

Avolta, Tissot & NBA create action-packed activation at LAS

This month, travelers in Terminal 3 at Harry Reid International Airport (LAS) can participate in Tissot's "Buzzer Beater" free-throw challenge, a mixed-reality, high-energy game. Avolta and Tissot are also offering passengers a chance to win tickets to the Las Vegas NBA Summer League. Avolta AG, in collaboration with Tissot and the NBA, has organized this engaging activation as part of its strategy to enhance the passenger experience.

Since 2015, Tissot has been the Official Timekeeper of the NBA. The "Buzzer Beater" game allows travelers to test their free-throw skills on a digital basketball court, racing against the 24-second shot clock. This is the third collaboration between Tissot and Avolta in less than a year, following their previous promotions at Adolfo Suárez Madrid-Barajas Airport and Heathrow Airport.

Kate Herzig, Executive Vice President, Duty Free, North America, at Avolta, stated, "Traveling through an airport is no longer about arriving early to sit at your gate and wait. There are numerous opportunities to explore — and even play!" She emphasized that Avolta's Destination 2027 strategy aims to make the journey as thrilling as the destination itself, leveraging their partnership with Tissot and the NBA to engage travelers in a fun and innovative way at Harry Reid International Airport.

The promotion is also supported online with a campaign page on Avolta's Reserve & Collect website. Members of Avolta's loyalty program, Red By Dufry, have the opportunity to win two tickets to the NBA Summer League in July 2024 at the Thomas & Mack Center. Moreover, travelers who visit the Terminal 3 Tissot pop-up this month and buy a watch will receive a luxury travel watch roll as a gift.

Avolta works with brands to create unique customer experiences that are multi-channel and integrated, from pop-ups to exclusive product launches, all designed to engage consumers throughout their journey – before, during, and after their trip. These efforts are enhanced by potential insights from 2.3 billion passengers annually, thanks to its extensive geographical reach and market diversification, benefiting landlords, brand partners, and travelers.