

DFNI Americas Awards to take place at Virtual Summit of the Americas



The 2021 edition of the DFNI Awards will take place at the virtual IAADFS/ASUTIL event on Wednesday, April 7, and shine a light on the pros to emerge from 2020

The DFNI travel retail awards program is renowned for celebrating the best in travel retail. This year, the team is pleased to launch a special edition that will focus on the positive initiatives to emerge from 2020.

The DFNI Americas Awards will take place on Wednesday, April 7, with the support of IAADFS & ASUTIL, as part of Summit of the Americas, which will be held as a virtual event co-organized by The Moodie Davitt Report and FILTR.

"We are pleased and proud to continue the long association of the DFNI Americas Awards with the IAADFS/ASUTIL Summit of the Americas. We are grateful to both associations for their ongoing partnership and support and look forward to recognizing the achievements of the industry of the past 12 months at the special virtual Summit of the Americas," shares Felix Barlow, Sales Director, DFNI-Frontier.

Special categories for 2021

Airports, retailers and suppliers have been forced to adapt and survive through the COVID-19 crisis. As a result, DFNI has introduced special categories for 2021 to recognize and celebrate how travel retail stakeholders have transformed.

"DFNI has developed special categories for this year in light of the unprecedented challenges that businesses have faced. This year we have chosen to celebrate the companies, teams and individuals that have made a real difference – whether it is in support of the industry, within their organizations or the community. We will also hail the hero products that have made an impact with consumers in the travel retail arena despite the challenges the sector has faced.

Perhaps [a] business has stepped up its commitments to sustainability, provided the community with PPE or medical supplies or maybe [it] has adapted in a way to prevent job losses or win new business₁

We feel these initiatives should be applauded considering the extraordinary circumstances of the past year,” says Kapila Ireland, Editor, DFNI-Frontier.

This year’s special categories include the new Exceptional Achievement by a Retailer awards, which will honor activities by retailers operating in each channel; the Team of the Year awards and the Hero Product of the Year awards, across all major categories.

This time around, DFNI has recognized Airport in the Americas with the Most Supportive Approach to Retail, Americas Supplier of the Year and Americas Travel Retailer of the Year awards will feature those businesses and companies that have set an example for the travel retail industry in their support of employees, partners and to the wider business.

Now open, entries for the [2021 DFNI Americas Awards](#) will close on Friday, February 26 will close on Friday, February 26. Visit DFNI's website to learn more about its new categories and criteria.