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# Purposeful Progress: The Future of Consumerism

Bobby Jones FWA World Conference Keynote

BOBBY *jones*  
ON PURPOSE

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The past five years  
have brought the most  
drastic shift travel  
retail has ever seen



# THE NEW <sup>3</sup>



# NEW ERA

Travel retail is no  
longer in recovery

It's in reinvention





# NEW EXPRESSIONS

Travelers aren't just shopping for products

They're shopping to express identity



# NEW EXPECTATIONS

For the next generation  
purpose isn't a premium

It's the price of entry



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# Why We Travel



Connection

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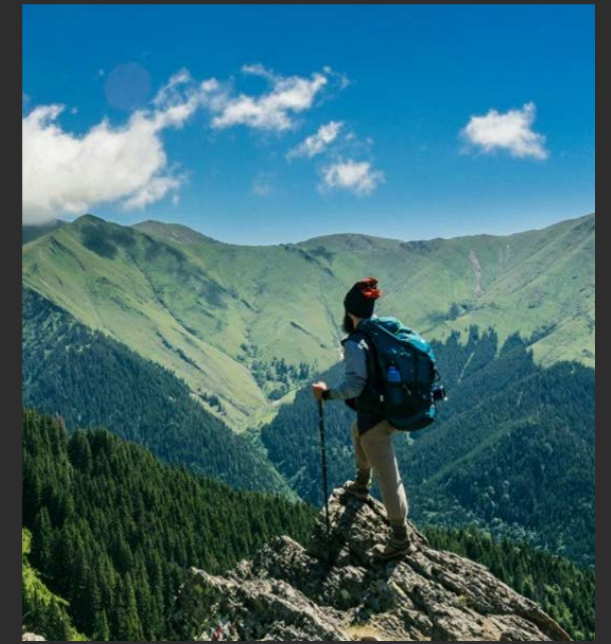
Discovery

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Escape

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Growth

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Travelers think about the start and the destination.

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Rarely do they see the journey in between as **meaningful**.

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# The Opportunity



If retail can capture even a small portion of that magic—if it can help people feel more connected, more inspired, more at home in the world—then airport retail stops being a transaction.

It becomes part of the traveler's story.







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# Sameness is Dangerous



Only **17%** of **travelers cite price advantage** as their reason to visit duty free (down from 26% in 2019). - Morley, W. Global Travel Retail Magazine (2024)



**Experience is rising** **45%** of shoppers say the in-store experience drives purchase (Gen Z: 49%, Millennials: 48%). - Morley, W. Global Travel Retail Magazine (2024)



**75% of passenger dwell time at airports is not spent shopping** turning this into retail engagement is a key and real opportunity. - Kearney, Travel Retail's Next Chapter, 2024



**When they do spend, it must matter** **84%** plan to cut back, but they're looking for normalcy, values, and brands that "get" them. - PwC Holiday Outlook, 2025

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How do we make travel retail more  
engaging than the scroll—and more  
meaningful than the discount?

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# Three Pathways to Elevate the Journey



Create Spaces  
of Connection



Spark Moments  
of Discovery



Make the Journey  
Meaningful

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# Create Spaces of Belonging: Cascadia Collection at VIA

At Vancouver International Airport, the Cascadia Collection shows what it means to create belonging.

Instead of a generic travel experience, YVR launched a permanent retail concept reflecting the culture of British-Columbian goods, Indigenous made crafts, even local designer bags.

**For brands,** this is a model of partnership. Airports are no longer just landlords; they're building platforms where your products can live in an authentic cultural context.

**For retailers,** it's proof that you don't have to sell the same thing everywhere. Curated retail makes a traveler stop, explore, and feel at home.

This is what happens when the airport ~~Welcomes~~ *you belong here.*



# Spark Moments of Discovery: The House of Suntory at Changi

At Changi, Suntory asked a bold question: what if a layover could feel like a cultural immersion?

Their 'One Night in Tokyo' transformed a corner of the terminal into a living, breathing slice of Japan, art studios, performances, tastings.

**For brands,** this shows the power of translating your cultural story directly into travel retail. You don't have to wait for consumers to come to you, you can bring your universe into their journey.

**For retailers,** this is what energy in the concourse looks like. It creates dwell time, footfall, and an atmosphere where people want to linger, and when they linger, they spend.



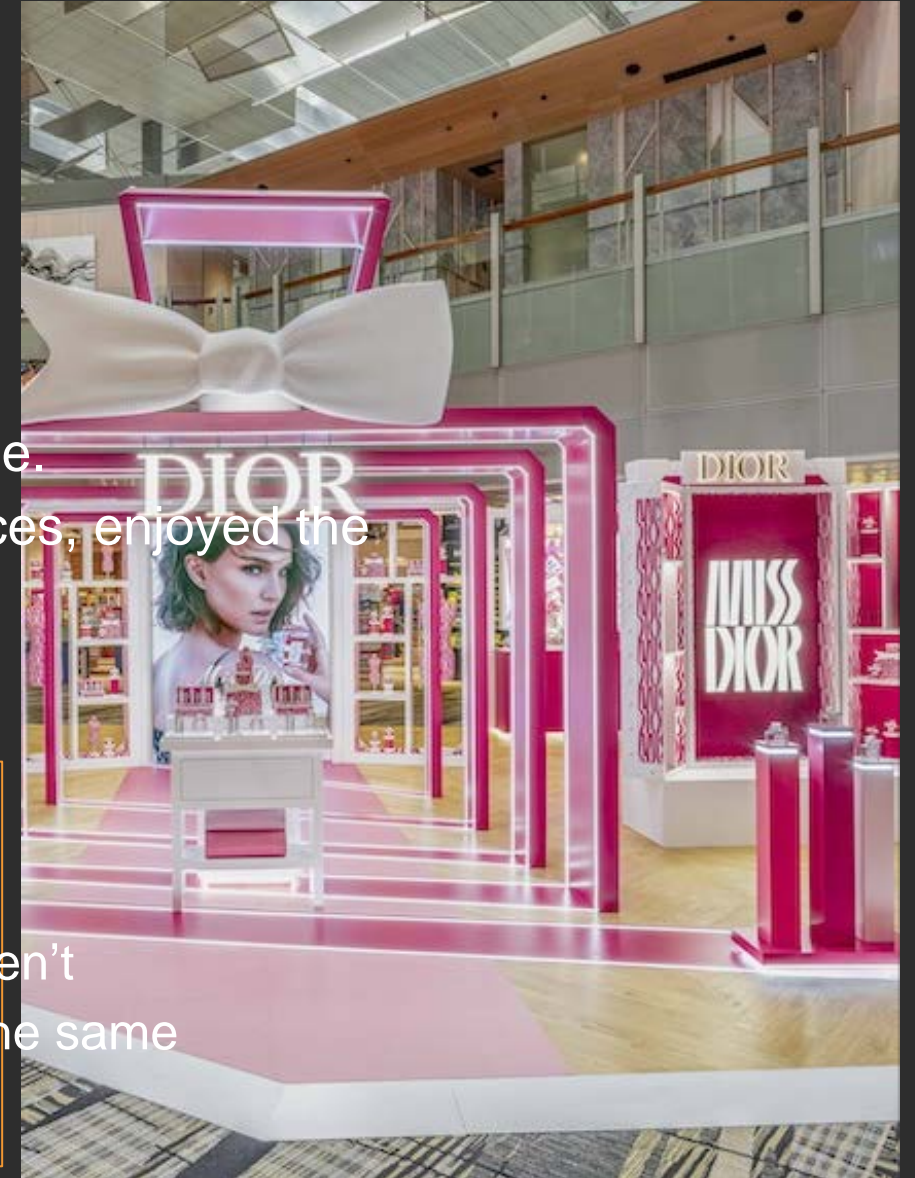
# Spark Moments of Discovery: Dior's the Couture Twirl

Dior showed what it means to turn a transaction into meaning.

Their Couture Twirl pop-up was not just a counter, it was a brand universe. Travelers moved through immersive zones, tried AR experiences, enjoyed the Miss Dior Café, and even saw couture artistry up close.

**For brands,** this is proof that even heritage luxury must evolve, blending digital, personalization, and storytelling to stay relevant to new generations.

**For retailers,** it's evidence that experience fuels transaction. Engagement and commerce aren't separate; they're two sides of the same coin.





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# Travelers are Graving



Connection over  
commerce.

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Purpose over  
promotion.

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Meaning over  
“more.”

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# Massive Opportunity

The market is on track to hit an estimated

**\$157B** by 2030.

Luxury travel is resilient. Gen Z and Boomers alike are shifting from goods to experiences.

Airports, airlines, distributors, and retailers all share responsibility.

**The real opportunity lies in collaboration.**

Source: 360i Research, Travel Retail Market – Global Forecast 2025-2030 (Research and Markets, August 2025)

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# Final Thoughts

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Think  
Transformational  
Not Transactional



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Your  
Values  
Drive  
Your  
Value



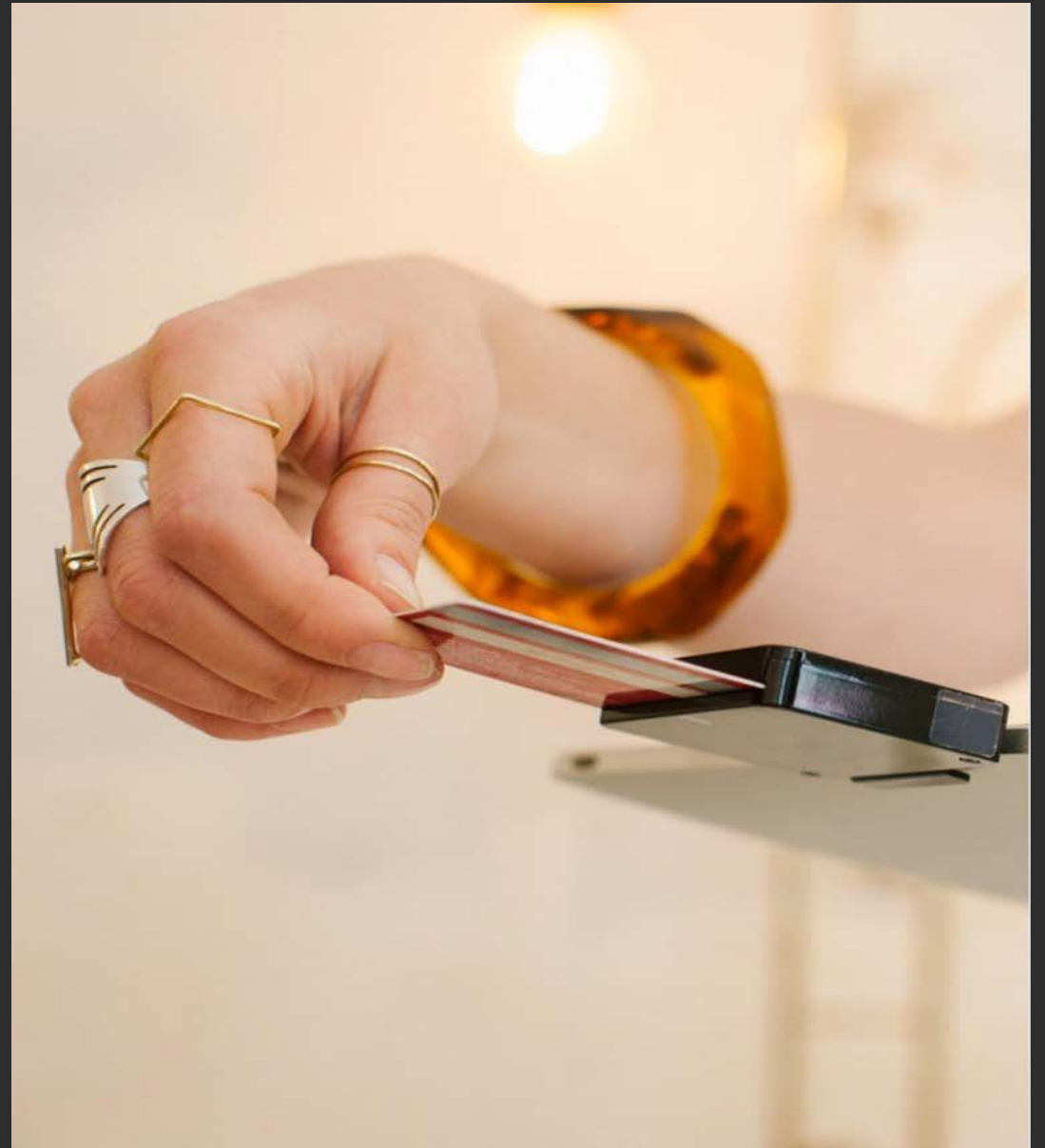


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Every time you spend  
money; you are casting  
a vote for the kind of  
world you want

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- Anne Lappe  
Writer & Activist



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