

One Water embarks on annual Travel Trade Awareness Tour with Avolta

One Water has launched its annual Travel Trade Awareness Tour in partnership with Avolta, across its network of 38 World Duty Free store locations in the UK, including at a roster of airports.

More than £2.95 million has been raised to date through One Water sales in World Duty Free stores, allowing the campaign to make an impact with its mission to fund clean water projects in areas such as rural Malawi.

Funds raised via sales of One Water bottles at UK airports have contributed towards the rehabilitation of broken water points, the installation of gravity-fed and solar-powered systems and restoring water access to health clinics and schools, says the B Corp.

The launch of this year's campaign marks the return of One Water founder Duncan Goose's annual motorcycle tour, a purpose-driven road trip visiting World Duty Free stores and offices across the UK.

Riding the same Honda Africa Twin motorbike he used during a round-the-world trip in 1998, which inspired the creation of One Water, Goose is meeting with frontline staff to thank them and share updates on how their work contributes to important water projects in Sub-Saharan Africa.



Duncan Goose is currently on a motorcycle tour visiting World Duty Free stores and offices across the UK.

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Duncan Goose founded One Water in 2004. The company donates its profits to help fund safe, sustainable water projects in Africa and beyond.

We want World Duty Free's incredible staff to see how their work is changing lives, said Goose.

Every bottle sold brings us closer to a world where no one is left without clean water.

This year, we have talked a lot about the concept of Do One Good Thing where one small action can change lives.

The simple choice of choosing One when you are travelling will have a ripple effect across the world."

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As part of the incentive, the top eight One Water sellers across Avolta's World Duty Free store network will win a trip to Malawi this November, which includes site visits to local water projects, meetings with NGO partners, traditional Malawian hospitality and a visit to a National Park.

"Our teams are incredibly passionate about supporting One Water and sharing its mission with the millions of travellers who visit our stores, said Eve Fifer, Commercial Director at World Duty Free.

It's a real highlight for them when Duncan takes to the road and visits our stores and offices, sharing his inspirational message with both staff and customers.

This campaign is our chance to spotlight the real impact behind every bottle."



The One Water range includes 100% recycled plastic bottles, aluminium refillables, cans, Tetra Pak cartons and more.

World Duty Free was one of the first UK retailers to support the One Water brand, stocking it since 2006 in UK airports, its UK based Eurotunnel store, and its store at St Pancras train station, as well as on P&O ferries.

Duncan Goose's schedule

- 03.06.25: Launch Bedford Lakes
- 04.06.25: Manchester Liquor Roadshow
- 05.06.25: CDC (am), St. Pancras (pm)
- 06.06.25: Eurotunnel (am), Southend (pm)
- 10.06.25: Liquor Roadshow London
- 11.06.25: Liquor Roadshow London
- 12.06.25: Stansted (am), Norwich, (pm)
- 16.06.25: Birmingham (am), East Midlands (pm)
- 17.06.25: Heathrow T5 (am), Heathrow T4 (pm)
- 18.06.25: Heathrow T2 (am), Heathrow T3 (pm)
- 23.06.25: Humberside (am), Leeds Bradford (pm)

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24.06.25: Teeside (am), Newcastle (pm)

25.06.25: Edinburgh (am)

30.06.25: Glasgow (am), Prestwick (pm)

01.07.25: Belfast (am)

02.07.25: Manchester (am), Liverpool (pm)

07.07.25: Cardiff (pm)

08.07.25: Bristol (am), Exeter (pm)

09.07.25: Bournemouth (am), Southampton (pm)

14.07.25: Lowfield

15.07.25: Gatwick

16.07.25: Heathrow

16.07.25: Heathrow

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