

# Duty Free Americas launches first-ever DFA Festival



DFA Festival: Celebrating Spring Break and Carnival Season in Panama

Duty Free Americas has launched its first-ever DFA Festival, a dynamic travel retail event running now through May 2025 across key airport locations in LATAM.

DFA Festival has partnered exclusively with VISA and the world's leading wines and spirits producers, including Diageo, Pernod Ricard, Moët Hennessy, Bacardi, Campari Group, Suntory Global Spirits, William Grant & Sons, Proximo Spirits, Sazerac, Brown-Forman, S.P.I. Spirits (Stoli), Compañía Licorera de Nicaragua, Varela Internacional, Beluga and Tito's.

Duty Free Americas is redefining the wines and spirits travel retail experience by providing top wines and spirits producers with a unique platform to enhance visibility among millions of global travelers. DFA Festival not only strengthens brand presence but also elevates luxury and exclusivity in key LATAM markets. Building on the festival's success, DFA Festival will expand across Duty Free Americas' 250+ store network throughout the Americas in 2026.



The DFA Festival is running from now through May

To further engage travelers, DFA Festival features an exclusive Visa cardholder promotion. Travelers who spend above a specified threshold with their Visa card will receive a complimentary trolley bag.

As part of the DFA Festival, airports have been celebrating Spring Break and Carnival season with live DJs, captivating performances, and experiential tasting stations, creating an immersive and festival atmosphere for travelers.

Dov Falic, DFA Vice President, commented, “This is an exciting milestone for Duty Free Americas as we launch the DFA Festival, backed by the world’s leading wine and spirits producers. The initiative positions these producers at the forefront of one of the fastest-growing categories in travel retail while delivering a highly engaging experience for travelers.

“We look forward to building on this success and expanding the DFA Festival across our broader store network in 2026 and beyond.”