international load factor was 83.5%, a rise of 0.2 ppt on 2024. This was also a record high for international PLF.

Asia-Pacific airlines posted a 10.9% rise in full year international 2025 traffic compared to 2024. Capacity rose 10.2% and the load factor rose 0.5 ppt to 84.4%. The region finished 2025 with the fastest growth rate and highest load factor of any region.

European carriers' full year traffic climbed 6.0% versus 2024. Capacity increased 5.9%, and load factor rose 0.1 ppt to 84.1%.

Middle Eastern carriers saw a 6.7% traffic rise in 2025 compared to 2024. Capacity increased 5.8% and load factor climbed 0.7 ppt to 81.6%.

North American airlines annual traffic grew 2.1% in 2025 compared to 2024. Capacity increased 2.4%, and load factor fell -0.2 ppt to 83.9%. Both traffic and capacity growth were the slowest of any region in 2025.

Latin American airlines posted an 8.6% traffic rise in 2025 over full year 2024. Annual capacity climbed 10.2% and load factor declined -1.2 ppt to 83.6% (the sharpest load factor fall of any region).

African airlines' annual traffic rose 7.8% in 2025 versus the prior year. Full year 2025 capacity was up 6.5% and load factor climbed 0.9 ppt to 74.9%. This was the lowest load factor among regions but a record high for Africa and the strongest load factor increase of any region.

Domestic Passenger Markets

Domestic full-year demand reached record highs for passenger numbers and load factors. Growth slowed compared to the strong rebound in 2024. The standout performer for 2025 Domestic RPK was Brazil, which increased 11.1% over 2024. The United States saw its domestic market contract by -0.6%. The sharpest increase in load factor was in Japan (+3.4 ppt), in contrast to the United States, which registered the heaviest fall (-1.9 ppt). Although domestic Indian travel also had a sharp (-1.2 ppt) fall in load factor, it still registered the highest load factor overall (85.2%). Australia had the lowest load factor, but this was still a relatively healthy 81.2%.

Record 28 million visitors boost Toronto's economy in 2025

A record 28.2 million visitors came to Toronto in 2025, generating a record $9.1 billion in spending, according to Destination Toronto. Representing nearly $13.5 billion in economic impact, the $9.1 billion in direct spending exceeded the previous year's record by 4%, reinforcing tourism's role as one of the city's most important export sectors. About 37% of spending came from the U.S. and international markets.

"Against a backdrop of shifting trade policies, tariffs and economic uncertainty, Toronto solidified its position as a top global destination," said Andrew Weir, President and CEO of Destination Toronto. "Our visitor economy showed strong resilience, as Toronto has what travelers and meeting planners are seeking — compelling experiences paired with a warm welcome."

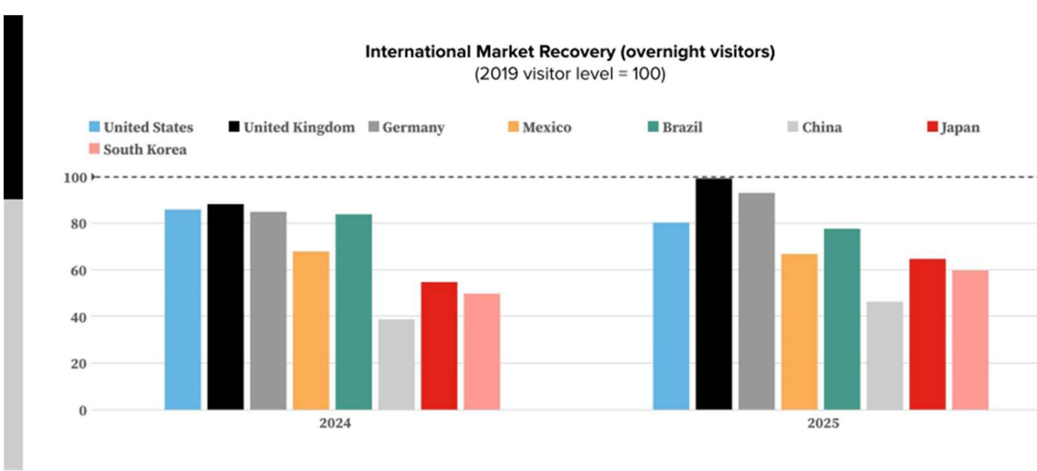
International arrivals was the fastest growing segment of tourism to Toronto last year, rising 8% to 1.4 million visitors, led by growth from the U.K. and Germany, up 12% and 10% respectively. To spur the growth of international visitation, Destination Toronto increased Toronto's visibility in the U.K., Germany and Mexico in 2025 along with the vital U.S. market, advancing the city's global tourism strategy and positioning the city for further growth in 2026.

Domestic visitation remained the largest segment at 25 million visitors, increasing 3% as Canadian travel to the U.S. declined sharply and more Canadians traveled within their own country. The U.S. market was the second largest segment with 1.9 million visitors, down 6% from the previous year.

Toronto remains Canada's most-visited destination and one of the top urban destinations in North America.

The largest event in 2026 is the FIFA World Cup. Toronto is one of 16 host cities, with six matches, FIFA Fan Festival - Toronto, and celebrations planned for locals and fans.

TORONTO TOURISM ARRIVALS



TRAVEL MARKETS INSIDER

MSC Yacht Club reveals hospitality center for the Marina for FORMULA 1 Grand Prix in Miami

Rendering of aerial view of the MSC Yacht Club experience at the Miami International Autodrome for the FORMULA 1 Crypto.com Miami Grand Prix in May.

A spectacular MSC Yacht Club experience, presented by MSC Cruises, will debut at the Miami International Autodrome for the Formula 1 weekend from May 1-3, 2026.

The MSC Yacht Club will become the highlight of the Marina on the inside of Turns 5-9, one of the most recognizable areas of the FORMULA 1 Crypto.com Mimai Grand Prix. The organizers say that the venue has been designed to reflect the scale, sophistication and energy of the event itself, with a lifelike super yacht that measures 264ft in length, 96ft wide and 50ft tall at its highest point. It will stand as a premier trackside hospitality destination, offering guests a multi-level experience unlike anything else on the Formula 1 calendar. Since its debut in 2022, the Marina presented by MSC Cruises has become synonymous with the FORMULA 1 Crypto.com Miami Grand Prix, and the MSC Yacht Club builds on that legacy, bringing together successful elements of the Marina into one striking, purpose-built structure.

Positioned at one of the circuit's most dynamic sections, the MSC Yacht Club will place guests directly alongside one of the most exciting corners on the track's layout, delivering dramatic views of up to five turns (Turns 5-9). The structure is the event's biggest new offering since 2023 when a brand-new Paddock Club building was constructed.

The MSC Yacht Club at the FORMULA 1 Crypto.com Miami Grand Prix is inspired by MSC Cruises' luxury "ship-within-a-ship" onboard experience, an exclusive area onboard MSC Cruises' ships featuring private suites, 24/7 butler and concierge services and exclusives areas on board.

The Miami Grand Prix version will feature five levels totaling 32,000 square feet, with each deck offering a different guest experience.

The MSC Yacht Club at the Miami International Autodrome will offer elite race views from multiple decks, lounges and viewing platforms with shaded seating, open-air terraces and signature pools. An exceptional culinary program curated by celebrated hospitality brand Bagatelle serves as the culinary anchor of the MSC Yacht Club.

Holland America Line celebrates 100 years of Caribbean Cruising

When Holland America Line's Veendam II sailed from New York in February 1926, it charted a course that would help define Caribbean cruising, making the company among the first to offer regularly scheduled vacations to the region for guests seeking a warm-weather getaway. A century later, Holland America Line is commemorating 100 years of Caribbean cruising.

"Our first Caribbean voyage in 1926 marked a defining moment for Holland America Line and for the evolution of modern cruise travel," said Beth Bodensteiner, president of Holland America Line.

Holland America Line's maiden Caribbean cruise was a groundbreaking 26-day itinerary that departed New York on Feb. 18, 1926, and visited Havana, Cuba; Kingston, Jamaica; Colon/Cristobal Panama; Cartagena, Colombia; San Juan, Puerto Rico; and Bermuda before returning to New York.

The cruise line's Caribbean voyages were introduced during the North Atlantic off-season and quickly gained popularity throughout the 1920s and 1930s.

As demand grew, the company expanded its Caribbean presence with multiple ships, including *Veendam, Statendam* and *Volendam.*

In the years leading up to World War II, the line's flagship vessels, including *Nieuw Amsterdam II,* joined Caribbean itineraries, further strengthening Holland America Line's leadership in the region. Following the war, winter Caribbean cruises resumed and expanded, ushering in a new era that reflected the evolving tastes of travelers.

By the 1970s, the rise of commercial air travel reshaped Caribbean cruising, allowing Florida — particularly Fort Lauderdale — to emerge as Holland America Line's primary gateway to the region. One hundred years after its first Caribbean sailing, the company continues to build on this legacy, honoring more than a century of innovation.

A History of Caribbean Cruising

A pioneer in the industry for more than 150 years, Holland America Line has a history of firsts in the Caribbean that have defined cruise travel in the region:

1926: First Caribbean (then "West Indies") cruise by *Veendam II.*

1927: First calls at Willemstad, Curaçao and St. Thomas, U.S. Virgin Islands.

1938: First dedicated cruise call to Cristóbal/Colón, Panama.

1959: First calls at Aruba once larger docks were developed.

1964: First calls at St. Maarten as the island became a growing tourism destination.

1997: Opening of Half Moon Cay, Holland America Line's award-winning private island in the Bahamas, with *Ryndam III* making the first call.

100 years after embarking on Caribbean cruises, Holland America Line's Oosterdam rendezvoused with a Seabourne ship at Port Lockroy in Antarctica.

TRAVEL MARKETS INSIDER

The Bahamas breaks tourism records with 12.5 million visitors in '25

The Bahamas reached a historic new benchmark for the nation's tourism industry in 2025, welcoming an unprecedented 12.5 million visitors, the highest total ever recorded.

Visitor arrivals grew 11.4% year-over-year, surpassing 2024's record and exceeding pre-pandemic 2019 levels by more than 70%. This growth underscores the strength and resilience of demand across global markets," said Deputy Prime Minister and Minister of Tourism, Investments & Aviation, I. Chester Cooper.

"Reaching 12.5 million visitors is a defining achievement for The Bahamas and a clear signal of confidence in our destination, our leadership, and our strategy. Tourism continues to be a powerful engine of economic growth, delivering jobs, investment, and opportunity for Bahamians across our islands. While we are proud of this performance, our focus remains on sustaining growth responsibly and ensuring that the benefits of tourism continue to strengthen communities throughout the country," said Cooper.

Cruise tourism remained the primary driver of growth, accounting for 86.5% of total arrivals. Sea arrivals exceeded 10.6 million visitors, representing a 14% increase year-over-year and nearly double 2019 levels.

Major ports recorded record throughput, with continued gains across Nassau/ Paradise Island and the Out Islands, supported by new cruise infrastructure and enhanced partnerships with leading cruise lines. Cruise tourism remained the primary driver of growth, accounting for 86.5% of total arrivals.

Several islands delivered standout performances, underscoring the tourism growth across the archipelago. Abaco recorded its highest total visitor arrivals on record, welcoming nearly 520,000 visitors in 2025. This milestone was driven by record-breaking sea arrivals and reinforces Abaco's continued recovery and long-term tourism potential.

Nassau Cruise Port in 2025. Cruise tourism accounted for more than 86% of total arrivals.

Grand Bahama's tourism resurgence in 2025 was driven by expanded and sustained airlift. For the first time in more than 22 years, total arrivals surpassed one million, reaching approximately 1.1 million through December.

Air arrivals increased 20% year-over-year compared to 2024 and exceeded pre-pandemic 2019 levels by more than 30%.

This airlift-driven growth has directly benefited hotels, short-term rentals, restaurants, and on-island service providers, reinforcing Grand Bahama's status as one of the fastest-growing tourism rebound stories in The Bahamas and the wider region.

Beyond the major gateways, Eleuthera recorded nearly 30% growth, while Bimini and the Berry Islands continued to expand their roles as cruise destinations.

Nearly 30% of stopover visitors traveled to the Out Islands, strengthening community-based tourism and ensuring that the benefits of growth are shared more broadly across The Bahamas.

Air arrivals remained resilient amid global aviation constraints and weather-related disruptions. Nearly 1.7 million foreign air visitors traveled to The Bahamas, with late-year momentum reflected in year-over-year growth in December.

Canada emerged as a bright spot, with stopover arrivals surpassing pre-pandemic levels, supported by expanded service and strengthened airline partnerships.

Stopover tourism continued to demonstrate quality demand, with more than 1.8 million stopover visitors recorded during the year. Approximately two-thirds stayed in Nassau/Paradise Island, while nearly 30% traveled to the Out Islands, supporting local businesses and community-based tourism experiences across the archipelago.

In addition to record visitor numbers, The Bahamas earned international recognition for excellence in destination marketing, digital engagement, and sustainability leadership.

Nassau Cruise Port – "busiest transit cruise port in the world"-- sets new passenger record

Nassau Cruise Port welcomed an estimated 6.1 million passengers in 2025 across nearly 1600 cruise calls, and setting a new annual cruise passenger record. The cruise milestone coincides with a historic year for tourism across The Bahamas.

The record represents continued year-over-year growth from 2024, when the port welcomed 5.6 million passengers across over 1,400 cruise calls. The 2025 volume represents approximately 420,000 additional cruise passengers (about +7.0%) and over 130 more cruise calls (about +9.5%) compared to the previous year.

The port's performance aligns with overall tourism figures announced last week.

The Bahamas welcomed a record 12.5 million visitors in 2025, marking the third consecutive year of record-breaking tourism performance.

Nassau Cruise Port continues to play a primary gateway for visitors to The Bahamas, said Mike Maura, Jr. CEO & Director.

"Welcoming more than six million cruise passengers in a single year reflects the confidence of our cruise partners, the strength of the destination, and the impact of ongoing investments to enhance the passenger experience and operational efficiency at the port."

Nassau Cruise Port is also scheduled to debut additional port amenities this year - including a signature restaurant and a day club-style pool experience - designed to further elevate the guest experience and extend visitor engagement ashore.

TRAVEL MARKETS INSIDER

Toschi Vignola targets cruise with debut at F&B@Sea and collaboration with Deborah Golden

Italian food and beverage company Toschi Vignola is participating in Seatrade Cruise Global F&B@Sea for the first time, as the company targets the cruise industry with its "Made in Italy" portfolio. In support of this growth strategy, Toschi Vignola is collaborating with Deborah Golden, a leading consultant in the international cruise industry and founder of Golden and Company.

"The cruise sector represents a strategic growth opportunity for Toschi, one that we intend to approach with method, expertise and a long-term vision," comments Stefano Toschi, CEO. "Participation in Seatrade Cruise Global F&B@Sea and our collaboration with Deborah Golden mark the beginning of a structured journey designed to bring the value of Toschi's Made in Italy into a complex and highly qualified international environment."

Founded in 1945 in Vignola by brothers Giancarlo and Lanfranco Toschi, the company originated with cherries preserved in spirits. Today, Toschi exports to more than 80 countries with a product range spanning the iconic candied Amarena cherries in syrup to toppings, from syrups to traditional liqueurs such as Nocino di Modena, Lemoncello and Fragoli, as well as the Zero+ line with no added sugar.

In 2026, Toschi has set the goal of entering the cruise sector, a key segment due to its global vocation and the growing focus on quality and distinctiveness in onboard food & beverage offerings, says the company.

Toschi's approach to the cruise sector is based on a carefully selected portfolio of product lines designed to meet the high-quality standards and to enhance the guest experience at every touchpoint on board: from pool bars and cocktail lounges to premium dining concepts.

The Toschi offering includes high-concentration syrups for mixology and high-volume beverages, as well as classic and innovative liqueurs, including its flagship Dubai inspired Chocolate Cream Liqueur, developed in line with one of the most relevant food trends of recent years.

Collaboration with Deborah Golden

A globally recognized professional, Deborah Golden brings extensive experience in creating innovative and successful beverage programs for the cruise sector, including Royal Caribbean's VINTAGES Wine Bar and the Bacardi Cruise Competition. Through her consultancy work, Golden supports premium brands in developing effective strategies to enter and grow within the highly competitive cruise market.

"Toschi Vignola's product portfolio is exceptionally well suited to meet the demands of cruise ship food and beverage operations, delivering consistency, versatility, and premium quality," says Golden. "From the iconic Toschi Amarena cherries, a cross-category ingredient for desserts, cocktails and gelato, to the Dubai inspired Chocolate Cream Liqueur, Toschi elevates onboard indulgence across venues. The extensive syrup range supports high-volume mixology and specialty beverages, while the Drink Zero+ line responds to growing wellness-related needs and dietary preferences.

"All of this is complemented by classic Italian liqueurs such as Lemoncello, Nocello and Fragolì, offering cruise operators a complete and coherent solution capable of enriching the guest experience from poolside bars to fine dining."

F&B@Sea will take place April 15 & 16, at Mana Wynwood, alongside the Seatrade Cruise Global trade show taking place at the Miami Convention Cener April 13-16.

Antigua Cruise Port opens new ultra-modern cruise terminal in St. John's

Antigua and Barbuda officially unveiled a state-of-the-art cruise terminal as part of a US$60 million Upland Development Project.

Antigua Cruise Port, operated by Global Ports Holding, officially opened its new ultra-modern cruise terminal on January 24, 2026

Designed to enhance passenger experience and operational efficiency, the facility represents a strategic investment in Antigua's cruise infrastructure and long-term tourism growth.

Prime Minister Hon. Gaston Browne welcomed the opening as a tangible outcome of the 30-year concession agreement with Global Ports Holding, highlighting its contribution to strengthening national cruise infrastructure and supporting continued growth in cruise arrivals.

The new terminal includes the construction of Antigua Cruise Port's 5th berth - a 700-foot pier designed to accommodate the world's largest cruise vessels. This critical investment expanded berthing capacity, improved port operations, and created the foundation for increased passenger flows and future development.

Under the current arrangement, Global Ports Holding invested $80 million, including $20 million to retire a nearly 20-year-old bond, and $35 million for the fifth berth. After 30 years, all facilities revert to government ownership at no cost.

According to the local *Antigua Observer,* GHP Chairman Mehmet Kutman, announced the remaining phases—including retail spaces, dining facilities, and a day club with a pool—will be completed by July 2026.

The 10,000+-square-foot terminal replaces the makeshift market tent previously used for turnaround

Port and government officials at official opening of new Antigua Cruise Port on Jan. 24, 2026.

operations during the 2023 and 2024 cruise seasons.

Gasper George, General Manager of Antigua Cruise Port, noted that the port has already issued a call for Antiguan entrepreneurs to submit proposals to operate stores at the upland development.

The facility is expected to position Antigua and Barbuda as a leading homeporting destination in the Caribbean, with the country projected to welcome about one million cruise passengers this year, nearly double pre-partnership numbers.

ABSOLUT VODKA

TRAVEL MARKETS INSIDER

Absolut Vodka turns up the heat with new Absolut Tabasco

Absolut Vodka has partnered with Tabasco Brand for the launch of a new spicy vodka, Absolut Tabasco. The new collaboration launches this February across 50+ markets including global travel retail.

According to Rae Gibson, Director, Power Brands and Emerging Categories, Pernod Ricard Global Travel Retail, Pernod Ricard will be staging a "truly global takeover" in travel retail, with Absolut Tabasco activations taking place in airports across the US, Mexico, Brazil, UK, Spain, the Netherlands, the UAE, India and Australia.

"We are collectively so excited for this, our most ambitious flavor launch yet in GTR. [The] product will be distributed in a phased approach spanning airports, cruise, airlines, and border shops, to sustain momentum. Travelers have a healthy appetite for discovery and are very open to trying new flavors, so they can look forward to bold, playful, taste-led experiences with standout product visibility throughout their journey, and a few surprises along the way!" commented Gibson.

Absolut Tabasco is crafted by fusing Absolut Vodka with a unique and completely natural essence (there's no added sugar) created from the fermented, aged red pepper mash used to make Tabasco Sauce.

The new Tabasco-Sauce-flavored vodka comes amid strong, growing demand for hotter flavors, says the company. Sales of spicy vodka are forecast to increase 27% by 2029.

Founded in 1868 on Avery Island, Louisiana, where it is still produced today, Tabasco Sauce uses just three ingredients: hand-picked red peppers, salt, and vinegar. Once mashed together, the red pepper mix is aged and fermented in reclaimed oak barrels for up to three years.

Absolut Vodka is also made using just three natural ingredients –water sourced from a local deep well, a proprietary strain of yeast and winter wheat grown on nearby farms.

Christian Brown, Head of Agriculture and 6th generation family member, McIlhenny Company, makers of Tabasco Brand product, says: "With more than 150 years of pepper expertise, it only made sense for us at Tabasco to partner with Absolut Vodka, another brand with a long, storied history that understands and cares about the craft that goes into its product. Tabasco exists to light up everything we touch and the powerful blending of these two iconic liquids (and unforgettable bottles) is long overdue!"

British singer-songwriter Olivia Dean is face of new Burberry Her Parfum

Burberry has introduced British singer-songwriter Olivia Dean as the face of the new Burberry Her Parfum - the most intense addition to the Burberry Her fragrance family.

The campaign is set against London's urban landscape. Dean also wrote the campaign soundtrack.

Dean's fusion of musical genres – nostalgic, modern, personal yet resonant – mirrors the bold notes of Her Parfum: the most intense addition to the Burberry Her fragrance family, says Coty.

Opening with top notes of cherry and pear, the fruity, gourmand fragrance evolves through amber to vanilla and musk. The iconic Burberry Her bottle now comes in opaque deep pink glass with a matte finish with an outer packaging "dressed" with flowing pink ribbons.

Burberry Her Parfum is available in travel retail locations now.

ITRC brokers new deal for DIESEL and Volkswagen mobile accessories in UK, Brazil & Global Travel Retail

Rob Robertaccio's International & Travel Retail Consultants (ITRC) has facilitated a new global partnership between aRcj Distribution Limited (UK) and Techstyle Accessories (Netherlands). The agreement grants aRcj Distribution exclusive rights to distribute DIESEL and Volkswagen branded mobile accessories and wireless speakers across the UK, Brazil, and Global Travel Retail channels.

The collaboration brings together Techstyle's expertise in licensed tech accessory design and manufacturing, aRcj's distribution and logistics network, and ITRC's strategic leadership in building travel retail brand partnerships worldwide.

Techstyle Accessories, based in the Netherlands, is a leading developer and manufacturer of fashion-driven mobile accessories and audio products. Its portfolio includes globally recognized names such as DIESEL and Volkswagen, and its products are sold in more than 50 markets worldwide.

aRcj Distribution Limited, headquartered in the United Kingdom, specializes in sourcing, logistics, and international brand distribution. With a strong operational reach in both the UK and Brazil, aRcj provides full-service solutions from import management to retail execution — capabilities that make it ideally positioned to represent Techstyle's licensed product lines in these key markets as well as in travel-retail environments worldwide.

Rob Robertaccio, President of International & Travel Retail Consultants (ITRC), said: "I'm proud to have brought these two dynamic companies together. aRcj and Techstyle share a common vision for delivering lifestyle-driven tech accessories that stand out in both domestic and duty free retail.

"This agreement perfectly illustrates ITRC's role in connecting great brands and strong distributors to create meaningful results in the global marketplace."

TRAVEL MARKETS INSIDER

SSP America and JFKIAT open prohibition-inspired Gotham Speakeasy at JFK T4

SSP America has partnered with JFKIAT to open the Prohibition-era inspired Gotham Speakeasy at Terminal 4 at JFK International Airport. The 1920s-style hideaway offers craft cocktails and elevated bar bites, in a "timeless" atmosphere that draws on the rich history of New York speakeasies—from hidden basements to glamorous nightspot.

Featuring Art Deco elements, the Gotham Speakeasy pays tribute to the 'golden age of the cocktail,' through a thoughtfully curated beverage and food menu that creates a distinct sense of place.

Gotham Speakeasy's cocktail program highlights New York–inspired creations with modern riffs on pre-Prohibition Era favorites. Signature drinks include the Flatiron's Bloody Fix, Southside of Tequila, Thyme to the Staten Island Ferry, Big Apple Mule, Oculus Glint and Hell's Kitchen Hive. Guests will also find zero-proof cocktails, as well as a selection of beer and wine.

"With the opening of Gotham Speakeasy and our continued partnership with SSP, we continue to deepen T4's connection to New York City's spirit and story," said Roel Huinink, Chief Executive Officer of JFKIAT, operator of the terminal. "We are excited for our passengers to experience a culinary and design-driven concept that captures the rich history, energy, and character of the city we call home."

SSP America's Chief Executive Officer George Mboya added, "Gotham Speakeasy captures the essence of New York's cocktail culture: bold, creative, and deeply rooted in history. Not only does Gotham deliver a true taste of place, it also delivers a taste of a specific time.

"Travelers passing through JFK T4 now have the opportunity for a layover in the golden age of the cocktail with a menu that invites guests to slow down, connect, and enjoy a moment of classic style."

AT THE POINT OF SALE

TAG Heuer Boutique in São Paulo/Guarulhos Airport wins top franchise award

The TAG Heuer Boutique in São Paulo/Guarulhos International Airport's (GRU) Terminal 3 has been named the #1 TAG Heuer Franchise Boutique Worldwide in 2025.

The GRU T3 boutique also holds a unique place in TAG Heuer's history as the first-ever TAG Heuer boutique opened in cooperation with the Senna Foundation, an organization dedicated to advancing education and human development for young people in Brazil; a partnership rooted in shared values of excellence, legacy, and impact.

The achievement reflects the strong partnership between Avolta and TAG Heuer, celebrated recently with the re-inauguration of the boutique together with Bianca Senna, Director of Branding at the Instituto Ayrton Senna.

Harding+ brings exclusive Jack Daniel's to Princess Cruises

Harding+ has announced a new exclusive onboard retail experience in partnership with Princess Cruises and Jack Daniel's.

A limited-edition Jack Daniel's Single Barrel release is now available onboard. Created specifically for Princess, it is defined by its own distinctive flavor profile that has been carefully selected to reflect the tastes of the Princess guest - a whiskey experience that guests can only discover at sea.

To mark the launch, Jack Daniel's Brand Ambassador Jed Lirette sailed onboard *Sun Princess*, hosting tastings, sharing the story behind the cask, and bringing the brand to life for guests in an engaging, experiential way.

This collaboration is another example of how cruise retail continues to evolve, moving beyond transactions to deliver exclusivity, immersion, and memorable moments that guests can't find on land, says Harding+.