

NEWS RELEASE

Hudson Awarded Top Honors for Locally Inspired Retail at 2024 Airport Experience Awards

Travel Experience Leader Recognized for Its Innovation and Achievement in Creating a Sense of Place, Winning Best Local-Inspired Store for Its Civil Rights Trail Market at Birmingham-Shuttlesworth International Airport

EAST RUTHERFORD, New Jersey (April 8, 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 for locally inspired retail at the 2024 AX Awards hosted by *Airport Experience News* during its 20th annual Airport Experience Conference last week in Dallas.

Judges named Hudson’s Civil Rights Trail Market in Birmingham-Shuttlesworth International Airport (BHM) the Best Local-Inspired Store at a medium or small airport for expertly combining a product line predominantly featuring local items, crafts, and souvenirs with a store designed to replicate the look and feel of the region.

“Being recognized with this award for Best Local-Inspired Store is an honor, especially when the awards are bestowed by a group of industry leaders who we deeply respect and enjoy working so closely with to continuously improve the passenger experience across North America,” said Steve Johnson, President and CEO, North America, Avolta. “Travelers are at the center of everything we do — from the products we offer in our travel convenience, specialty retail, and duty free stores to the hospitality we provide — to make the journey as exciting as the destination. I attribute this recognition to our strong partners who see our vision for the future of our industry and our team members who make travelers happier every day.”

Located in Terminal C at Birmingham-Shuttlesworth International Airport, Civil Rights Trail Market is a first-of-its-kind travel convenience store that pays homage to the historic civil rights movement, the U.S. Civil Rights Trail, and Alabama’s important place in American history. Through a partnership with Lee Sentell, Author of “The Official U.S. Civil Rights Trail: What Happened Here Changed The World,” the storefront dons an official timeline and powerful imagery of the national and local civil rights movements. Copies of Sentell’s book are available for purchase as well as Civil Rights Trail-branded merchandise honoring Birmingham’s leading role in the movement and presence along the Trail.

“We appreciate the partnership with Hudson and the collaborative way our teams approach serving visitors at the Birmingham-Shuttlesworth International Airport,” said Ingrid Hairston, Chief Revenue Officer for the Birmingham Airport Authority. “The Civil Rights Trail Market celebrates the rich history of this community and helps to tell a story that changed the world. We are sharing that with visitors in such a beautiful way.”

For further information

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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://www.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](https://www.avoltaworld.com).