

Aena launches the third edition of the Enjoy Aena Awards international travel retail prizes

- The third edition grows to 13 awards and consolidates the Enjoy Aena Awards as a benchmark in travel retail, customer experience and airport innovation
- The award ceremony will be held on 27 October at the Teatro Real in Madrid

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Aena, the world's leading airport operator by passenger numbers, announces the call for entries for the third edition of the Enjoy Aena Awards international prizes, awards that recognise the excellence of the brands operating in its airports and their contribution to improving the passenger experience.

After two editions that have established these awards as a sector benchmark, Aena once again focuses on innovation, service quality and the adaptability of commercial operators in a constantly evolving environment.

In previous editions, the Enjoy Aena Awards have recognised some of the leading companies in the travel retail sector, as well as airports in the Aena network and initiatives with social impact. Past winners include operators such as Lagardère Travel Retail, SSP Select Service Partner, Avolta, Areas, Pansfood and Samsonite, as well as airports such as Adolfo Suárez Madrid-Barajas, Recife and Asturias. The awards have also distinguished projects related to innovation, sustainability, customer experience and mobility, along with prominent industry figures such as Roberto Verino.

More categories for a sector in transformation

The third edition maintains and reinforces the scope of the awards, with a total of eleven categories: eight awards aimed at travel retail operators (food & beverage, shops, car rental and advertising), a recognition for the best travel influencer, three awards for airports in the Aena network, and one honorary prize.

According to M^a José Cuenda, Chief Commercial and Real Estate Officer at Aena, "airports are increasingly dynamic spaces today, where the commercial offering plays a key role in the passenger experience, which can no longer be conceived without a carefully curated, diverse and well-thought-out proposition. With these awards we want to celebrate the brands that are raising that standard and making a difference along the way."



The awards feature an independent jury made up of professionals from different fields, complemented by the assessment of passengers themselves in the best airport category.

Open Call

The registration period is now open and both commercial operators in the Aena network and airports may submit their candidacy through the official website at <https://enjoyaenaawards.com/en/personal-area/>.

The Enjoy Aena Awards ceremony will take place on 27 October at the Teatro Real in Madrid.

About Enjoy Aena

Enjoy Aena encompasses the commercial services of Aena airports, the world's leading airport operator by passenger numbers.

It offers a wide and carefully curated proposition that includes shops, food & beverage, car rental, parking, VIP services, promotions and events, all designed to make the airport experience more comfortable and enjoyable.

In addition, airports in the Aena network feature unique advertising spaces with a daily impact on millions of passengers.

You can follow the latest news from Enjoy Aena on its LinkedIn, Instagram, Facebook and TikTok profiles.