

CORE PLUS DUTY FREE

ANNUAL REPORT

2023/2024



BROUGHT TO YOU BY



THE NEW KID ON THE BLOCK IS GROWING

Core Plus Duty Free celebrates its third season operating out of the **Melbourne Orlando International Airport** with so much pride for their rising success as a small business!



BACK TO BACK MILLIONS

We love what we do!
We are proud to share that, despite serving fewer International passengers in 2024, we saw groundbreaking passenger sales and hit our highest profits for the second year in a row!

Core Plus Duty Free's average transaction cost **increased by 15.6%**, from \$56.40 in 2023 to \$65.20 in 2024—a reflection of growing customer enthusiasm and satisfaction.

2022: 122,327
2023: 106,845
2024 : 85,045

INTERNATIONAL PASSENGERS

AVERAGE TRANSACTION COST

2022: \$42.40
2023: \$56.40
2024 : \$65.20

2022: \$662k
2023: \$1.1 Mil

GROSS SALES

2024

\$1.1 Mil

OUR LEGACY



In **2018**, Claudia Williams-Hope formed a dynamic duo with her entrepreneurial niece, Brittany Williams Leverett, to launch Core Plus Duty Free in Florida's Melbourne Orlando International Airport. Seizing the golden opportunity to become business owners, they transformed a modest kiosk into a thriving store by February **2019**.

In **2020**, as the pandemic closed businesses, Brittany and Claudia stayed focused on a promising 2022 terminal expansion. Tragically, Claudia's sudden passing in October marked a profound loss. In the wake of grief, Brittany's determination emerged as she rose to the challenge of honoring their shared vision. **Core Plus Duty Free is more than a business, it is a tribute to Claudia's legacy.**



In **2021**, embarking on a journey of growth and innovation, Core Plus Duty Free strategically partnered with exclusive brands, transforming the retail experience with a focus on discovery, luxury, and one-of-a-kind customer service. The result? A leap in sales from \$662,000 in **2022** to an impressive \$1.1 million in **2023**.



In **2024**, Core Plus Duty Free team celebrated our third and most successful season operating out of the Melbourne Orlando International Airport. Despite serving fewer annual passengers (85,045 vs 106,845 in 2023), our gross sales still hit \$1.1 Million for the second year in a row! Our average transaction price increased by 15.6%, from \$56.40 in 2023 to \$65.20 in 2024—a reflection of growing customer enthusiasm and satisfaction.

We also made headlines in [Travel Markets Insider](#), landed game-changing partnerships, and continue to welcome new brands!

Core Plus Duty Free looks to **2025** with excitement for continued growth and pride in our commitment to **excellent customer service!**



Core Plus Duty Free
1 Air Terminal Pkwy Suite 115, Melbourne, FL
5.0 ★★★★★ 43 reviews ⓘ

Jim
5 reviews
★★★★★ 7 months ago

Fantastic service from the team as always in Melbourne Airport . Staff cannot do enough for you and considering we're from a completely different country it was amazing they recognised us .
Pleasure shopping with you as always Thank you x



BUILDING *Our* PARTNERSHIPS

In **2024**, Core Plus Duty Free welcomed new retail brands to our inventory and saw big impact. Two brand partners our customers raved about:

- **Noshinku** (the most luxurious hand sanitizers)
- **Pooka Pure and Simple** (clean body and men's grooming products)

In **2025**, CEO Brittany Williams Leverett says she is focused on **building partnerships with brands offering:**

- Cool accessories
- Regionally inspired gifts
- Unique items that captivate travelers

Have ideas for a retail product or brand that would make a perfect fit? Let's connect!



REACH OUT! EMAIL:
INFO@LCGROUPNC.COM

We would love to explore new opportunities that best serve our customers! Here's to even bigger wins in our future 🚀

