

## NEWS RELEASE

# Hudson to Grow Presence at John Wayne Airport with New 15-year Contract for Travel Convenience and Specialty Retail Stores

Hudson will develop an elevated, traveler-centric retail program that blends the vibrancy of Orange County with global brands and trends, delivering a strong sense of place over the 15-year contract that creates a win:win for the airport and Hudson.

**EAST RUTHERFORD, New Jersey (May 20, 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, today announced it will grow its presence at John Wayne Airport (SNA) under a newly awarded 15-year contract to open multiple travel convenience and specialty retail stores.

Totaling approximately 4,675 ft<sup>2</sup> of concessions space across Terminals A and B, Hudson's five new retail stores will include two travel convenience and three specialty retail concepts catering to John Wayne Airport's diverse travelers. The program will offer the millions of passengers traveling through John Wayne Airport annually a versatile shopping experience, blending stores and products that are uniquely Orange County with globally relevant brands and trends. Throughout, Hudson is committed to representing vendors and artists local to the region.

"We aim to make shopping an unforgettable experience that deeply resonates with travelers at John Wayne Airport," said Steve Johnson, President and CEO, North America, Avolta. "Orange County is a unique region, deserving of retail offerings that reflect its environment, culture, and diversity to deliver a strong sense of place. Combined with shops featuring esteemed, recognizable brands, our retail program will bring variety and excitement to the terminal. We are proud of our continued partnership with John Wayne Airport and the County of Orange, and are thrilled by their support of our vision to create the future of retail at the airport."

"John Wayne Airport is excited to welcome Hudson's expanded presence, offering travelers an elevated retail experience that perfectly blends the local sense of Orange County with travel trends. Through this innovative partnership, we are committed to providing our guests with diverse shopping options that reflect the unique culture and personality of the area," said Charlene Reynolds, Airport Director.

Hudson will operate the stores as a joint venture, HG JWA Concessionaires JV, with two Orange County-based Airport Concessions Disadvantaged Business Enterprise (ACDBE) partners, Martinez-Niebla, LLC, and Alright International Inc.

Hudson's new retail stores at John Wayne Airport will include:

### Travel Convenience

- *PCH Provisions by Hudson* – Inspired by The Ecology Center in San Juan Capistrano, this travel convenience store will blend Orange County’s agricultural heritage with grab-and-go refreshments. PCH Provisions by Hudson will offer an array of artisanal treats such as Santa Ana Sweets and B.CANDY, as well as handmade goods from local makers offered through Hudson’s partnership with Open Market OC, and a selection of books, magazines, and electronics.
- *Orange Coast by Hudson* – In honor of the quintessential magazine of Orange County that has covered life in the region for 50 years, *Orange Coast Magazine*, Orange Coast by Hudson will be a travel convenience store offering essentials infused with local flair. Inside, travelers will also be able to explore the Love from the OC shop-in-shop featuring a diverse selection of locally made crafts and gifts that embody the heart and soul of Orange County.

### Specialty Retail

- *Boutique del Mar by Hudson* – Boutique del Mar by Hudson will be a locally inspired gift store and artisanal market, encapsulating Orange County’s distinct charm through a carefully curated collection of local delights and national brands. Here travelers will be able to explore nationally recognized specialty retail products and a treasure trove of goods from local makers offered through Hudson’s partnership with Dear Handmade Life and Open Market OC.
- *Brookstone* – The ultimate electronics destination, Brookstone will deliver tech must-haves from brands such as Apple, Beats, Bose, Sony, and more, alongside an innovative offering of gadgets and accessories. Hudson is the exclusive travel retail operator for Brookstone.
- *M·A·C Cosmetics / Jo Malone / Sunglass Hut on the Go* – This combination store will bring together M·A·C Cosmetics, the pioneering makeup authority for all, and British fragrance and lifestyle brand Jo Malone with the sought-after styles at Sunglass Hut to offer travelers the chance to indulge in self-care and attainable luxury at John Wayne Airport.

### About John Wayne Airport (SNA)

*John Wayne Airport (SNA) is owned by the County of Orange and is operated as a self-supporting enterprise that receives no general fund tax revenue. The Airport serves more than 11.3 million passengers annually and reaches more than 40 nonstop destinations in the United States, Canada and Mexico. More information can be found at [www.ocair.com](http://www.ocair.com). Like us on [facebook.com/johnwaynearairport](https://www.facebook.com/johnwaynearairport), or follow us on [X \(formerly Twitter\) @johnwaynear](https://twitter.com/johnwaynear) and [Instagram @johnwaynear](https://www.instagram.com/johnwaynear).*

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### 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](https://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 its 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](https://avoltaworld.com).