

## Post-Hurricane Caribbean Update: Impact on aviation, tourism in the stricken islands

As member countries of the Caribbean Tourism Organization (CTO) affected by September's devastating Hurricanes Irma and Maria reopen for business, the CTO has issued an in-depth update on air traffic readiness, which includes data provided by partner organization, UK-based OAG.

Data based on schedules that were provided to OAG by the airlines showed that in October the overall frequency (of flights) contracted by 6.7% and seat capacity fell by 4.1%.

Seven out of the top ten destinations in terms of frequency recorded decreases. Among the worst hit destinations, the frequency of flights to Puerto Rico decreased by 25.1%, flights to Dominica fell 13.7%, St. Maarten dropped 12%, the British Virgin Islands by 11.2%, Anguilla by 6.3% and the US Virgin Islands by 5.6%.

Some destinations which were impacted minimally by the storms also experienced losses, with flights to St. Kitts & Nevis falling by 34.3%, Montserrat down by 21.5% and the Turks & Caicos Islands falling by 8.1%.

The capacity to all of these destinations was consequently adversely affected with St. Maarten experiencing a near 50% falloff and St. Kitts & Nevis and Montserrat having one third fewer seats available than in the corresponding month.

On the other hand, Cuba's capacity grew by 10% despite the changes to the schedule. The new services from the United States were a major influence on this performance.

Among the regional-based airlines, Caribbean Airlines and LIAT are the largest suppliers of capacity to the region and both

registered declines, with LIAT recording a 21.3% fall and Caribbean Airlines down by 9.5%.

JetBlue's increasing dominance among overseas carriers and its expansion in the region continued, as it recorded a 2.8% rise in frequency and a corresponding 5.6% growth in capacity. American Airlines, the second largest supplier of service to the region, reported 10.6% fewer flights with capacity declining by 8.5%.

NOTE: Air capacity in the region for the first nine months of 2017 increased by approximately 5% when compared to the same period of 2016.

### Impact on Visitor Arrivals to the Caribbean

The available arrivals data from Caribbean destinations is limited at this time as the October numbers are not yet in and only nine destinations have so far reported tourist arrival data for September. Therefore, it is still too early to provide accurate numbers.

However, with several of the key cruise destinations, including Puerto Rico, St. Maarten and the US Virgin Islands recovering from the impact of the hurricanes, cruise lines made changes to their itineraries to include alternative regional ports which remained open.

These redeployments have benefited countries such as Curaçao, which registered a 138.3% rise in cruise passenger arrivals in September, Jamaica (+54.1%), the Cayman Islands and Grenada.

*Continued on page 2.*

### PEOPLE

#### LVMH appoints new members to Executive Committee

LVMH has announced some new appointments to its Executive Committee:

**Sidney Toledano**, who has helmed **Christian Dior Couture** for 20 years, becomes Chairman and CEO of the Fashion Group. The CEOs of Céline, Givenchy, Loewe, Pucci, Kenzo, Marc Jacobs, Rossimoda and Nicholas Kirkwood will report into him.

**Pietro Beccari** has been appointed Chairman and CEO of Christian Dior Couture after heading up **Fendi** since 2012.

**Pierre-Yves Roussel** steps down as head of the Fashion Group after ten years and becomes Special Advisor to **Bernard Arnault**. He will shortly assume new operational responsibilities within the LVMH Executive Committee, of which he has been a member for 14 years.

These appointments will take effect from the beginning of 2018.

Toledano and Beccari also become members of the LVMH Executive Committee.

The new CEO of Fendi will be named in the near future.



**Stacey Kehr** has joined **Fairn & Swanson** as VP of Cruise & Wholesale. Kehr joins F&S team with more than two decades of leadership in the duty free industry. She has served in a wide variety of functions in retail, purchasing and sales, most recently as the President of Ammex Duty Free.

Kehr will lead F&S' sales and purchasing teams in the cruise line and wholesale channel as of November 27, 2017.

F&S President **Nicole Uhlig** and CEO **Joel Sjostrom** will be directly assisting and supporting Kehr through the transition.



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## Post-Hurricane Caribbean Update

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### Intention to travel

Many destinations have been promoting that "the best way to help the Caribbean, is to visit the Caribbean," which seems to resonate with travelers, says CTO.

More recently, interviews were conducted with a few travel professionals and their sentiments are the same.

Passengers booked on Caribbean cruises are looking forward to their holidays. Some are interested in seeing the devastation, but all are interested in helping out in various ways like making more purchases in local shops or taking shore excursions.

### Post Hurricane Recovery

Virtually all of the affected countries are reporting that they are open again for business, although not at full capacity, with every one of them planning some sort of event either later this year or early next year.

*TMI presents a run-down on recovery efforts on some of the major islands.*

### Anguilla and surrounding areas

Anguilla is reporting that just over 30% of room stock will be available for the holiday season, and anticipates that 70% of rooms on the island will be available by April 2018.

According to the Anguilla Tourist Board (ATB): "Anguilla was damaged but not destroyed by Hurricane Irma. Our flat terrain and the fact that many of our buildings have concrete foundations also helped to mitigate the impact of the storm. As a British overseas territory the British government has committed funds to help us rebuild. The government is still conducting its assessment, so a final figure has not yet been determined."

Anguilla's Clayton J Lloyd Intl Airport (AXA) opened within a week of Irma's passage, while Princess Juliana International Airport in St. Maarten (SXM), a major transit hub for Anguilla, opened on Oct.

10, albeit with limited facilities. Puerto Rico's Luis Munoz Marin Airport, also a major gateway for Anguilla, is also open.

Anguilla and St Maarten airports are open during daylight hours. Six regional airlines are operating scheduled and charter flights to San Juan, St. Maarten, Antigua and St. Kitts.

While Anguilla does not have a cruise port, ferry services are operating to and from Anguilla to the Dutch side of St. Maarten. The ferry from Anguilla to Marigot on French St Martin reopened on Nov. 4. Visitors and residents are processed through customs and immigration at the police station at Blowing Point.

Approximately 40% of the electrical infrastructure has been restored, with plans to have 70% of the island operating by Christmas.

### The Bahamas

Hotels are on normal schedules throughout the islands of The Bahamas, and all islands are open for business. Commercial flights continue to service all of the tourism destinations and the beaches, attractions and hotels are operating normally.

### Puerto Rico

According to status.pr, the government website that provides post-hurricane updates, only 37% of Puerto Rico Power Authority (PPPA) customers have electricity to date, although there are generators for some of those who do not have regular power. The website reports 83% of the water company customers have running water; rising to 91% in San Juan. There is some form of water distribution in all 78 municipalities.

"After a challenging aftershock following Hurricane Maria, the island is making progress in restoring services and rebuilding," says PRTC, adding that 72% of hotels are open and operating, especially those in the San Juan area, and are taking new reservations.

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## Travel Retail companies rush to send aid to Caribbean

The travel retail and related industries in the Americas once again demonstrated their philanthropic heart in the wake of the three hurricanes that slammed into the U.S. and the Caribbean in August and September, donating millions of dollars as well as desperately needed supplies to the storm-stricken areas.

Bacardi alone pledged \$3 million to disaster relief assistance-- \$2 million of which was dedicated to Puerto Rico, home to the Bacardi rum distillery and Casa Bacardi visitor center. Hurricane Maria, which slammed into Puerto Rico on Sept. 20 as a nearly category 5 storm, lashed the island with wind and rain for nearly 30 hours, leaving devastation in its wake.

Bacardi earmarked the other one million for other areas impacted by Hurricanes Irma and Maria in Florida, the Caribbean, The Bahamas, and Mexico. This \$3 million pledge was in addition to the Bacardi USA contribution of up to \$100,000 to support its business partners and others affected by Hurricane Harvey in Houston, Texas.

As reported earlier, Miami-based WEBB Banks set up a special GoFundMe page to help its Caribbean-based partners and has since raised nearly \$85,000. (To donate, please visit <https://www.gofundme.com/webbanksirmadisasterrelief>).

The Falic family and Duty Free Americas helped fund a plane chartered by Miami Beach Mayor Phil Levine and sent to Puerto Rico filled with thousands of pounds of food, water, emergency medical supplies, flashlights, batteries and other goods critical to basic survival. SMT's Eddie Ferenczi and Jorge Azel, Jr. helped arrange for ships filled with similar supplies for the island, helped by other companies such as Carisam and Starboard Cruise Services, among others.

In the days immediately after the storms, cruise companies also sent their ships loaded with thousands of pounds of supplies and helped transport stranded tourists to safety.

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## Kate Spade New York opens at JFK T4's retail hall

Kate Spade New York is one of the newest retailers to join the list of iconic fashion brands at Terminal 4 at New York's JFK International Airport. The 905-square-foot store is operated by Hudson Group, and carries both fashion and accessories.

The Kate Spade store — an international fashion retailer for more than 20 years — offers a variety of high-quality clothes, handbags, jewelry, fragrances and more.

"Terminal 4 is pleased to welcome Kate Spade to our unrivaled selection of premier retail offerings," said **Gert-Jan de Graaff**, President and CEO of Terminal 4

operator JFKIAT. "The terminal's Retail Lounge features shopping options to fit every traveler's needs and Kate Spade is a welcome addition to this mix. We are thankful for our partners at Hudson Group who continue to provide T4 passengers with a superior experience."

"Hudson Group has had the pleasure of serving JFK T4 travelers for many years, and we are excited to bring yet another leading national brand, like Kate Spade, to JFKIAT's retail portfolio," said Joseph DiDomizio, President & CEO of Hudson Group, Division CEO North America of Dufry.



"As the Traveler's Best Friend, we look forward to building upon our strong relationship with the JFKIAT management team through our shared commitment to travelers and customer service."

The JFK Terminal 4 concessions program covers more than 122,200 square feet devoted to shopping and dining, with 48 retail shops and 28 restaurants.

Brands include Coach, Guess, Hugo Boss, Kieh'l's, Michael Kors,

Swarovski, Brooks Brothers, Victoria's Secret, Hudson, XpresSpa and The Metropolitan Museum of Art Store.

Restaurants include The Palm, Danny Meyer's Blue Smoke and Shake Shack, Uptown Brasserie by Marcus Samuelsson and innovative, original food and beverage concepts line the terminal's Retail Lounge.

The terminal handles more than 21 million passengers a year.

## Maurice Doyle returns to Bacardi

A familiar face has rejoined Bacardi. Industry veteran Maurice Doyle has returned to Bacardi as President - Incubation Brands and Global Commercial Development, responsible for driving brand equity and accelerating performance in some of the smaller, high potential premium brands in the Bacardi portfolio. These include Angel's Envy, St-Germain, Banks, Santa Teresa, Facundo Rum Collection, and Leblon. He will also be responsible for driving sales performance and travel retail globally.



Doyle spent 17 years with Bacardi in travel retail, commercial and marketing roles before he left the company in 2009. Since then, Doyle has served as Chief Marketing Officer at William Grant & Sons where he had accountability for travel retail and other global commercial functions, and most recently, he served as Chief Operating Officer for Suntory's non-alcoholic division for Africa, Middle East & Caribbean.

"Maurice brings a passion for our brands, strong customer and sales development skills, an appreciation for our unique culture as well as an internal and external perspective which is invaluable as we continue to position Bacardi for long-term success," says Mahesh Madhavan, Bacardi CEO. "It's great to welcome back a seasoned leader who has shown a particular talent for nurturing smaller, premium niche brands that become sustainable, long-term success stories."

"I'm thrilled to be a part of Bacardi again as it's truly a unique family, company and iconic portfolio of brands," adds Doyle. "Both the incubation and travel retail business have tremendous commercial opportunities, each serving as a platform to access premium consumers and introduce them to new experiences. I look forward to their continued development and consistent growth."

Doyle is based in London and serves as a member of the Bacardi Global Leadership Team, reporting to Madhavan.

## ASUR sees October air traffic rise in Mexico, fall in PR and Colombia

Airports group Grupo Aeroportuario del Sureste (ASUR) reports that total passenger traffic for October 2017 declined 4.2% when compared to October 2016. Passenger traffic rose 5.2% in Mexico, but declined 24.5% in San Juan and 13% in Colombia.

Note that the decline in passenger traffic at San Juan Airport reflects the impact of Hurricane Maria, which hit the island on September 21, 2017. Operations at this airport were still operating on a limited basis during October 2017. While the number of flights in October 2017 returned to the 70 average daily flights reported in 2016, they still register a lower load factor in arrivals. In Colombia, passenger traffic was impacted by a strike of local pilots at a major international carrier.

On October 19, 2017 ASUR closed the acquisition of a controlling stake of approximately 92.42% in Airplan, the second-largest airport concession holder in Colombia.

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## Post-Hurricane Caribbean Update

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But 35 hotels are reported to be closed as a result of damage from Hurricane Maria. PRTC says that many of them are working on reopening shortly and are accepting future reservations. Some also may be only open to first responders at this time.

More than 450 restaurants, including franchises, are open for business, and 27 tour operators and 16 major car rental companies with 61 dealers throughout the island, are open for business.

Luis Munoz Marin Airport (SJU) is open and receiving commercial flights. The airport is fully operational and airlines are resuming normal operations with approximately 70 flights per day, while the San Juan Port is open with 34 cruise shore excursions fully operational. Six thousand cruise passengers embarked from San Juan on October 28.

Royal Caribbean's *Adventure of the Seas* returned to San Juan as homeport on Oct. 7, and announced last week that its *Freedom of the Seas* will add San Juan as a port of call starting Nov. 30.

*Carnival Fascination* will resume transit stops in San Juan starting Nov. 30, while Viking Ocean Cruises' *Viking Sea* made its first-ever call to San Juan on Oct. 26. The ship will be making both homeport and transit stops.

*Celebrity Summit* arrived in San Juan on Oct. 28, bringing 1,540 passengers.

### The US Virgin Islands

USVI Governor Kenneth E. Mapp has stated that the cost to rebuild the territory's infrastructure is estimated at US\$5.5 billion. This figure does not include the cost to repair damage to private properties including homes, hotels, restaurants, attractions and activities.

As of Oct. 30, 2017, 62% of St. Thomas, 81% of St. Croix and 86% of St. John were without power. There are more than 500 linemen in the territory working on restoration, and power is expected to be restored to 90% of the Territory by the end of 2017.

Water is available throughout the Territory although a precautionary "boil water" notice for potable water customers is still in effect in many places.

The USVI department of tourism states that many hotels and villas on St. Croix are currently open for visitors with others under renovation to be reopened later this year and in 2018.

The hurricanes' impact on St. Thomas/St. John was more significant, and while several hotels and villas are currently open for visitors, and many are currently housing relief workers, others will be renovated and reopened in early 2018. Hotels needing more extensive renovations are expected to reopen in the latter part of 2018 and in early 2019. There are approximately 4,500 traditional hotel rooms and another 4,000+ Airbnb, VRBO and timeshare units in the USVI.

Restaurants and shops in the Main Street and Havensight Mall areas of St. Thomas are open, as are restaurants and shops in downtown Christiansted, St. Croix. More restaurants and shops are reopening daily as power restoration spreads throughout the Territory. Many attractions are also open.

Both Henry E. Rohlsen Airport on St. Croix and Cyril E. King Airport on St. Thomas have been open for several weeks and are accepting daily commercial flights, with service available from American Airlines, Delta Air Lines, JetBlue Airways and Spirit Airlines. Scheduled service varies daily.

All cruise ports are open. These include the West Indian Company Limited (WICO) Havensight facility and the Virgin Islands Port Authority's (VIPA) Crown Bay Center dock, both in St. Thomas, and Ann E. Abramson Pier in Frederiksted, St. Croix. More than two dozen cruise ship calls are scheduled for the month of November.

### British Virgin Islands

In an online press conference broadcast from the CTO head-

quarters in Barbados on Nov. 8, BVI Director of Tourism Sharon Flax-Brutus said that the British Virgin Islands, which cater to a very high-end luxury tourist, suffered as much as \$3.4 billion in damages. The luxury sector was hardest hit, she said, and they do not expect most places to reopen until the 2018 and 2019 seasons.

### St. Maarten/St. Martin

According to reports on local websites, government officials estimate that insured losses caused by the hurricanes are around \$1.3 billion. Rebuilding began immediately on Princess Juliana Airport, which had suffered a direct hit from Hurricane Irma, and the airport opened for limited flights on Oct. 10. More than 50% of the population now has water and electricity.

The Dutch side of St. Maarten

reportedly lost 70% of its hotel inventory, but the cruise harbor fared better. A Royal Caribbean ship is scheduled to visit St. Maarten on Nov. 11, with one to two ships per day after that.

### Tourism forecast lowered

As a result of Hurricanes Irma and Maria, Caribbean tourism officials have lowered their growth forecasts for 2017.

CTO Chairman Dionisio D'Aguilar told a news conference at the World Travel Market in London this week that growth is expected to be one to two per cent, down from the 3.5% projected earlier this year.

The CTO says that 16.6 million international tourists arrived in the Caribbean during the first six months of 2017, an estimated 800 thousand more than for the same period in 2016.

### CARIBBEAN UPDATE:

## More than two dozen cruise ship calls confirmed for St. Thomas in November

The hurricane-struck Caribbean islands are welcoming the first signs of recovery to some of their critical tourism products. Officials from the heavily damaged U.S. Virgin Islands are reporting that more than 25 cruise ship calls are scheduled for St. Thomas in November.

Another 13 cruise ships calls are scheduled for St. Croix's Ann E. Abramson Pier in November and December.

The Ports of the Virgin Islands have confirmed that the Seabourn *Odyssey*, Norwegian *Gem*, Princess Cruises' *Royal Princess*, Royal Caribbean's *Adventure of the Seas* and *Jewel of the Seas*, and Celebrity Cruises' *Silhouette* are planning to dock in the Charlotte Amalie Harbor this month.

"Welcoming cruise visitors back to the U.S. Virgin Islands is a key element of our plan to boost economic activity, generate employment and stimulate recovery efforts," stated Beverly Nicholson-Doty, Commissioner of Tourism, underscoring that as the recovery and construction economy kicks into higher gear, including important work to enhance the islands' hotel product over the next year, it was important to get the cruise component of the economy moving forward.

Working together with the U.S. Federal Emergency Management Agency (FEMA), the U.S. Army Corps of Engineers and other agencies, the USVI has been readying itself for the phased return of tourism to the destination since the passage of Hurricanes Irma and Maria in September. The arrival of the *Seabourn Odyssey* in St. Thomas on Nov. 3 marked the first non-relief vessel to berth in the Territory since Sept. 17.

Nicholson-Doty thanked RCI for committing resources to assist with the restoration of Magens Bay, one of St. Thomas' favorite attractions.


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- \*Liaise with clients/partners.
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- \*Prepare key weekly, monthly and quarterly reports via PowerPoint presentations, conference call and or meetings.

**Other functions:**

- \*Developing databases, data collection systems, and other strategies for statistical efficiency.
- \*Research, evaluate, and implement new analytic techniques or technologies.
- \*Providing support and training to other analytics staff.
- \*Analyze customer sales databases, tabulating sales reports for contest results.

**Position Requirements:**

- \*Full Time, Miami based office- local candidates.
- \*Minimum 3 years of relevant professional experience.
- \*Exceptional analytical and MS office skills.
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**Requirements**

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- Retail knowledge to organize sell-out promotions and Actions at points of sale. Channels include pharmacies, drug stores, perfumeries, hotels.
- 3+ years retail sales experience in health/cosmetics, and/or knowledge of the territory required.
- Ability to work independently, prioritize and handle multiple deadlines.
- Excellent organization and attention to detail.
- Must be able to travel at least 50% of the time.
- Fluent English; Dutch and Spanish a plus.
- Can be a multi-company freelance sales rep.

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Create new product offers & catalogues, communicate assortment updates; create & maintain assortment files; coordinate information entered in SAP; maintain promotional calendar and create monthly presentations for customers; issue customer credit and debit notes. Additional responsibilities may apply.

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