



**BY THE NUMBERS**

**U.S. resumes publication of international visitation figures; corrected data reports slight increase to 77 million arrivals in 2017**

The U.S. Department of Commerce International Trade Administration's National Travel and Tourism Office (NTTO) resumed publishing international visitation and spending data on Sept. 12, after a six month suspension to correct what it called "anomalies in data collected from Customs and Border Protection."

According to NTTO, more than 4.5 million travelers had previously been misclassified as residents of the United States due to a programming error at some airports. The new report reflects corrected data from the Department of Homeland Security's Office of Customs and Border Protection, and indicates that the United States welcomed more than 76.9 million international visitors into the country in 2017.

These visitors collectively spent a record-setting \$251.4 billion while visiting the United States, an increase of 2% over 2016, says NTTO.

According to the new data, the number of international travelers to the United States rose slightly by 0.7 percent in 2017 compared to the previous year. The agency had earlier reported a drop of 1.8% compared to 2016.

Growing markets were led by

South Korea (+17.8%), Brazil (+11%), Argentina (+10%), Ireland (+9%), and Canada (+4.8%).

Growing markets outnumbered declining markets by 2-to-1, says NTTO.

By region, visitation to the U.S. from Western Europe rose 0.4%, Asia was up 5.2%, South America rose by 2.8%, the Caribbean was up 5.3%, Eastern Europe was up by 8.9% and Africa rose by 1.8%. Oceania fell -1.8%, visitation from the Middle East was down by -12%, and Central America was down by -1.6%.

Visitation from Mexico was also down by -6%.

Other notable drops in visitation numbers last year were: UK, -2.3%; Sweden, -6.8%; Switzerland, -6.3%, and Finland, -3.3%. Visitation from Australia was down by -2%, and arrivals from Saudi Arabia fell by -28.5%.

Commenting on the release of the new inbound visitation figures, U.S. Travel Association President and CEO Roger Dow said:

"... while raw visitation figures have been slowly rising, they are not keeping pace with the explosive growth we are seeing in travel and tourism worldwide. U.S. market share has eroded, which means we

are not adequately harnessing global travel growth to keep adding jobs and exports to the U.S. balance sheet."

**Outbound travel soars**

Outbound travel from the U.S. is booming, however, and reached a record 87.7 million travelers in 2017, up 9.3% from 2016.

Travel to overseas countries reached a record 38.3 million, up by 9%. Travel to Mexico, singly the largest outbound market with a 40% share, reached a record 35.1 million, and was up 12%. Travel to Canada, at 14.3 million, was up 3%.

The top overseas regions were Europe, up 15%, and the Caribbean, up 10%. The top overseas countries visited by U.S. residents in 2017 were the United Kingdom (3.8 million), Dominican Republic (2.7 million), France (2.6 million), Italy (2.3 million) and Germany (2.2 million). All the top 10 destinations visited by U.S. travelers posted increases in 2017.

Travel to South and Central America was down as was travel to India and Brazil.

**JENNIFER CORDS TAKES KEY ROLE AT GEBR. HEINEMANN**

Jennifer Cords has been appointed as Director of the newly-created business unit Corporate Affairs, Business Compliance & Corporate Responsibility at Gebr. Heinemann.

Dr. Cords is experienced in campaigning, communication, public and corporate affairs in the global Duty Free business following 7 years as Director Corporate Affairs and Compliance Global Duty Free & Export for Imperial Tobacco. She also represented Imperial in various duty free associations.

"Jennifer Cords has a profound track record as political action leader in various countries in which Gebr. Heinemann operates. We are convinced that she will invest her experience in a profitable way for Gebr. Heinemann," says Kay Spanger, Gebr. Heinemann's Executive Director Purchasing, Logistics and Fulfillment.

**Corporate Responsibility at Gebr. Heinemann**

Corporate Responsibility (CR) is part of Gebr. Heinemann's corporate strategy. The group is actively involved in a number of projects as part of its commitment to protecting the environment and shouldering its responsibilities to its business partners, customers, suppliers and employees and to society generally.

"We want to be part of a sustainable value chain in which we work closely with our suppliers and partners, collaboratively setting and performing to high environmental and social standards and championing best practice in the market. Systematic CR management is critical to our success. And that's why the restructuring of our CR management in the new business unit 'Corporate Affairs' is simply a logical next step," explains Kay Spanger.



**WARMING JOY**

Welcoming, festive blends for a season of celebratory moments.



**Tea Forté**  
The Exceptional Tea Experience

Global TR contact: Zack Boiko, [zboiko@actium.us](mailto:zboiko@actium.us); Latam-and Caribbean TR: Daniel Bras, [dbras@actium.us](mailto:dbras@actium.us)

## WiTR aims to put music in the hands of Haiti's children

This year, its first as a fully-fledged membership organization for women in the travel retail industry, Women in Travel Retail (WiTR) is supporting Hand in Hand for Haiti, the organization that created and funds the Lycée Jean-Baptiste Pointe du Sable in Haiti.

The goal this year is to raise €15,000 to buy musical instruments. This will enable the school to launch its first extracurricular instrumental music program, in partnership with Ecole de Musique Christian Nohel de Saint Marc.

Obtaining a formal music education is completely unattainable for most children in Haiti. Yet studies have consistently revealed the tremendously positive effect that music education has on a child's academic performance, sense of community, self-expression and self-esteem.

Under this program, every child in the school will have the opportunity to discover music through these instruments.

They will be exposed to both internationally recognized music and also their own rich musical heritage. Playing an instrument gives a child self-confidence as a

soloist, encourages teamwork as part of a band or orchestra and provides a wonderful opportunity to gain confidence through public performances – to other students and in their local community.

Following the devastating hurricane that hit Haiti in 2010, Hand in Hand for Haiti was the first charity to receive funds raised by Women in Travel Retail, enabling the new Lycée Jean-Baptiste Pointe du Sable to purchase equipment for the kindergarten. The school has also been the recipient of the funds raised every year from the North American membership of WiTR during the Orlando Duty Free shows.

Last year's hurricanes in the Caribbean were a stark reminder that the students in this world-class school still need our support if they are to break out of the cycle of poverty that besets Haiti, where 80% of the population still live below the poverty line.

Following the terrible spate of hurricanes in the Caribbean last year, WiTR was determined to raise money to help children whose lives are time and time again blighted by natural disasters.

Hand in Hand for Haiti, with its fantastic track record, was a unanimous choice by WiTR for support this year, said the group executives.

The fund-raising got off to a spectacular start during the TFWA Asia Pacific Conference and Exhibition when *Travel Retail Business* and guests at the *TR Business*' first consumer-led awards ceremony generously donated nearly €6000.

Women in Travel Retail will be inviting exhibitors and visitors at TFWA World Exhibition in Cannes to help them reach their target of €15,000 by entering the draw to win fabulous prizes. Entry into the raffle is via three business cards for €20.

Additional commitments from industry colleagues of auction and raffle prizes for the grand draw would be appreciated. *Please deliver donations/raffle prizes to the Furla stand (Bay Village Bay 2) by 15:00 (3 p.m.) on Tuesday, Oct. 2nd.*

This year's meeting takes place on Tuesday, Oct. 2 from 5:30-7:00 pm at the far end of the Palais des Festival Level 1 Business Centre.

President and Co-founder, Hand in Hand for Haiti, Olivier Bottrie says, "We are extremely grateful for the continued support of WiTR. Haiti is a country of artists and has a long tradition of musical excellence. We are certain that introducing our children to this art will not only contribute to this tradition but also give them a sense of joy and confidence."



Please help WiTR support the 2018 charity




ethos farm  
Travel Retail Staffing Solutions  
for the Americas

People Solutions | Learning & Development | Technologies | Managed Agency






+1 (646) 202 1674 | hello@ethos.farm | www.ethosfarm.com



CROSS

TRAVEL MARKETS  
**INSIDER**

## Cédric Mahé-Rodríguez creates a boutique brand-building agency for Latam and the Carib

Cédric Mahé-Rodríguez, who in 15 years in the industry has managed perfume brands Christian Dior and Loewe, and spirits brands Champagne Laurent-Perrier and The Dalmore Single Malt Scotch Whisky, has formed his own agency, Alchemy Americas, to represent companies with niche and premium fragrance and cosmetics brands, wishing to operate in Latin America and the Caribbean.

Alchemy Americas is a boutique brand-building partner for brands in both domestic markets and duty free, he says.

Created this year, the company has already signed partnerships with high potential brands, including luxury Grasse-based **Parfums Micallef**, French foundation brand **Belle Radiance**, **Parfums Kaloo**, **Kokeshi** and **Clayeux** with their French perfumes and scented waters for babies, children and kids, and **Foamous**, a perfume in foam form.

Alchemy Americas will soon be adding additional brands to its portfolio, but its vision is to remain a boutique business partner, offering personalized attention to its clients and their customers, says Mahé-Rodríguez.

The company also works with a network of global reps who can



help brands looking to expand to other markets beyond the Americas, he says.

For more information, visit [www.alchemyamericas.com](http://www.alchemyamericas.com) Cédric Mahé-Rodríguez can be reached at [cedric@alchemyamericas.com](mailto:cedric@alchemyamericas.com), and will be at TFWA in Cannes next month.

## Furla launches SS19 collection in Cannes

Furla is launching its Spring Summer 2019 collection into travel retail, with one of the main focuses of the new collection on Furla Mimi, a new cross-body bag with a defining shape, and full flap.

Designed for functionality and convertibility, the bag features a chain link strap with leather inserts on the ends, and slides with the new system of rings on the top of the bag, allowing it to be worn both as a cross-body and as a shoulder bag.

Furla Mimi is available in two sizes and comes in a range of colors: bright Ruby red, yellow-green Lime, light orange Mandarin, and soft pink Camellia, plus two classics – Chalk white and black Onyx. The choice of materials is just as varied: Bouclé calfskin, Vacchetta leather (Furla's vegetable-tanned leather), Capra printed python and Mousse calf leather, smooth and studded.



Furla is exhibiting in Bay Village, Bay 2.

## Paul&Shark highlights its “Save the Sea” project in new-look stand

A key focus on the Paul&Shark stand in Cannes will be the ‘Save the Sea’ project – an example of the brand’s dedication to environmental protection through a collaboration with artist Annarita Serra, who creates artworks using plastic items found on beaches in order to raise awareness of the huge sea pollution problem.

Paul&Shark will be setting the artist, who will be present in Cannes, a challenge– to be announced at the show on the opening Monday. To support the project, Paul&Shark has created a cotton t-shirt and bomber jacket in recycled polyester nylon, 100% derived from post-consumer plastic bottles collected and processed in Italy. The yarn used stands out in terms of design, high performance and quality.

Main highlights of the core Spring-Summer 19 collection will be displayed at Riviera RH8.



## Cross launches Scuderia Ferrari Collection of writing instruments

Writing instrument company Cross has announced a partnership with Scuderia Ferrari to create a collection of exclusive fine writing instruments and gift sets for Ferrari. The collection will be available this Fall.

The Cross Collection for Scuderia Ferrari features aerodynamic silhouettes with finishes inspired by Scuderia Ferrari signature colors of Rosso Corsa Red, Modena Yellow, Polished Metal, and Glossy Black. The custom-designed clip was inspired by the nose and cockpit of a Formula 1 racecar and bears an authentic Scuderia Ferrari emblem.

The officially licensed Scuderia Ferrari collection, with its authentic racing design details, will be found on Cross Townsend, Century II, and Classic Century models. They will feature hand-polished finishes that reflect the materials used in the vehicles. Cross engineering ensures the performance of each pen is every bit as impressive as its style, says the company.

The **Cross Collection for Scuderia Ferrari** will be available online on [Cross.com](http://Cross.com), [Store.Ferrari.com](http://Store.Ferrari.com) as well as in Cross and Ferrari retail stores worldwide.



## Lancôme LA Lip Art 2018 edition features first influencer campaign to generate awareness among Chinese pax

Lancôme once again took over Los Angeles Airport with its LA Lip Art 2018 activation, which featured its first ever influencer campaign focused on generating awareness among Chinese passengers.

The campaign displayed a “happiness journey” from Shanghai and Austin to the streets of LA and finished with a complete experience at the Lancôme Pop Up in Los Angeles International Airport’s Tom Bradley International Terminal.

At the Pop Up, the customer path included a magnetic head of gondola displaying unique gift offers, the latest launches and exclusive lip sets, playful, interactive testing of the latest L’Absolu Lacquer launch, and an inviting sharing table to discover the offers of L’Absolu Rouge and Teint Idole Ultra.

The Pop-Up also provided a complementary shade diagnosis to find a customer’s perfect foundation match with Lancôme’s innovative shade finder, as well as the



expertise of a make-up artist to advise and offer professional looks to passengers.

The activation also had a personalization gift station, where passengers could create a unique gift with an LA twist, along with a “share your happiness” atelier that encouraged passengers to write a customized LA postcard back home.

*Clockwise from upper left: Influencers at Lancôme’s LA Lip Art 2018 activation, the LA Lip Art Pop-Up at TBIT, finding the perfect shade and interactive testing tool.*



## Award-winning actress Zhang Ziyi joins Clé de Peau Beauté as brand ambassador



Clé de Peau Beauté, Shiseido’s luxury skincare and makeup brand, is enhancing its global image by naming Golden Globe and BAFTA nominated actress Zhang Ziyi as a Global Brand Ambassador.

In a new campaign premiering this fall, Ms Zhang will represent the brand’s La Crème, drawing parallels between the

actress’ legendary status and that of the La Crème, says the company.

The story is narrated by Ms. Zhang.

Following her debut in Zhang Yimou’s *The Road Home*, which won the Silver Bear Award at the 2000 Berlin Film Festival, Zhang Ziyi has appeared in more than 20 movies including the internationally acclaimed *Crouching Tiger, Hidden Dragon*, *House of Flying Daggers* and *Memoirs of a Geisha*.

Her role in 2013’s *The Grandmaster* earned her 12 Best Actress Awards. Zhang became a lifetime member of the Academy of Motion Picture Arts and Sciences in 2005, and has been on the Cannes Film Festival juries three times.

She is currently a coach on the #1-rated Chinese reality competition show in China, *An Actor is Born*.

Clé de Peau Beauté is one of the Group’s core brands in travel retail; sales grew +95.3% year-on-year worldwide in 2017, and the brand now ranks as the 18<sup>th</sup> largest perfume and cosmetics brand worldwide, up from rank 30<sup>th</sup> in 2016, according to Generation

### AT THE POINT OF SALE



*Coach Floral*, the new feminine scent inspired by Coach’s signature Tea Roses, was featured in Miami International Airport this month with Duty Free Americas, at store # 706, as Essence Corp. rolls it out through the region. Next month, *Coach Floral* will run with DFA in Atlanta.

CORPORATE RESPONSIBILITY

# Mars launches new cocoa sustainability strategy

Mars Wrigley Confectionery has called for a strategy to overhaul its cocoa supply chain, launching an ambitious social responsibility effort aimed at ensuring a sustainable supply of cocoa while it protects the smallholder farmers that grow and harvest the crop and safeguards forests.

As one of the world’s largest buyers of cocoa, the Mars *Cocoa for Generations* initiative is backed by an investment of \$1 billion over 10 years and is incremental to the *Sustainable in a Generation Plan* investment Mars announced last year.

One objective of the plan is to create a pathway for cocoa farmers and cocoa-growing communities to thrive.

“For nearly 40 years we’ve been working to achieve sustainable cocoa production,” said John Ament, Global Vice President – Cocoa, Mars Wrigley Confectionery. “While we’ve made progress, including reaching nearly 180,000 farmers with sustainability certification, we are impatient with our pace of progress and of the cocoa sector overall.

“We don’t have all the answers but our first step is to put the farmer at the center of our ambitions and actions. We plan to inspire others and work together to ensure *Cocoa for Generations*.”

In a statement, Mars says that despite significant progress, farmers haven’t experienced improvements in their incomes or living conditions at an adequate pace.

Children continue to labor in hazardous conditions and deforestation continues with farming occurring in protected forest areas. Mars believes a step change is needed where business, civil society and government must think and act differently, and take a new approach that creates a pathway for cocoa farmers, their families, and communities to thrive.

*Cocoa for Generations* consists of two pillars:

**Responsible Cocoa Today:** Through its first pillar, Mars aims to have 100% of its cocoa from the program responsibly sourced glo-

bally and traceable by 2025. Responsible Cocoa means having systems in place to address deforestation, child labor and higher incomes for farmers.

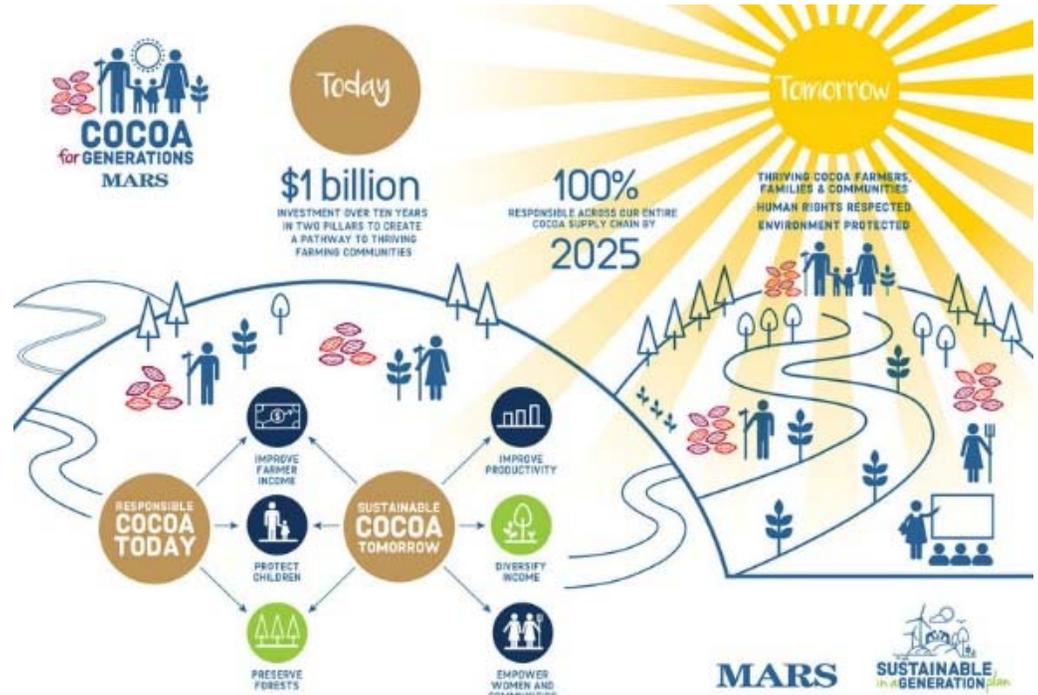
**Sustainable Cocoa Tomorrow:** Through its second pillar, Mars hopes to demonstrate that a step-change in farmer income and livelihoods is possible. In partnership with an initial global group of 75,000 cocoa farming families and cocoa suppliers, Mars

plans to test ways to increase productivity, income, resilience, and overall sustainability through crop and income diversification, gender programs, village and savings and loan models and farm development plans.

In parallel, Mars will work with the industry, governments and other civil-society partners to seek shared solutions and mutually-beneficial results for cocoa farming

families. Mars will continue to collaborate pre-competitively with its peers and with suppliers to accelerate shared learning via industry forums including the World Cocoa Foundation and their CocoaAction platform and the International Cocoa Initiative.

For more about the plan, visit: <https://www.mars.com/global/sustainable-in-a-generation/our-approach-to-sustainability/raw-materials/cocoa>



## Godiva’s limited edition Chocolate Carnival aims to “shake up the senses” with bold flavors and themed airport activations

Godiva’s theme for the coming year, ‘Chocolate Carnival,’ is centered around its crafted Belgian chocolate in recipes that define the world’s most exciting carnivals.

The Godiva Chocolate Carnival 18-piece limited edition will be unveiled in travel retail at TFWA World Exhibition on stand F33 Yellow Village.

The Chocolate Carnival Collection contains bold flavor and texture combinations, like popping candies in a refined milk chocolate and white chocolate mango ganache flavored with a hint of chili pepper.

The carnival theme will extend to selected airport stores as shoppers are invited to ‘Shake up their Senses’ at a series of mini-fiestas from April through August 2019.

Each month one of the five senses will be the hero of a dedicated activation including a street art event to celebrate sight, a dance event to celebrate touch and a music event to celebrate hearing.

Carnival-style activations in-store will offer shoppers the chance to sample the new flavors by choosing one of three large gold ‘Shaker Surprise’ cups, shake it up like a set of maracas and win a delicious prize.

Every aspect of the campaign celebrates the exuberance of a carnival, with splashes of colors and gold against a white background under the headline ‘Shake up your Senses’ and signed off with ‘Treat Yourself Wonderful,’ says the company.

# SHISEIDO

THE SHISEIDO GROUP

Shiseido

has immediate openings for the following positions based in Miami:

### International Trainer

Responsible for training sales staff on brand, product, and sales techniques. Must have a dynamic personality and excellent interpersonal and presentation skills in English and Spanish, Portuguese is a plus. Must be available to travel 60-70% throughout the Americas. 2-3 years Travel Retail luxury industry is a must.

### Retail Manager/Account Executive for North America - Southeast region

Ideal candidate will have a minimum of 2-3 years' experience in the Travel Retail luxury goods industry. Responsibilities include developing sell-out figures through supervision of salespeople, implementation of the brands' merchandising and promotion guidelines. Experience in retail sales is a plus. Must be able to travel 40 to 50% of the time.

### Operations Analyst – Cosmetics Division

Responsible for managing the new launch order process for the Cosmetics Division. This position is vital in contributing to the integration and delivery of all launches. Acts as a liaison between internal departments and our headquarters to streamline the procedure and communications throughout the item creation and ordering process.

This position will also support key forecasting analysis and is responsible for managing the Travel Retail allocation. Demand planning experience is ideal for this position. Candidate must possess strong organizational and analytical skills.

### Sales/Market Coordinator

The ideal candidate is highly proficient in Microsoft Office and possesses strong organizational and customer service skills. Must be a team player as this position will support management and the sales team with various projects and sales analysis. Experience in Travel Retail industry is a plus.

Please submit resumes to

[gcamplani@sac.shiseido.com](mailto:gcamplani@sac.shiseido.com)

and/or [mfernandez@sac.shiseido.com](mailto:mfernandez@sac.shiseido.com).

Please refer to the job title on the subject line when sending your resumes.

## CLARINS,

a luxury beauty brand, is seeking an

### Area Manager, based out of Miami, FL.

This role will develop brand equity, sales, profit and market share in the territory within Company guidelines and strategies as well as ensure effective communication to obtain the information for an adequate development of the brands of Clarins Group in the assigned area.

#### Responsibilities include, but are not limited to:

Budget preparation, Sales, A&P, Marketing (Present marketing plans to retailers), Training, Reporting, Management (Manage a team of Sales Coordinators), Financial management, Travel (Organize trips to visit client and follow travel expenses versus budget)

#### Requirements:

Bachelor in Business or related

MBA is a plus

Availability to travel extensively

Availability to multi-task

Customer Relations development oriented

English. Spanish or French is a plus

Please send resume to [Amanda.Brinkerhoff@clarins.com](mailto:Amanda.Brinkerhoff@clarins.com)

# Stansfeld Scott INC.

Where Talent Meets Opportunity!

As the Caribbean's leading product management and marketing company for Wines, Spirits and Consumer Health Care, Stansfeld Scott offers employees an exhilarating career opportunity in international business. If challenges excite you and you have excellent interpersonal and analytical skills, you may be the perfect addition to our team.

We are seeking an energetic and resourceful **Caribbean Area Manager**, based in Tampa Bay, Florida or the Caribbean, to represent a portfolio of internationally recognized brands across the Caribbean. The successful candidate will work closely with regional distributors to inspire and motivate their teams to grow market share and sales.

#### REQUIREMENTS:

- Industry and consumer marketing experience
- Working knowledge of International trade practices
- Fluency in French and/or Spanish (preferred)
- Ability to travel frequently and work effectively in a fast-paced environment

Apply today to join our winning team by sending your resume to: [opportunity@stansfeldscott.com](mailto:opportunity@stansfeldscott.com)

## SAVE THE DATE

# JAN 31<sup>st</sup>, 2019

## DUTY FREE AMERICAS

5<sup>th</sup> ANNUAL  
DUTY FREE AMERICAS  
GOLF & TENNIS TOURNAMENT

Sponsored by:

Benefiting:

Venue: