



Orlando International Airport opened the \$3.8 billion Terminal C on Sept. 20. The soaring lines and sweeping vistas of its iconic architecture creates a unique “sense of place,” showcasing Central Florida, says the designers.

## Orlando International ushers in the “airport of the future” with opening of Terminal C

After years of planning and construction, Orlando International Airport (MCO) officially opened its new \$2.8 billion Terminal C to passengers on Tuesday afternoon, Sept. 20, with the arrival of an Aer Lingus flight from Manchester, UK.

Terminal C represents a major expansion for Orlando Airport. Encompassing 300 acres, it will house 15 gates capable of accommodating up to 20 aircraft which will allow the airport to serve 10-to-12 million more passengers annually.

Between Sept. 20 and Sept. 30, 10 primarily-international airlines will move their MCO operation into Terminal C.

The new terminal will be able to handle narrow body, jumbo and super-jumbo jets. Terminal C has been designed for certification as one of the first LEED v4 airport campuses, and reflects Orlando International Airport’s longstanding commitment to sustainability and environmental responsibility.

Greater Orlando Aviation Authority CEO Kevin Thibault says Terminal C is a direct reflection of GOAA’s commitment to the overall passenger experience.

“We strive to use cutting-edge technology and best practices in everything we do,” Thibault says. “Above all else, we seek to recognize the many diverse types of passengers who use our airport.”

### Turning Challenges into Opportunities

Airport officials said this new terminal project features a one-of-a-kind design for an unforgettable experience, as it welcomes visitors to the home of the “happiest place on earth (Disney World).”

Designed by Fentress Architects, together with HNTB as architect of record, the new Terminal C comprises 15 gates, security and ticketing, along with spaces for shopping and dining, and features informational video displays in the ticket halls, concession hub and gate areas plus interactive, immersive multimedia features that will provide high-definition visual entertainment.

With soaring lines and sweeping vistas, its iconic architecture creates a unique “sense of place,” showcasing Central Florida.

*Continued on page 2.*

## In Memoriam: Alex Smith- 1963-2022

*Editor, Global Drinks Intel*



Alex Smith (left), with fellow spirits journalists Joe Bates and TMI's Michael Pasternak, at a Macallan launch in Cannes in 2019.

It is with deep sadness that we report the death of yet another industry icon. Alex Smith, a brilliant journalist and one of the most respected – and beloved—journalists in the global drinks industry, including travel retail, passed away on Saturday after a long illness.

The long-time editor of IWSR, Alex also worked at *Duty Free News International*, and most recently had founded his own publication, *Global Drinks Intel*, where he was CEO & editor-in-chief.

He died at home, surrounded by his family, wife Charlotte and children Olivia, Alex and William.

The esteem in which he was held can be seen from the hundreds of condolences, accolades and memories that have poured in from all over the world.

Although I often saw Alex at the major trade shows in Cannes and Orlando, my fondest memory is from our last “face-to-face” get-together, which took place in the storied Fraunces Tavern in lower Manhattan during a small Brown-Forman event a few years ago. In an atmosphere seeped in the history of the American Revolutionary War (George Washington once addressed his officers in this tavern), we had a most lovely afternoon debating local politics and sipping fine bourbon. It is a memory that I cherish.

Michael and I send our sincerest condolences to his family. He really was one of a kind, and so greatly admired.

In the words of Alex’ colleagues at *Global Drinks Intel*: “Next time you’re in a bar, please take a moment, raise your glass and toast ‘Big Al’ - ‘Larger than life’ doesn’t even come close.”

*Lois Pasternak*

To read the full tribute to Alex Smith in *Global Drinks Intel*, please go to: [https://drinks-intel.com/news/alex-smith-global-drinks-intel-ceo-editor-in-chief-1963-2022/?fbclid=IwAR3Ejawn3u4hZpbiNGCK9VsQUE1nsUW240pjj6PTJ\\_dZqja-uDYbwl5iUE](https://drinks-intel.com/news/alex-smith-global-drinks-intel-ceo-editor-in-chief-1963-2022/?fbclid=IwAR3Ejawn3u4hZpbiNGCK9VsQUE1nsUW240pjj6PTJ_dZqja-uDYbwl5iUE)

*The Smith family asks that anyone who wishes to donate in Alex’ name do so at ‘Fight Bladder Cancer’*

<https://www.fightbladdercancer.co.uk/make-a-donation>

## Terminal C is Orlando's "airport of the future" *continued from page 1*

**Key features** of the design include an innovative skylight that diffuses natural light throughout the space, a cutting-edge multimedia Public Art installation with immersive features customized with original live action, CGI, interactive and generative content, capacity for future connections for up to three rail systems and a modular layout that allows for smart expansion and keeps operational costs low.

**Safety and security** is a prime priority and Terminal C is full of "firsts," with technological enhancements in both the pre-security and post-security areas, creating a seamless, secure and efficient experience for travelers. In fact, the planners says that the airport's innovative technology creates an airport of the future.

More than 1,000 high-definition informational displays guide travelers from check-in through boarding.

### Industry Firsts

As the newest airport terminal in the United States, Terminal C's construction process has resulted in a facility that integrates numerous features not previously seen at a U.S. airport:

- Virtual ramp control for airline ground operations;

- First fully integrated, multi-modal airport terminal in the U.S. for rail, air and ground transportation;

- 100% automated screening lanes at TSA checkpoint;

- 100% facial recognition for arriving and departing international passengers.

3Sixty Duty Free and More officially opened its doors at Terminal C on September 19. The new store will feature a full array of duty free/duty paid brands from liquor, tobacco, perfume, cosmetics, confectionery, fashion, and accessories, and is expected to incorporate omni-channel retail platforms to facilitate pre-order, targeted selling programs and a broader product range.

3Sixty (previously DFASS Group) will celebrate the 10th anniversary of its partnership with Orlando International Airport next year, and will be hosting a series of special promotions, product listings and events to mark this successful milestone.

### "The Orlando Experience"

With capacity for 10–12 million passengers annually, Terminal C claims to bring customer service to the next level. Through a combination of passenger-centered designs, intuitive layouts and state-of-the-art technology, Terminal C is built to increase travel convenience and efficiency, uphold passenger safety and excite the imagination, says the official announcement.

### A Retail and Dining Destination

With national brand offerings and storefronts from the region's top theme park attractions – Walt Disney World, Universal Orlando and SeaWorld Orlando – as well as local flavors such as Bernie's Coffee & Tea Co., Wine Bar George, Orange County Brewers

and Cask & Larder, the new terminal gives travelers access to more than 80,000 square feet of concessions spanning the pre-security and post-security areas.

These include more than 33 retail and food and beverage concepts, including local and national brands, boutique and duty free shopping from **3Sixty Duty Free**, eco-friendly art by local artists and a touch-screen display where travelers can plan their next vacation.

The streamlined layout has been designed so that more than 90% of the concessions are located near the gates.

There is also a Plaza Premium Lounge, featuring a dedicated area for families, a restaurant and bar, and quiet spaces ideal for business travelers.



**Moment Vault**, located in the Palm Court at the center of the airside terminal, is an immersive interactive experience supported by digital capture and state-of-the-art 3D motion-tracking sensors/cameras.



Terminal C's strategic design celebrates Central Florida's wildlife and lush landscape, and targets energy and water efficiency measures, resiliency and indoor air quality. It also features towering "Forever Trees," sustainably created using preserved materials from live palms and cypress.

MCO's new Terminal C will offer travelers a unique multimedia experience created by Gentilhomme Studio with Sardi Design, including three installations-- the **Moment Vault**, **Windows on Orlando** and the future **Portal**. This is a first of its kind for a digital public art installation in the aviation space.

The high resolution 360-degree photo-realistic interactive experience will feature capsules spanning from underwater manatees swimming to massive bird migrations, while also exploring Orlando's lesser-known ranchlands and the city's downtown skyline.



"The opening of this latest flagship store in MCO is another great milestone for our partnership with GOAA and the roll out of our 3Sixty Duty Free & More retail concept," says 3Sixty's Chief Operating Officer, Alex Anson.

"We are proud of our partnership with GOAA and excited to have opened what we believe to be a state-of-the-art duty free concept in the U.S., to service passengers from all around the world traveling to Orlando and we look forward to exceeding their expectations."



## Chanel & 3Sixty Duty Free open Travel Retail Beauty Boutique at DFW



Chanel, in partnership with 3Sixty Duty Free, has opened a new Travel Retail Fragrance and Beauty Boutique at Dallas Fort Worth International Airport (DFW) – Terminal D.

The colorful Boutique offers travelers the opportunity to experience Chanel's creations such as men and women's fragrances, makeup and skincare, complemented with selective creations as *Les Eaux de Chanel* and a discovery table to explore all of Chanel's beauty essentials.

The Chanel Boutique officially opened on August 5, 2022.

Eyewear: Visitors to the Chanel

Boutique at DFW will also find a dedicated eyewear space.

The latest collection at the Boutique is inspired by Chanel's emblematic signature – the intertwined double C, positioned like a brooch on the sunglasses' frames in a sophisticated two-tone, two material combination that coordinates each time with the color of the temples. Their designs come in an array of tones and in four graphic shapes: two cat-eyes – one edgy and structured, the other more rounded – a butterfly shape with vintage feel and rectangle shape with softened angles.



## Rouge Duty Free to open first Creed Boutique in the Caribbean



Rendering of new Creed Boutique in St. Barth, that Rouge Duty Free is opening before the end of this year.

Rouge Duty Free, one of the fastest-growing travel retailers in the Caribbean, has announced that it is opening a Creed Boutique in St. Barth.

Rouge's St. Barth location will house the first Creed Boutique in the Caribbean. Here Creed will join such other luxury brands as Dolce & Gabbana, Prada, Dior and Rolex among others, on prestigious Rue de la Paix, in Gustavia, the capital of the affluent island.

The Island chic décor of the 700 sq. foot Creed boutique will stand out among the neighboring shops with its vibrant entrance colors and the relaxed design inside, comments Raymond Kattoura, whose company Duty Free & Travel Retail Group Inc. helps manage the business for Rouge Duty Free.

The boutique will carry the full range of the Creed fragrances, as well as the brand's iconic luxury candles and home scents. The shop will also feature Creed's fragrance-related leather accessories, including its famed perfume travel pouches.

Rouge Duty Free's parent company, Perfumerias Rouge, one of Argentina's leading beauty companies, is also opening a new Creed flagship in Buenos Aires.

Rouge Duty Free is also opening two new beauty stores in the resort area of Tulum, Mexico. All three new locations will be open for business between the end of November and early December.

## Carnival extends retail partnership with Starboard



Starboard has been named the retail concession for the new flagship Carnival Celebration launching in November. Shown here, the new Carnival Celebration compared to its namesake, the original Carnival Celebration.

Starboard Cruise Services and Carnival Cruise Line have signed a five-year extension to their retail concession contract. The extension includes Starboard's current portfolio of nine Carnival ships and introduces Starboard as the chosen retail partner for Carnival's newest flagship *Carnival Celebration*.

The nine Carnival ships currently in the Starboard portfolio are *Carnival Dream*, *Freedom*, *Horizon*, *Legend*, *Magic*, *Miracle*, *Pride*, *Sunrise* and *Sunshine* – and *Celebration* will launch in November.

The continuing partnership recognizes Starboard's contributions to Carnival's expanding shopping options, showcasing recognized LVMH brands, exclusive first-at-sea collections, innovative retail concepts and rich market insights, said the official announcement.

"Our extensive and successful partnership with Carnival Cruise Line uniquely positions us to build upon our track record of keeping families at the center of our retail offerings and bringing to life fun retail vacation experiences," says Lisa Bauer, Starboard's President and CEO. "Our dedicated account team of industry experts is excited to continue taking Carnival's memorable vacation retail concepts to the next level with new offerings and a revamped commercial model."

### 30 Years of Fun Retail Experiences

Since partnering in 1992, Starboard has been inviting Carnival's guests to 'Shop Fun,' — a marketing strategy originated by the retailer — and continues to deliver innovative, in-demand, consumer-relevant merchandise to sea, across all price points.

Starboard's curated cruise merchandise range from socially responsible accessories by Pura Vida to vintage luxury from What Comes Around Goes Around, as well as an expansive line of Carnival-branded products.

"Starboard is a trusted retail partner who knows exactly what our guests want and expect — more Carnival branded assortments and products that remind them of where they've traveled to with us," says Jeremy Schiller, vice president of retail operations for Carnival Cruise Line.

"As retailers, we saw more opportunity to really kick it up a notch on *Carnival Celebration*, so we're excited to see how our guests love our new offerings as much as our classics."

The *Carnival Celebration* merchandise will include first-at-sea brand launches, destination-inspired merchandise and the largest logo assortment offered on a Carnival ship to date.



## Motta opens flagship Attenza store in Tocumen's new Terminal 2

Four years after the original plan, Tocumen Airport finally opened its Terminal 2 for normal operations at the end of June. Delays due to problems at construction company Odebrecht and the pandemic changed the plans of the airport manager to increase capacity.

The \$917 million investment virtually triples the capacity of the airport which will now be able to handle more than 25 million passengers per year.

"We should have opened in 2018," says airport general manager Raffoul Arab, "so clearly the 4-year delay has made a significant impact in our plans and the plans of the airlines we work with. But the important thing is that we are now open at a crucial time as the country gets moving again and we are creating new jobs."

### Attenza flagship opens

At the beginning of September, Motta Internacional's Attanza Duty Free opened its 1,000sqm flagship store in the new terminal. Motta also opened a 140-sqm sunglasses

and watches store two months ago.

Further satellite stores, including an exclusive Dior Boutique, will be opened in the next few weeks.

The new Attanza Duty Free store offers more than two hundred national and international brands covering fragrance, makeup, skincare, watches, sunglasses, wines, spirits, and confectionery. In addition to carrying prestigious brands such as Carolina Herrera, Dior, Lancôme, Estée Lauder, Benefit, Swatch, Ray Ban, Johnnie Walker, Concha y Toro, Lindt, M&M, the store also features exclusive brands such as Jo Malone, Tom Ford, Bond N°9, Orientica and Acqua di Parma.

The new store concept incorporates rich finishes, creating unique environments and a sensory experience with impressive visuals, aromas, flavors, and textures to engage the customers.

Passenger traffic at Tocumen reached 7.3 million passengers for the first six months of the year, an increase of 138% on the same period in 2021.

John Gallagher



## Grey Goose and International Shoppes celebrate the US Open at JFK Terminal 5 with major shopper engagement campaign



Grey Goose Vodka and International Shoppes held a special shopper engagement campaign at JFK Airport Terminal 5 to celebrate the US Open.

From August 30 to September 13, 2022, Grey Goose, which is the official vodka of the US Open since 2006, and International Shoppes, partnered on a tennis inspired campaign which was designed to engage passengers with the Grey Goose brand.

In a prime location in JetBlue Terminal 5, passengers were able to sample the US Open's official cocktail, Grey Goose Honey Deuce, which is a blend of vodka, lemonade, raspberry liqueur and tennis-inspired honeydew melon balls.

Tennis players of all abilities were invited to pick up a racquet and try their hand at a winning shot with tennis-themed prizes for hitting the target. QR codes on 'tip cards' connected directly to the brand website for cocktail recipes and more information on the range of Grey Goose vodkas.

Geoff Biggs, Retail Director, Americas, Bacardi Global Travel

Retail, says: "This celebration of the Grey Goose Honey Deuce as a special cocktail devised for the US Open adds power to our mission in making moments matter for our consumers. The campaign with International Shoppes not only boosts the appetite for Grey Goose but our clear association with this world-leading sports tournament reinforces the brand's category leadership as well as the importance of airport retail as a premium experience."

Scott Halpern, President of International Shoppes said:

"International Shoppes is excited to partner with the Bacardi team to deliver this unique Grey Goose experience. The US Open is a legendary sporting event that captures the essence of New York and through our partnership with Grey Goose and Bacardi, JetBlue and with Fraport as the terminal's retail developer and manager, we were able to bring that same energy to those flying through T5. The program created is a one-of-a-kind traffic stopper that gets the traveling public to engage and shop."

## SeaTrade Cruise Global announces new venue and dates for 2023

Seatrade Cruise Global has announced a change in date and venue for the its 2023 conference and exhibition, which will now take place at the newly renovated Greater Fort Lauderdale Broward County Convention Center, March 27-30, 2023.

The four-day event is expected to attract more than 10,000 attendees, bringing together all facets of the cruise industry.

The event was originally scheduled for early April at the Miami Beach Convention Center. Due to the potential challenge of sharing Miami Beach with the Formula One Grand Prix event in 2023, the organizers rescheduled to mitigate a possible conflict.

The decision was made after consultation with Cruise Lines International Association (CLIA) and The Florida-Caribbean Cruise

Association (FCCA), plus feedback from exhibitors and attendees.

Seatrade Cruise Global will return to its customary April time frame in 2024 and onwards.

The Greater Fort Lauderdale Broward County Convention Center has completed a \$1 billion renovation and expansion that brings the exhibit hall to 350,000 square feet of continuous space, allowing all exhibitors to remain on a single show floor.

"With the exhibit hall doubling in size, we're able to recreate our traditional show floor layout, and hence, can accommodate our State of the Industry Keynote opening session onsite in the expansive Grand Ballroom," says Chiara Giorgi, Global Brand and Event Director for Seatrade Cruise.

For more information, visit [seatrade.cruiseglobal.com](https://seatrade.cruiseglobal.com).

## Duty Free Dynamics adds Clarks shoe brand to its brand portfolio

Duty Free Dynamics (DFD) has added the Clarks brand of footwear to its brand portfolio for distribution in the global travel retail channel.

Begun almost 200 years ago, Clarks' story began when brothers Cyrus and James Clark made a slipper from sheepskin off-cuts. Today Clarks is a casual footwear brands, mainly recognized for its "legendary" boots.

DFD is a leading one-stop partner for the development of global brands throughout the World Travel Retail channel, providing a robust added value proposition to brands and retail operators alike.

To learn more, please contact Ximena Rosenblat, DFD's Category Manager, at [ximena.rosenblat@dufreedynamics.com](mailto:ximena.rosenblat@dufreedynamics.com)

