

Aperol announces delight at partnering with APTRA at Conference



The 250+ delegates in attendance at the APTRA Conference in Delhi were able to do so raising a glass of Aperol Spritz at the vibrant bespoke bar station at the conference

Campari Global Travel Retail has announced its delight at partnering with APTRA at its first-ever Conference in Delhi, from March 19-21, 2024. The event saw a heavy focus on networking by over 250 delegates, facilitated by enjoying Aperol Spritz at a vibrant, custom-made bar station.

Biancamaria Sansone, the Global Travel Retail Marketing & CCM Director at Campari Group, stated, "As members of APTRA, it was a pleasure for us to bring the spirit of Aperol to the Conference by sharing networking opportunities with colleagues from across the global travel retail industry. Aperol embodies the spirit of social connection - enjoying great times together and sharing experiences - and this makes Aperol the perfect partner for APTRA, creating magical, memorable aperitivo moments for our industry friends and colleagues to share."

The partnership with Aperol at the APTRA Conference underscores the brand's active engagement in travel retail campaigns, which are increasingly prominent across the Asia Pacific. Campari Group has aligned Aperol with major cultural events like the 2024 Australian Open, as part of a broader strategy to enhance recognition, interaction, and growth both regionally and globally. These campaigns are designed to forge genuine cultural connections that resonate emotionally with consumers, a focus particularly pertinent in the Global Travel Retail (GTR) sphere.

In January 2024, in partnership with Lotte Duty Free, Campari Group launched the first-ever Aperol experiential pop-up store in global travel retail at Melbourne International Airport's T2 Departures.

This initiative is part of a series of bold, large-scale activations that reflect Campari Global Travel Retail's positive outlook for the brand in the Asia Pacific. The strategy aims to amplify brand visibility at crucial points, enhancing the connection with modern, socially-oriented leisure travelers by immersing them in genuine cultural experiences and exceptional in-store moments, all infused with an Aperol twist.