

POTENTIAL CLIENT DECK

Scale Your Brand in Global Travel Retail

A practical route to market for brands ready to enter, launch or grow across airports, airlines, cruise, ferry, downtown, diplomatic and wider travel retail channels.

A clear route to market turns travel retail ambition into sustainable performance.

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WHY NOW

The travel retail opportunity is growing again

Travel is growing, retail environments are investing in experience, and strong brands are well suited to discovery, gifting, trial and high-quality accessible luxury.

10.2bn

global airport passengers forecast for 2026

ACI World

4.9%

forecast 2026 passenger traffic growth by RPK

IATA

1.52bn

international tourist arrivals in 2025

UN Tourism

3-4%

expected international tourism growth in 2026

UN Tourism

The opportunity is real. The challenge is converting it into a retailer-ready, commercially viable and operationally supported launch.

TR Partners analysis

PROBLEM

Why brands struggle in travel retail

The opportunity is attractive, but the channel is rarely won by simply extending a domestic retail model into airports, cruise, airlines or duty free.

The common issue

Different buyers, calendars, shopper missions and operating requirements mean brands need a channel-ready proposition before they approach retailers.

1

Access is relationship-led

The right conversations depend on relevance, timing and credibility.

2

The model is different

Range, price, margin, promotion and pack format need channel adaptation.

3

Execution determines sell-through

Merchandising, training, inventory and activation can make or break the launch.

KEY MESSAGE

We help brands scale by understanding what matters in the channel

Winning in global travel retail depends on seeing the whole system - not just one listing opportunity.

Network

Who the right retail partners are, how decisions are made and when conversations should happen.

Category

Where the brand fits, which ranges and hero products matter, and how to build category relevance.

Channel

How airport, cruise, airline and travel retail partners differ by commercial model and operating need.

Customer

What travelling shoppers need: discovery, gifting, convenience, value, quality cues and confidence at point of sale.

CHANGING CUSTOMER

Millennial and Gen Z shoppers are changing the sell-in story

Younger travelling shoppers are not only chasing traditional premium. They are looking for quality, relevance, authenticity and accessible luxury they can justify in the moment.

Accessible luxury

Quality products at prices that feel attainable, giftable and worth buying while travelling.

Purpose and proof

Brand values, social proof, ingredient stories, creator credibility, sustainability and transparent quality cues.

Experience-led discovery

Retail has to create reasons to stop: trial, education, storytelling, staff confidence and visual impact.

For emerging and established brands alike, the strongest travel retail story connects value, quality, use-case and credibility for the customer in front of the shelf.

TR Partners view

MARKET REALITY

Local market success can influence travel retail performance

Retailers often look for signals that a brand already has demand, awareness or momentum. Without those signals, the travel retail case needs a sharper point of difference.

When local success helps

Strong domestic awareness, social traction, repeat purchase, press coverage or distribution can give retailers confidence that travellers will understand the brand quickly.

When differentiation must work harder

If the brand is less known locally, it needs a clear travel use-case, distinctive positioning, visible quality cues and a reason to buy now rather than later.

The practical question

Can a shopper understand the brand, believe the quality, see the travel relevance and make a confident purchase decision in a short dwell-time environment?

CHANNEL VIEW

Travel retail is not one channel

Airports, airlines, cruise, ferry, diplomatic and downtown retail all have different customers, missions, commercial models and operating requirements.

Airports

High footfall, short dwell-time, impulse, gifting, discovery and premium cues.

Airlines

Limited space, strong curation, pre-order/inflight logic and clear value propositions.

Cruise

Longer engagement, experience-led selling, destination mindset and repeat exposure.

Ferry

Value, convenience, family travel, promotions and familiar favourites.

Downtown

Tourist-led shopping missions, gifting, tax-free value and destination retail.

Diplomatic

Specific customer access, discretion, relationship management and tailored service needs.

CLIENT NEED

The commercial risk of entering without support

The risk is not just missing a listing. It is spending budget, time and retailer goodwill before the proposition, operating model and launch plan are ready.

Wrong market sequence

Launching in the wrong region or channel first can create avoidable complexity before the brand has enough proof or operational rhythm.

Weak sell-in story

Retailers need a clear reason to list the brand: shopper fit, price logic, launch support and growth potential.

Under-supported launch

Travel retail requires visible activation, staff education, VM discipline and stock availability - not just shelf space.

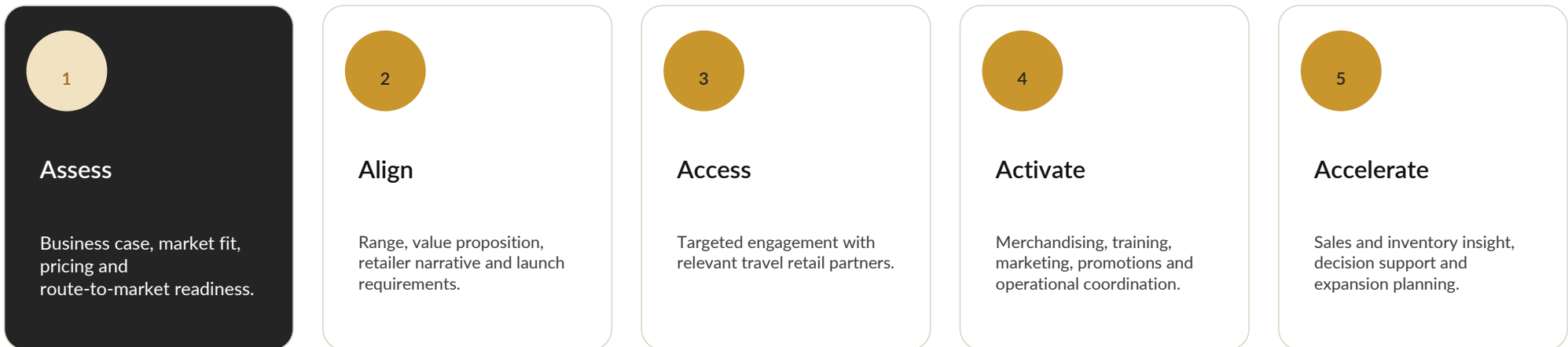
Slow decisions after launch

Without POS learning, sales and inventory reporting, brands can miss the actions needed to protect momentum.

SOLUTION

How TR Partners solves it

We give brands a practical route-to-market model - from readiness and retailer access through to launch execution, performance visibility and scale.



WHAT WE DO

Three areas of support clients can understand immediately

The offer is clear: strategy, representation and execution. This gives brands both senior channel guidance and hands-on market management.

1. Strategy

Business case, market strategy, pricing, sales strategy, external marketing plan and resource planning before the brand commits.

2. Representation

TR Partners acts as a seamless extension of the brand team, championing the brand with retailers, media and industry stakeholders.

3. Execution

Sales and inventory management, range development, promotions, merchandising, staff training, logistics and supply chain coordination.

BENEFITS

What clients gain from working with TR Partners

A lower-risk, better-supported and more credible route into global travel retail.

Sharper focus

Prioritise the right regions, channels, retailers and SKUs.

Faster access

Engage partners through relevant relationships and a clear channel narrative.

Retailer confidence

Present a stronger commercial plan: range, price, support and operational readiness.

Better execution

Support the launch with VM, training, promotions, inventory discipline and logistics.

Performance visibility

Use sales and inventory reporting to guide timely decisions.

Sustainable scale

Move from first listing to repeatable growth across regions and channels.

PROOF

Built for brands in global travel retail

TR Partners brings category relevance, retailer access and recent launch activity across travel retail channels.

25+

years of travel retail experience

TR Partners

Global

airports, cruise, airlines and travel retail partners

TR Partners

Portfolio

multi-category brand experience

TR Partners

Active

recent launches and retailer engagement

TR Partners News

Recent proof points

ANUA with Harding+ and WHSmith Heathrow; Grace & Stella in global travel retail.

Proof in practice

Recent brand launches, multi-category experience, active retailer engagement and a non-competing portfolio approach that gives each brand focused attention.

READINESS LENS

What we assess before sell-in

Before retailer conversations begin, the brand story, product offer and launch support need to be simple, credible and commercially clear.

A

Where should we launch first?

Choose the best airport, cruise, inflight, ferry, downtown or diplomatic route based on shopper fit and operating complexity.

B

What should we sell?

Shape hero SKUs, price architecture, value story, formats and promotional role for travel shoppers.

C

How will we win at shelf?

Plan VM, education, sampling, promotions, stock discipline and performance reviews before launch.

The strongest travel retail launches are not only listed - they are positioned, activated and managed with clear commercial intent.

TR Partners travel retail view

NEXT STEP

Start with a Travel Retail Readiness Sprint

A low-risk first step to identify where the opportunity is real - and what needs to be fixed before retailer conversations begin.

1

Discovery

Understand the brand, product, evidence and ambition.

2

Channel fit

Choose the right route across airport, airline, cruise, ferry, downtown or diplomatic.

3

Retailer story

Turn the opportunity into a credible sell-in narrative.

4

Roadmap

Define next actions, risks and support requirements.

Sprint output: best-fit channels, priority retailer targets, likely barriers, pricing and range considerations, launch support needs and recommended next actions.

NEXT STEP

Ready to explore travel retail growth?

TR Partners helps ambitious brands understand where they fit, how to access the right partners and what it takes to launch well.

Book a readiness conversation

Discuss brand fit, priority markets, retailer readiness and the support model that would create the most value.

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SOURCES

Reference notes

Sources used to support the client-facing narrative and market context.

TR Partners sources

- Homepage - positioning, experience, global retail network and growth support
- Agency - channel strategy, sales and inventory, range development, marketing, merchandising, training and logistics
- Consultants - business case, market strategy, pricing, sales strategy, resource planning and stakeholder engagement
- Brands and News - multi-category portfolio and recent launch activity, including ANUA, Grace & Stella and Heathrow examples
- Travel Retail Insights - supporting market context and travel-retail category activity

Market sources

- ACI World - global passenger traffic forecast and longer-term growth outlook
- IATA - 2026 passenger traffic growth forecast by RPK
- UN Tourism - international tourist arrivals and 2026 tourism growth outlook

Industry sources

- Moodie Davitt Report, TRBusiness, DFNI and TFWA - category examples, retailer activity and market signals