

How Attenza DF is taking over Tocumen

This is a special feature from *Global Travel Retail Magazine's* [2023 Summit of the Americas issue](#), on page 18.



Motta Internacional, SA. has opened several new Attenza Duty Free stores at Tocumen International Airport's new Terminal 2 in Panama

Last summer, Panama's Tocumen International Airport (PTY) officially inaugurated its new Terminal 2, marking a major milestone for the airport, increasing capacity from 5.8 to 15 million passengers annually. In March 2023, PTY was named the Best Airport in Central America and Caribbean by Skytrax.

Panama Airport Terminal 2 spans 116,000 square meters divided into four levels. It features 20 boarding gates, a new baggage handling system to ease baggage inspection and reduce waiting times - and is home to seven new retail stores operated by Attenza Duty Free (Attenza DF), Motta Internacional SA's, travel retail brand.

Erasmus Orillac, Chief Executive Officer, Motta Internacional, SA., tells *Global Travel Retail Magazine (GTRM)* the stores are performing well with increased passenger traffic flowing through Terminal 2. The airport served a total of 15.7 million passengers in 2022. PTY handled 2.8 million passengers in the first two months of this year, 1.3 million travelers corresponding to February alone.

Shopping with the senses

In September 2022, Attenza DF celebrated the opening of its flagship store. It covers 1,000 square meters and offers 200+ luxury brands, including Lancôme, Estée Lauder, Lindt and Jo Malone. The location houses a Dior Beauty boutique, offering the complete portfolio and exclusive La Collection

Privée.

The flagship focuses on sensory engagement to enhance the shopper experience.

“It provides passengers an opportunity to feel, try on and sense our product range,” says Orillac. “Our customer profile has been changing over the pandemic and post-pandemic period, with a more omnichannel perspective during shopping. We have constantly been working to adapt to satisfy new demands.”

Rich visuals, textures and aromas are present throughout, encouraging perfume sampling, coffee tastings and customized consultations in haircare, skincare and makeup. The store integrates technology for a seamless experience and uses lighting to highlight each brand, offering an opportunity for shoppers to engage directly with Attenza DF’s brand selection. It features a liquor and spirits tasting bar where shoppers can sample and learn about products from associates in an immersive and visually appealing brand-inspired setting.

Electronics for tech-lovers

The most recent addition is Attenza DF’s electronics and iShop store. At 346 square meters, the store carries 40 renowned brands, such as Bose, Sony and Nintendo. Shoppers can test video games and the latest gadgets at interactive stations.

As the only premium Apple authorized store at PTY, the modern and elegant iShop features the iconic minimalist design and latest Apple products.

“For those looking for the latest technology without leaving the airport, the iShop is the perfect solution,” says Orillac.

Multi-category and mono-brand boutiques

Spanning 134 square meters near Gate 20 is a multi-category store. The space is dedicated to luxury watches and sunglasses brands, including Ray Ban, Oakley and Gucci. Another multi-category store, featuring fragrance, skincare, sunglasses, liquor and confectionery brands, is located at final boarding gates. The 179-square-meter layout is a final chance for passenger to purchase their favorite luxury brands before departing.

For mono-brand boutiques, Attenza DF opened the Adidas Stadium 2.0 boutique, offering the season’s latest novelties. Hugo Boss expands its presence at PTY with a dedicated men’s apparel boutique operated by Attenza DF.

Orillac says more stores are expected to open this year in Terminal 2’s central luxury unit, reaffirming the strong regional presence of Attenza DF. Mono-brand boutiques, such as Salvatore Ferragamo, are coming this August.