

NEWS RELEASE

Hudson's Satellite of Parnassus Books at Nashville International Airport® Named Best New Local Concept at 2024 Excellence in Airport Concessions Awards

Airports Council International – North America (ACI-NA) awarded Hudson the top honor in the category for enhancing the passenger experience through locally inspired retail

EAST RUTHERFORD, New Jersey (June 14, 2024) – [Hudson](#), part of [Avolta](#) AG (SIX: AVOL) and a travel experience leader with more than 1,000 stores in airports, commuter hubs, landmarks, and tourist destinations across North America, earned top honors in locally inspired travel retail at the Excellence in Airport Concessions Awards hosted last evening by Airports Council International – North America (ACI-NA) during its 2024 Business of Airports Conference in Miami, Florida. Hudson received the award for Best New Local Concept for its outpost of the iconic, award-winning Parnassus Books at Nashville International Airport® (BNA®).

ACI-NA, the trade association representing commercial service airports in the United States and Canada, recognized Hudson for its close collaboration with BNA® to enhance the passenger experience for millions of travelers through exceptional travel retail that highlights local culture, aids in giving a sense of place, and promotes local economic growth.

Beloved by locals and tourists alike, Parnassus Books is an independent bookstore in Nashville, Tennessee, owned by bestselling author Ann Patchett and voted Nashville's Best Bookstore numerous times by *Nashville Scene*. Parnassus Books at BNA®, located in the airport's Central Marketplace, aims to capture, complement, and enrich Nashville's vibrant cultural landscape, offering travelers an "Only in Nashville" experience. It aims to provide a literary sanctuary for travelers of all ages, serving as a space where writers can connect with readers and readers can discover new books.

"There is unlimited opportunity in travel retail to engage and excite passengers in ways that make their journey more entertaining and enriching. We continuously strive for excellence in every aspect of our business and put the traveler at the center of everything we do, so we are honored to receive this noteworthy award from ACI-NA," said Steve Johnson, President and CEO, North America, Avolta. "Hudson is proud of the partnership we have with Nashville International Airport® and that they share our vision to offer travelers an elevated experience."

Additionally, ACI-NA recognized the culture of appreciation, caring, and inclusion at Hudson and HMSHost among its more than 30,000 team members across North America by bestowing the company with the award for Best Employee Recognition Program.

For further information

Contact

Ashley Davidson

Director, Corporate Communications
North America
Avolta



ashley.davidson@hmshost.com

About Hudson

Hudson, part of Avolta AG (SIX: AVOL), is a travel experience company turning the world of travel into a world of opportunity by being the Traveler's Best Friend in more than 1,000 stores in airports, commuter hubs, landmarks, and tourist locations across North America. Our team members care for travelers as friends at our travel convenience, specialty retail, duty free, and food and beverage destinations. At the intersection of travel and retail, we partner with landlords and vendors, and take innovative, commercial approaches to deliver exceptional value.

Visit HudsonGroup.com for more information and connect with Hudson on [LinkedIn](#) and [Instagram](#).

About Avolta

Avolta AG, (SIX: AVOL) is a leading global travel experience player. With the traveler at its strategic core, Avolta maximizes every moment of the traveler's journey through its combination of travel retail and travel food & beverage, passion for innovation and excellent execution. Avolta's well-diversified business across geographical, channel and brand portfolio pillars operates in 73 countries and more than 1,000 locations, with over 5,100 points of sale across three segments – duty-free, food & beverage and convenience – and various channels, including airports, motorways, cruises ferries, railway, border shops and downtown. An inherent element of Avolta's business strategy is found in ESG, aiming for sustainable and profitable growth of the company while fostering high standards of environmental stewardship and social equity – making meaningful impact in the local communities. The company's access to 2.3 billion passengers each year reinforces the power of it's more than 76,000 people, committed to surprising guests and delivering solid execution, supporting the company in creating value for all stakeholders.

To learn more about Avolta, please visit avoltaworld.com.