TRAVEL MARKETS INSIDER
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# China Tourism Group Duty Free to acquire DFS' Greater China Retail Business

In a major development, China Tourism Group Duty Free (CTG Duty-Free) will acquire DFS' stores in Hong Kong and Macau and intangible assets in Greater China.

The new "definitive agreement" was announced on January 19 in a joint statement by DFS, parent company LVMH and DFS' co-founder and shareholder Robert Miller, and Beijing-based CTG Duty-Free.

Through this transaction, CTG Duty-Free will acquire the DFS retail stores in Hong Kong and Macau (excluding the City of Dreams store) as well as intangible assets encompassing a series of DFS brands and intellectual properties for exclusive use in Greater China.

CTG Duty-Free will conduct the acquisition through its wholly owned subsidiary, China Duty Free International Limited.

The proceeds of this transaction will be paid in cash. Following this transaction, DFS will continue to operate its other luxury travel retail operations worldwide.

In a complementary move, LVMH and the Miller Family will participate in a capital increase of CTG Duty-Free by subscribing to newly issued H-shares listed in Hong Kong. The subscription amount represents a small part of their proceeds, and the subscription will be made upon completion of the transaction.

**MOU for retail cooperation**

CTG Duty-Free and LVMH also entered into a memorandum of understanding to set up a strategic cooperation in the retail sector where the strategies of both parties are aligned and in line with the current business model of the LVMH *Maisons*.

This cooperation will offer CTG Duty-Free and LVMH opportunities to leverage their respective strengths and forge further collaborations in Greater China to achieve mutual benefits, e.g. in the areas of product sales, store establishment, brand promotion, cultural communication, travel services or customer experience.

Luke Chang, Executive Director and President of CTG Duty-Free, commented: "This move will further expand CTG Duty-Free's service network across the Greater Bay Area, aiming to build a platform for promoting China-chic brands globally and establish an international business mid-platform. CTG Duty-Free remains committed to providing high-quality travel retail experiences to both domestic and international tourists, fulfilling its responsibility as a central state-owned enterprise-controlled listed company to support the high-quality development of the retail economy in Hong Kong and Macau. Executed under the leadership of its parent company, China Tourism Group, this represents a significant step in accelerating CTG Duty-Free's international business layout and actively implementing the Greater Bay Area Strategy and the 'China-chic Brands Going Global' Strategy."

Ed Brennan, Chairman and CEO of DFS, commented: "The sale of our Hong Kong and Macau stores marks an important step for DFS. DFS' well-established presence and operational excellence in Hong Kong and Macau is an achievement we take great pride in. The DFS shopping experience will be carried forward and enhanced by the new skills and perspectives that CTG Duty-Free will bring. We are proud of our journey in this region and grateful to everyone who has been a part of it."

Michael Schriver, President of LVMH for North Asia commented: "For decades, DFS has played a pivotal role in shaping Hong Kong and Macau into premier destinations for travel retail. As we look to the future, we consider China Tourism Group Duty Free to be the ideal partner to operate the DFS business in Hong Kong and Macau and to lead it into its next chapter, thanks to their expertise and proven track record in travel retail. This whole operation underscores our confidence in the long-term potential of the Chinese market."

The completion of this transaction remains subject to customary closing conditions and is expected to close in around two months.


REGISTRATION FOR THE 2026 SUMMIT OF THE AMERICAS IS NOW OPEN

## Overseas visitation to the U.S. continues to decline

The downturn in international visitation to the United States was a year-long trend, according to the most recent data released by the National Travel and Tourism Office (NTTO), which reports overseas visitation **was down 1.3% year-over-year in December 2025.**

The downturn has been consistent throughout the end of the year, reports NTTO. In September 2025, total overseas arrivals were down 7.7% from September 2024. In October, the monthly decline in overseas arrivals was more than 3% year-over-year. In November, NTTO reported that overseas visitation was down 3.5%.

**U.S.-international air traffic passenger enplanements** (arrivals + departures) reached 23.2 million in December 2025, down 0.1% compared to December 2024. Enplanements reached 109.9% of pre-pandemic December 2019 volume.

Taking a closer look at the breakdown, non-U.S. citizen air passenger arrivals to the United States from foreign countries totaled 5.3 million in December 2025, down 2.9% compared to December 2024. This represents 93.8% of pre-pandemic December 2019 volume, reports NTTO.

Year-to-date through December, total overseas visitation was down 2.5% compared to the same period last year.

Mexico continues to be the single largest source of inbound air travel to the U.S., with 4 million air passengers (arrivals and departures) in December YOY, although this figure is down slightly from last year (-0.1%).

Air travel from Canada, which despite widespread reports of a travel boycott to the U.S. by Canadians still holds the number two spot, was down by 11.9% YOY in December, with 2.4 million air passenger trips.

*Continued on next page.*

# Dag Rasmussen to step down as head of Lagardère Travel Retail; will be succeeded by Frédéric Chevalier

*Dag Rasmussen will be succeeded by Frédéric Chevalier, reporting to Lagardère Chairman and CEO Arnaud Lagardère.*

Dag Rasmussen, who has led Lagardère Travel Retail for more than a decade, will retire from his executive role as president and CEO on March 1, 2026. He will be succeeded by Frédéric Chevalier, following the leadership transition initiated in June 2025.

Frédéric Chevalier will report to the Lagardère Board of Directors chaired by Arnaud Lagardère, who has been appointed Non-Executive Chairman.

Rasmussen joined Lagardère Travel Retail in 1988 and has been a key architect of its growth and global positioning. Under his leadership, the company has tripled its revenue, expanded its footprint across all regions and business lines, and established itself as one of the leading players in the global travel retail industry, recognized for the quality of its operations, its partnerships and its strong company culture.

Looking back on his career at Lagardère, **Rasmussen**, President and Chief Executive Officer of Lagardère Travel Retail commented: "These past 37 years with Lagardère Travel Retail have been a remarkable journey. With the decisive support of Arnaud Lagardère and the Group, and the commitment of all our teams, we have built a company that is stronger, more global, and better positioned for the future. The leadership transition we initiated last year was designed to ensure continuity and long-term success, and I am fully confident in Frédéric's ability to carry this momentum forward, with the support of the Board.

"I would also like to thank Arnaud Lagardère and the Board of Lagardère SA for their trust and continued support over the years. It has been a privilege to work with such talented colleagues and partners across the world, and I am sincerely thankful for their commitment, professionalism, and the relationships built over the years, particularly during my time as President & Chief Executive Officer. I wish them and the company every success in the future," said Rasmussen.

Frédéric Chevalier joined Lagardère Travel Retail in 2006 and has been central to the company's transformation over the past two decades. Having served at various positions, he has been deeply involved in defining and executing the company's strategy, including the structural integration of its three business lines – Duty Free & Fashion, Travel Essentials and Dining – and the acceleration of its global development. His appointment to succeed Dag Rasmussen reflects a natural and well-prepared evolution, fully aligned with the company's long-term strategy, says the company announcement.

Commenting on his new role as CEO of Lagardère Travel Retail, **Frédéric Chevalier,** added:

"Arnaud Lagardère's vision and Dag's leadership have profoundly shaped Lagardère Travel Retail and the company we are today. I am proud to build on his legacy and to develop our strategy with the same ambition, discipline, and sense of responsibility toward our teams, our partners, our customers, the Board and our shareholders. The transition carried out over recent months provides a very strong foundation for the next phase of our development."

Commenting on the executive transition, **Arnaud Lagardère, Chairman and Chief Executive Officer of Lagardère SA, said:** "Dag Rasmussen has played a decisive role in transforming Lagardère Travel Retail into a global leader in his sector…I would like to present my most sincere thanks to Dag for his commitment and contribution to the company's success, and I wish him every happiness during his well-deserved retirement.

"I also extend my congratulations to Frédéric Chevalier, who I am confident will lead Lagardère Travel Retail into its next chapter, in continuity with the strategy that has delivered such strong results."

## Overseas visitation to the U.S. continues to decline

*Continued from page 1.*

Total air passenger travel between the U.S. and the UK (1.6 million) decreased by 5.6% YOY in December.

Rounding out the top five inbound markets, air travel from the Dominican Republic (994,000) increased 6.8% and air travel from Japan (928,000) increased 8.9%.

**By regions**, international air travel to/from the United States and **Europe** totaled 5.6 million passengers, down 0.3% from December 2024, and up 3.1% compared to December 2019.

International air travel to/from the United States and **South/Central America/ Caribbean** totaled 6.3 million, down 0.9% from December 2024, and up 25.3% compared to December 2019.

International air travel to/from the United States and **Asia** totaled 2.8 million passengers, up 7.3% over December 2024, but still down 15.9% compared to December 2019.

U.S. citizen air passenger departures from the United States to foreign countries continues to grow at a record pace. A total of 6.9 million Americans traveled to foreign countries in December 2025, up 3.2% from December 2024.

## Paradies Lagardère's NA airport dining locations go green

North American airport restaurateur and retailer **Paradies Lagardère** announces that more than 98.5% of the company's 213 airport dining locations have earned the Certified Green Restaurant status from the **Green Restaurant Association** (GRA), a national nonprofit that has been helping restaurants become more environmentally sustainable since 1990.

Over the past year, Paradies Lagardère partnered with the Green Restaurant Association to strengthen its environmental impact across all certified locations. The company's restaurant locations implemented over 5,000 environmental steps, earning more than 21,450 GreenPoints™ and meeting the GRA's rigorous environmental standards. Based on national restaurant averages, these 210 locations can save up to an estimated 7.6 million kWh of energy (equivalent to about 1,130 cars removed from the road) and 6.6 million gallons of water (equivalent to about 605 average backyard swimming pools), as well as divert 5.8 million lbs. of waste from the landfill. The effort ensures travelers can reduce their environmental footprint by choosing to Dine Green while flying.

TRAVEL MARKETS INSIDER

## Ghost Tequila names John McDonnell Executive Chairman

*John McDonnell*

Boston-based Ghost Tequila has named John McDonnell as Executive Chairman of the Board.

Until recently, McDonnell served as Managing Director, International, at Tito's Handmade Vodka. Over his 12-year tenure he led the expansion of the brand from a handful of North American markets to nearly 150 countries and islands worldwide and distribution in more than 700 duty free outlets across the globe. Before joining Tito's, McDonnell was President, International and Chief Operating Officer at Patrón Tequila, and prior to that, he spent 20 years in global leadership positions at Seagram's.

Ghost Tequila, one of the fastest-growing tequila brands in the spirits industry, is a 100% Weber Blue Agave tequila infused with a pinch of ghost pepper, and is currently distributed across all 50 U.S. states and select international markets in the Caribbean, Europe, and Asia-Pacific. In his new board role, McDonnell will work closely with the company's team and CEO to accelerate growth initiatives and strengthen relationships with the brand's partners, distributors, and investors.

"Ghost Tequila is one of the few brands in the spirits industry that genuinely has all the elements for success – an innovative product with standout packaging, national distribution backed by a strong team, and, above all, a bold and distinctively spicy flavor profile," says McDonnell. "I'm honored and excited to step into this new role and to help shape the next chapter of growth for this truly unique brand."


## Ashish Gandham appointed Suntory Oceania Managing Director

*Ashish Gandham*

Suntory Oceania has appointed Ashish Gandham as Managing Director, Suntory Global Spirits – Oceania. Gandham currently serves as Managing Director of Suntory Global Spirits Global Travel Retail in Singapore.

No replacement has yet been appointed for the GTR role. The company says GTR remains a top priority for Suntory Global Spirits, and the group is taking the necessary time to appoint the right person for the role, and to drive GTR's next phase of growth.

Gandham will join Dai Minato, CEO of Suntory Beverage & Food Oceania, in leading the newly established $3 billion multi-beverage business. In his role as Managing Director, he will oversee a diverse portfolio of market-leading spirits brands, including premium Japanese whiskies, -196 ready-to-drink beverages, Jim Beam, Maker's Mark and Canadian Club.

Gandham joined Suntory Global Spirits in 2019, having previously worked at Diageo in various comercial and marketing roles across India, Singapore and London. He began his career at Johnson & Johnson in marketing and sales positions.

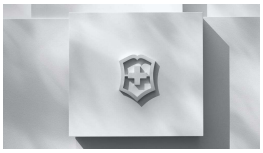
Commenting on his new role, Gandham says: "It's a privilege to lead the Suntory team in Oceania at a pivotal time for our business in the region. With a strong local presence and a diverse portfolio of beloved brands, we want to be known for being the best in the industry, and the preferred spirits partner for our customers. I'm genuinely excited to embark on this new era for Suntory Global Spirits in this vibrant market."

"Ashish's appointment represents an important step for Suntory in Oceania as he leads our growth initiatives in the region," said Susumu Tada, APAC President of Suntory Global Spirits. "By uniting our Suntory portfolios and teams, we are well-positioned to enhance our growth and deliver greater value to our customers."

Gandham will be relocating to Sydney with his family and will officially start in his new role once all necessary arrangements are finalized but will continue to support the GTR business during the transition as appropriate, ensuring a smooth handover.

He will report to Tada, and serve on the Asia Pacific Leadership Team. Gandham succeeds Mark Hill who left the business at the end of last year.

The establishment of Suntory Oceania has created the region's fourth largest multi-beverage group, with end-to-end responsibility for its portfolio of premium spirits, RTD (ready-to-drink) alcohol beverages, juice, water, soft drinks, coffee, energy and sports drinks.



## Victorinox restructures travel retail

Swiss based Victorinox has announced a reorganization of its travel retail business in a move to bring its teams closer to local markets.

Under the new structure, Victorinox' Regional Travel Retail representatives will now be embedded within the respective regional market teams, rather than operating under the Global Travel Retail structure. At the same time, they remain the primary point of contact for partners.

Victorinox stresses that it continues to view the Travel Retail channel as a strategically important and integral part of its global business.

"Our commitment to Global Travel Retail (GTR) remains unchanged, and we will continue to treat the channel with the same level of focus and importance moving forward," said the company statement.

Victorinox' dedicated regional Travel Retail representatives will continue to work closely with partners while strengthening the proximity to local markets. This will ensure hands-on support through teams that are closely connected to regional business priorities.

To ensure global consistency and strategic alignment, regional and subsidiary general managers will report into the Chief Sales Officer, Patrik Hauert, at Headquarters, providing clear coordination across markets while empowering regional teams to act close to their partners.

"There is no change to the strategic role of Travel Retail within Victorinox, nor to our full commitment to the channel. Looking ahead to 2026, we will continue to manage our Travel Retail footprint thoughtfully, with the aim of maintaining a strong, relevant, and sustainable presence aligned with market opportunities," concludes the statement.

TRAVEL MARKETS INSIDER

# Harding+ looks at Cruise Retail 2026: emotion, evidence and experimentation will redefine the guest experience at sea

Harding+ has set out its next generation blueprint for success, driven by insights gained from its Miami, UK and Sydney operations. As the only global retailer 100% dedicated to cruise, the company says that its next chapter of onboard retail business will be defined by: **Emotion**, **Evidence**, and **Experimentation**.

Cruise retail is entering a new era, one where stores are no longer simply places to transact but spaces designed to shape the guest experience emotionally, says Harding+.

This shift reflects the same evolution already underway across the wider retail world, where guests increasingly value experience over transaction. But at sea, the dynamic is amplified. Guests more open to discovery, and more receptive to storytelling authentic to individual ships and their destinations.

For cruise lines, this creates both a responsibility and an increased revenue opportunity, says Harding+.

Retail can support guest satisfaction and build loyalty while unlocking stronger onboard commercial performance. The brands that thrive will be those who understand what guests buy, why they buy, and translate that insight into experiences to win over North American guest bases and more.

**Onboard teams:**

Underpinning the blueprint is the foundation that any guest experience is reliant on people. Guests remember the person who noticed what they were celebrating, who explained the story behind a piece, or who made every interaction feel effortless and unpressured.

"The future of cruise retail isn't just about product or technology, it's about people," says Harding+ CEO Chris Matthews. "Our onboard teams are the guest experience. Consistently investing in their capabilities means when service is done well, it feels natural rather than transactional, and emotionally positive."

**The Emotion blueprint**

Harding+ research shows that 92% of guests intend to shop at sea, and 87% say onboard storytelling influences purchasing, with guests visiting onboard stores an average of 3.5 times per voyage. And so shopping becomes an active part of their holiday leisure time.

The stores that perform best tend to be designed around that storytelling reality.

Harding+ says that it's also seen how strongly guests respond when retail spaces reflect the character of the ship and create clear reasons to linger. Harding+ now dedicates around 25% of all its retail space to experience-led moments - tastings, masterclasses, capsule collections and curated storytelling.

Linzi Walker, Chief Commercial Officer at Harding+, comments: "Experience doesn't happen by accident. It's built into store architecture, event cadence and how teams are supported to deliver service that feels effortless. An ROI of over 100% is not uncommon for the brands we partner with on experiences, bringing 'add-to-memory" moments than can enhance a guest's whole trip.

"Experience-led zones will account for an increasingly significant share of onboard revenue, and we've built the model to make cruise lines the biggest winners of that shift in revenue and guest loyalty wins."

**The Evidence blueprint**

Harding+ models what it needs to do voyage-by-voyage, using AI-assisted analytics, anticipating needs before they arise and adjusting the offer, and how it is offered, based on guest mix, itinerary, seasonality and behavioral cues. That insight impacts assortment, replenishment, staffing patterns and storytelling.

The impact is tangible. Harding+ consistently delivers 90%+ stock availability, supported by an upgraded and market unique supply chain and forecasting platform shaped by real guest behaviour.

A major advancement for 2026 will be the rollout of dynamic shelf pricing, enabling a new level of live responsiveness and range optimization. Harding+ believes that when data is connected and timely, it doesn't just drive performance, it helps teams make better faster decisions, ensuring the guest experience feels more relevant, with activities and actions aligned to the rhythm of each sailing.

**The Experimentation blueprint**

Cruise retail is increasingly becoming a smart brand testing ground. In the last year Harding+ supported more than 2,000 new-to-sea products, and cruise retail sees an estimated 47% impulse purchase rate as a sign of just how discovery-led this environment can be.

And because guest feedback is immediate, the iteration cycle is much faster (and considered) than on land.

## WHSmith NA to launch retail media network across U.S. airports

In-Store Marketplace (ISM), the retail industry's first centralized platform for digital in-store media integration, has announced a strategic partnership with WHSmith North America Media Network, (WHS Media), one of the country's largest specialty retailers with a nationwide airport footprint of more than 350+ stores.

Through this partnership, WHS Media will combine ISM's programmatic retail media platform with Mood Media's hardware to deliver a turnkey, fully managed solution. According to ISM, this approach enables WHSmith Media to monetize in-store digital screens and audio assets more efficiently while offering advertisers seamless access to high-value travelers with long dwell times and strong spending power.

Retail media has become one of the fastest-growing channels in marketing. In 2019, it accounted for just 10% of media spend; by 2024, that figure had nearly tripled to 30%, cementing retail media as a central pillar of brand strategy. The WHS Media partnership highlights ISM's expansion into specialty verticals like travel retail, where premium, affluent audiences offer distinct value for advertisers.

The new network will activate across WHS Media's 350+ U.S. airport stores, bringing together approximately 700 in-store digital screens and audio channels. With ISM's programmatic activation, WHS Media can move beyond traditional digital out-of-home (DOOH), enabling more targeted campaigns through DSP-style buying behaviors. Advertisers can access the entire network through a single point of entry with WHSmith Media, streamlining activation and expanding monetization opportunities.

Early adopters, including PepsiCo's Frito-Lay and Bose, are already activating campaigns, with additional premium brands expected to follow.

According to David Simon, EVP of Advertising for Mood Media and President of Vibenomics and ISM specialty retailers like WHSmith have tremendous untapped potential in their in-store environments.

"By combining Mood's hardware footprint with ISM's industry-leading platform for inventory management and programmatic activation, we've created a solution that unlocks new revenue for WHSmith while giving advertisers unmatched efficiency, precision and scale," he says.

STARBOARD GROUP

TRAVEL MARKETS INSIDER

# Starboard brings together Cruise and Retail leaders in Cancún for 2026 Annual Summit


*Starboard President and CEO Lisa Bauer opening the Summit; Starboard's SVP, Luxury & Resorts Stacy Shaw with Ken Muskat, President (USA/LATAM) of Scenic Group; and top-selling Swiss timepiece specialists.*

Starboard Group held its 2026 Unleash the Potential Summit in Cancún, Mexico, last week, bringing together more than 200 Starboard retail managers and senior corporate leaders as well as executives from the world's top cruise lines and retail brands. The three-day summit featured speakers from several of Starboard's cruise line partners, including Christine Duffy, President of Carnival Cruise Line; Gustavo (Gus) Antorcha, President of Princess Cruises; and Ken Muskat, President (USA/LATAM) of Scenic Group.

Held at the Ventus and Ventus Ha' at Marina El Cid Spa & Beach Resort in Riviera Maya January 11–13, the summit centered on the theme "Celebrate, Educate, Inspire" and highlighted the power of Starboard's partnerships with both its cruise line partners and its retail partners. The event was designed to celebrate Starboard's momentum and 2025 successes, provide custom learning and networking opportunities, and inspire the Starboard teams that will execute its 2026 growth strategy day to day on cruise ships across the globe.

The event featured an array of experiences specially curated by 17 of Starboard's brand partners for Starboard's top retail managers. These included a "Diageo After Dark" welcome reception featuring a special Bulleit Bourbon tasting and a welcome breakfast the following morning hosted by fine jewelry brand Kallati.

Bacardi hosted a "Night of Networking" event the second evening of the summit that featured KenCraft. Educational programming included a "Learning Showcase" session presented by fine jeweler LeVian and brand showcases by Diageo, What Goes Around Comes Around and Swiss Crown. Other key participants included Citizen and Engrace Diamonds.

"Our people are our most important asset and this summit gave our retail managers from 25 different countries and our corporate teams an opportunity to come together to hear from, learn from and be inspired by some of the most influential leaders in the cruise travel industry and some of the most innovative brands in retail," said Lisa Bauer, President and CEO, Starboard. "The event highlighted the power of partnerships, and we were particularly honored that the presidents of three of our cruise line partners were able to join us as speakers this week and share their insights on everything from per-sonalization to luxury to exper-iential retail to help our teams deliver even more extraordinary customer experiences in 2026."

Programming on the first day focused on celebrating Starboard's successes and featured a special awards ceremony honoring extraordinary performers. The company presented service milestone awards to team members, including those with 20 or more years of service. Starboard also honored its highest achievers, presenting awards including the top-performing retail manager of 2025, the top-performing ships, and the top-selling Swiss timepiece specialists—both for the overall category and for the Breitling, Hublot, Longines, Swiss Crown and TAG Heuer brands individually.

The second day of the summit featured motivational and educational programming, including brand showcases with representatives from several of Starboard's partners. Starboard CEO Lisa Bauer conducted a fireside chat titled "Unscripted: Stronger Together—Powering the Partnerships" with Christine Duffy, President of Carnival Cruise Line, and Gus Antorcha, President of Princess Cruises.

On day three, Ken Muskat, President (USA/LATAM) of Scenic Group, gave a keynote address on "Sales DNA" and then participated in a panel discussion on partnerships led by Stacy Shaw, Starboard's Senior Vice President, Luxury & Resorts.

## The Bahamas builds a new cruise port in Mayaguana

The Bahamas has announced plans to build a new cruise/cargo port in Mayaguana, a tiny island located in the Southeast Bahamas.

According to the Office of the Prime Minister, the Bahamian government has created a Public Private Partnership (PPP) with private developers to build the port. One of the least developed islands in the Bahamas, Mayaguana sits close to strategic shipping lanes used by vessels transiting the Panama Canal.

Under the PPP, Global Lead Consultant Group Limited, together with its team, will work alongside the government to develop a project that includes port and land side works, a transshipment and storage port for containers and bulk cargo, excavation, housing and supporting facilities, and upgrades to utilities.

The project is planned in three phases, beginning with the development of a deepwater port and temporary marine offloading facility.

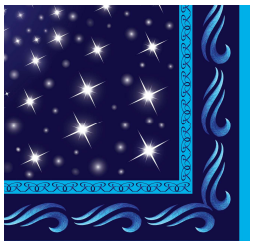
Following this, the cruise ship terminal will be constructed. The third phase will include a deep-water transshipment port and a terminal for larger vessels, plus adjacent land development and handling components.

The project is to be jointly owned by the government of The Bahamas, the Mayaguana Island Development Fund, and Global Lead Consultant Group Limited. The operating entity will be Mayaguana Port Group, Ltd.

WOMEN IN TRAVEL RETAIL

TRAVEL MARKETS INSIDER

## PeppaRose unveils exclusive cashmere scarf for Regent Seven Seas



Luxury accessories brand PeppaRose has entered into a new agreement with ultra-luxury cruise line Regent Seven Seas Cruises to create an exclusive, limited-edition cashmere scarf for *Seven Seas Mariner.*

The product will retail onboard through global travel retail specialist Diamonds International (DI), which manages the concession on the vessel.

The bespoke scarf has been designed by Jacqueline Lampert, Founder and Creative Director of PeppaRose, and is available exclusively to guests sailing on *Seven Seas Mariner*. The launch coincides with the ship's highly anticipated 154-night World Cruise, departing January 10, 2026.

Drawing inspiration from Regent Seven Seas Cruises and *Seven Seas Mariner* itself, Lampert has reinterpreted the brand's visual identity through an artistic and contemporary lens. The design celebrates the spirit of exploration and navigation, incorporating zodiac constellations, stars, and a traditional 32-point mariner's compass, referencing the tools used by ancient navigators.

The 100% cashmere scarf features an abstract wave motif created using more than 1,200 individual brushstrokes to evoke the rhythm, movement, and energy of the ocean.

PeppaRose has also developed bespoke packaging inserts featuring QR codes, inviting guests to explore the story behind the scarf in greater depth. The digital content highlights the hand-drawn artwork, design inspiration, and sustainable production processes behind the collection.

## Women in Travel Retail+ chooses Morgan's Army as official Charitv Partner 2026

**Women in Travel Retail+ (WiTR+)** has announced **Morgan's Army Charitable Foundation** as its official charity partner for 2026.

Based in Wales, the charity was founded by Natalie and Matthew Ridler following the cancer diagnosis and subsequent death of their son Morgan**,** shortly before his 4th birthday

Today, Morgan's Army supports families across South Wales affected by childhood cancer, with a particular focus on the often-overlooked siblings of young cancer patients.

In 2026, WiTR+ will seek to raise **€15,000** to fund a structured monthly and bi-monthly sibling support program, benefitting nearly 500 children whose brother or sister is undergoing cancer treatment. The program will provide safe spaces, dedicated time and carefully designed activities that allow siblings to explore their emotions, build confidence, connect with peers who understand their experience, and feel seen during this exceptionally challenging period in their family lives.

Morgan's Army was nominated by **Irene Revilla**, publisher at *The Moodie Davitt Report***,** in a joint proposal with the title's COO, **Sinead Moodie.**

Commenting on the nomination, Revilla said: "Due both to its admirable emphasis on supporting the siblings of child cancer patients and to its South Wales base (not far from where Sinéad Moodie lives), Morgan's Army carries particular resonance for both *The Moodie Davitt Report* and the Moodie/Miller family in the current circumstances with Sinéad's health.

"As many in the industry will know, Sinead has been diagnosed with Stage 4 NUT Carcinoma Lung Cancer, an ultra-rare, very aggressive variant of the disease. A lifelong non-smoker and mother of two young children aged five and two, she is currently undergoing treatment at The Royal Marsden Hospital in London, supported by her husband Adrian."

**Sarah Branquinho**, WiTR+ Chair said: "From the moment Morgan's Army was put forward, it was clear that this was a charity whose mission aligns powerfully with WiTR+'s values. Supporting siblings who are so often overlooked during a child's cancer journey is both deeply compassionate and urgently needed."

The scale of the program is made possible by the dedication of numerous individuals and specialist agencies who work with Morgan's Army on a quasi-pro bono basis, maximizing the impact of every euro raised.

WiTR+ now calls on its global membership - and the wider travel retail community - to join Irene Revilla and Sinéad Moodie in supporting a small charity with a truly big heart.

More information on Morgan's Army and Morgan's story can be found at www.morgansarmy.co.uk

MORGAN'S ARMY

## Avolta adds four new NA destinations to chocolate range

After a positive response to its Toronto City Collection chocolate range with Belgian chocolatier La Louvière, Avolta has introduced four new destinations: Vancouver, Calgary, Boston, and New York.

Crafted in Belgium with sustainable cocoa, each bar features art-driven packaging celebrating what makes these cities unforgettable — from Broadway's bright lights to the Calgary Stampede and Vancouver's Sea to Sky Highway.

"Travel retail is full of opportunities to spark joy. Our City Collection captures those memorable moments that travelers and locals instantly connect with," said Jordi Martin-Consuegra, Avolta's Chief Operating Officer for North America. "This is a wonderful example of how partnership and creativity can make travelers happier along their journey."

"We are continuing to expand our Travel City Collection with the launch of new destinations, building on the strong momentum of this program," said Beatriz Garcia, Chief of Product Development at La Louvière Chocolatier. "Our collaboration with Avolta has been exceptionally successful, and throughout 2026 we will continue to roll out new cities and designs. We are proud to consistently offer travelers fresh, thoughtfully curated destination-inspired items that celebrate the most iconic and relevant cities across North America, enhancing the passenger experience with every launch."