

Dufry brings the feel of São Paulo to its new Destination store at GRU

Dufry brings a distinctly Brazilian vibe to the new “destination” space it recently inaugurated at the Terminal 3 departure area at São Paulo International Airport (GRU).

With products from premium local brands offered within an area of 500 sq meters, the store presents a strong sense of place with a wide selection of categories from beauty to fashion.

Dufry first introduced the Destination concept in Brazil in 2016.

In this new concept, located in the departure area as a “last call” to shop, Dufry is targeting passengers looking for souvenirs or products made in Brazil.

With design concepts echoing the atmosphere of some of the most popular sites in the city of São Paulo, each of these local brands has a dedicated space representing different city neighborhoods.

The *Oscar Freire* area offers products from famous fashion brands, such as Farm, Lenny Niemeyer, Cia Marítima, Osklen, and Havaianas. The *Ibirapuera* space offers products for pets and sports brands like Zee Dog and Penalty. *Avenida Paulista* sells souvenirs and Natura products. Confectionery like Garoto chocolates and local spirits such as cachaças Leblon, Mata-Velha and Sagatiba are featured in the *Vila Madalena* space.

Dufry has a long term contract in GRU and the Destination shop complements Dufry's presence in Terminals 2 and 3 where it has duty free arrival and departure shops.

In other retail developments in GRU, Dufry has expanded the area devoted to electronics inside the duty free shop at Terminal 3 to 235 sq. meters in size, and made the experience more interactive.

In addition to tailored brand spaces for JBL, Bose and DJI, the store features a flying area for DJI drones, where consumers are able to test-pilot them. New brands coming soon include Garmin and Sonos.

GRU Airport is the largest hub in Latin America and received more than 37 million passengers in 2017, with a passenger flow estimated to reach 40 million in 2018.

Gustavo Fagundes, Dufry General Manager for Brazil and Bolivia, comments: “This new space is another successful accomplishment of our project expansion and partnership with GRU Airport. In this space, we aim to bring a sense of place to International and Brazilian travelers showing typical local brands in an exclusive retail environment.



Some of the colorful sports brands in Espaço Ibirapuera in Dufry's new Destination area in São Paulo's GRU. The fashion brands in Espaço Oscar Freire are further down the corridor.

“Upon leaving the country, [passengers] will have a unique shopping experience and be able to take part of Brazil with them through the products of the best and famous local brands. Dufry strongly believes in the potential of the travel retail in Brazil and therefore we are introducing this concept that has already proven elsewhere to be hugely successful to attract more passengers to our shops.

“Finally, we thank GRU Airport for this long standing partnership and, we trust to continue with many other opportunities and achievements together going forward,” concluded Fagundes.

See more photos on page 4.



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

Luxury VR company PeriscapeVR launches Virtual Reality Experience Center at JFK Terminal 4

JFKIAT-managed Terminal 4 at New York's J.F. Kennedy International airport is presenting the first virtual reality location-based entertainment at an airport.

The partnership between Paradies Lagardère, Terminal 4's travel retail group, and airport technology company PeriscapeVR features state-of-the art HP Windows Mixed Reality Headsets for seamless immersion into virtual worlds, as well as HP Z240 Tower Workstations to provide the required performance for immersive VR experiences. The center also features a world-class luxury design by Gensler Architects.

PeriscapeVR launched the first Virtual Reality (VR) Experience Center of its kind on June 14 and the six-month pop-up aims to provide more than 70,000 daily passengers with immersive entertainment experiences while traveling through JFK T4.

PeriscapeVR's Experience Center is located in Terminal 4's Retail Lounge and features freestanding VR Towers with 12 stations designed specifically with travelers' security, awareness, and customer experience in mind. Pricing ranges from \$1 - \$2 per minute and experiences average approximately 5 -10 minutes each. The company says that the experience center is a scalable installation that brings a luxurious and accessible entertainment option to mass audiences in high-profile locations anywhere.

"With more than 21 million annual passengers traveling across six continents, Terminal 4 is the perfect location to offer this amenity. T4 strives to provide passengers with the best experiences possible and PeriscapeVR will give travelers something new to enjoy while at the airport," said Edward Midgley, Vice President of Commercial for JFKIAT.

YVR breaks ground on multi-year expansion projects

On June 14, 2018, Vancouver International Airport (YVR) broke ground on a number of capital construction projects to enhance the airport experience and improve YVR's competitive position as a world-class connecting hub. The projects are part of YVR's multi-year expansion plans that will see the airport complete 75 major projects, totaling \$9.1 billion over the next 20 years.

The projects include building one of the largest GeoExchange systems in Canada, significant terminal expansions, new parking options and improved vehicle rental facilities.

YVR has a goal of serving 29 million passengers by 2020.

Vancouver Airport Authority President and CEO Craig Richmond was joined by British Columbia Premier John Horgan; Ken Hardie, Member of Parliament for Fleetwood-Port Kells; and Fiona Famulak, President of the Vancouver Regional Construction Association to celebrate the groundbreaking of YVR's construction projects.



The experiences are grouped into five distinct content categories and have been carefully curated to appeal to a wide variety of air travelers. Designed by Gensler, a global architecture, design and planning firm, and powered by HP, the approachable VR Towers provide travelers with a variety of engaging and high-caliber content. Interactive options include undersea adventures, space travel, and numerous immersive experiences to create, play, and engage with the world through virtual reality.

"PeriscapeVR, meaning 'escape within,' was created for travelers who desire a fun, blissful and euphoric respite from airport crowds and long hours between flights. As a frequent traveler, I recognized there was a gap in the market for this kind of airport entertainment, and I am delighted to be bringing PeriscapeVR to JFK T4," said Lynn Rosenthal, founder and CEO of PeriscapeVR.

TSA security measures for US-bound passengers expand to include powders

The Duty Free World Council has announced that the United States Transport Security Administration (TSA) has instituted new security measures that apply to US-bound passengers carrying powder-like substances in quantities of 12 ounces/350g and over.

The new regulations became effective on June 30, 2018.

These products include flour, sugar, ground coffee, spices, powdered milk (such as baby formula) and cosmetics, which will not be allowed in the cabin of the aircraft in quantities of 12 ounces and above, and may be subject to

confiscation at the boarding gate.

The restrictions will not apply on these products bought in duty free and travel retail, however, provided that they are packed in properly sealed STEBs (Sealed Tampered Evident Bag) with accompanying proof of purchase.

Commenting on the measure, DFWC President Frank O'Connell said: "I am pleased that TSA will allow for the use of STEBs for powders in addition to LAGs which may be allowed through the checkpoint and transported in the cabin of an aircraft. This will enable retailers to continue operating smoothly and should ensure the satisfaction of our customers."

DFWC has issued recommendations to support retailers with the implementation of the new measures, which are available upon request.



Tourism group cautions Caribbean governments on raising air passenger duties

The Caribbean Hotel and Tourism Association (CHTA) is strongly urging Caribbean governments to consider carefully the impact of leveling high air travel-related taxes and fees on travel demand as the struggling island nations wrestle with balancing budgets.

CHTA's Director General and CEO Frank Comito, speaking last Friday following the International Air Transport Association's (IATA) Aviation Day conference in Barbados, said that the CHTA recognizes the fiscal challenge facing the Caribbean, but warned that taxes on travel may push tourists to choose other, less expensive destinations.

The conference, which was sponsored by IATA, the Caribbean Development Bank (CDB) and the Latin American and Caribbean Air Transport Association, shared reports from IATA and the CDB that reinforced the importance of policies which can stimulate travel into and within the region.

The CDB and IATA cited high aviation taxes and fees, regulatory barriers and operational deficiencies as obstacles to stimulating more travel, and by extension economic growth. The research clearly points to the reduction in travel demand as costs increase, said Comito.

Not only would the government see fewer tax revenues, but local businesses would likely suffer, Comito contended: "High upfront taxes also typically adversely affect on-island spending by visitors who do come. They will either opt for shorter stays or spend less on activities, restaurants and attractions to offset the additional cost."

The region saw this happen in 2010 and the immediate years following, he recalled, "as the United Kingdom imposed large duties on travelers to, from and through their country. As the cost of family travel increased by hundreds of dollars, travel demand declined, impacting net tax revenue and employment in those Caribbean destinations which had a high percentage of UK-based and transient travelers."

At that time, Barbados successfully led a regional lobby against the air passenger duties and eventually the UK modified the duties, which helped restore travel demand to the region, noted Comito.

While Caribbean tourist arrivals have grown in recent years, the region continues to lose global market share and growth within the region. Travel is currently heavily skewed to less expensive destinations.

CHTA cited data from the World Travel and Tourism Council and the Caribbean Tourism Organization showing an erosion of market share and disproportionate visitor arrivals growth. Likewise, intra-Caribbean travel has declined significantly as the cost of travel within the region has skyrocketed.

Comito represents the region's largest private sector tourism organization. He suggested that greater awareness of the impact of travel and tourism on local economies was needed at a critical time for the Caribbean.

"We need to incentivize travel on the front end. Taxing outputs has proved to be a more successful strategy than taxing inputs."

Cruise News

CLIA UK and Ireland reports that the British cruise market saw a record high 1,971,000 cruise passengers set sail on an ocean cruise in 2017, an increase of 4.3%, against 2016. This is a new total for passenger numbers in 2017, and has been revised upwards.

UNWTO: International Tourism exceeds expectations in first months of 2018; Asia and Europe lead growth

Continuing the strong 2017 trend, international tourist arrivals grew 6% in the first four months of 2018 compared to the same period last year. The current growth is exceeding UNWTO's forecast for 2018.

Growth was led by Asia and the Pacific (+8%) and Europe (+7%). Africa (+6%), the Middle East (+4%) and the Americas (+3%) also recorded sound results. Earlier this year, UNWTO's forecast for 2018 was between 4-5%.

From January to April 2018, international arrivals increased in all regions, led by Asia and the Pacific (+8%), with South-East Asia (+10%) and South Asia (+9%) driving results.

The world's largest tourism region, Europe also performed strongly during this four-month period (+7%), pulled ahead by the destinations of Southern and Mediterranean Europe, and Western Europe (both +8%).

Growth in the Americas is estimated at 3%, with strongest results in South America (+8%).

The Caribbean (-9%) is the only sub-region to experience a decrease in arrivals during this period, weighed down by some destinations still struggling with the aftermath of the hurricanes of August and September 2017.

The limited information coming from Africa and the Middle East points to 6% and 4% growth, respectively, confirming the rebound of Middle East destinations and the consolidation of the growth in Africa.

Confidence in global tourism remains strong according to the latest UNWTO Panel of Tourism Experts survey. The Panel's outlook for the May-August period is one of the most optimistic in a decade, led by the particularly upbeat sentiment in Africa, the Middle East and Europe.

Experts' evaluation of tourism performance in the first four months of 2018 was also robust, in line with the strong results recorded in many destinations around the world.

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IWSR reveals Top 100 largest spirits brands

While giant domestic Asian brands make up the lion's share of the top 10 most sold spirits brands globally, the international best-sellers are not far behind, according to the *IWSR Real 100*, which ranks the world's largest spirits brands by volume.

Johnnie Walker Scotch whisky grew by 2% last year, but fell one place to 12th, just ahead of Bacardi rum, unchanged in 13th, and Jack Daniel's whiskey, which rose two places to 14th.

Eighteen of the brands in the *Real 100* belong to Diageo, the most-represented owner on the list. Pernod Ricard follows with ten brands.

Whisky is the most-represented category in the *Real 100*, with 29 brands featured. Fifteen of these whiskies are Indian, of which ten are owned by either Diageo or Pernod Ricard. The biggest climbers of the whisky category were Japanese whisky Nikka,

climbing from 96th to 87th place (12% growth 2016-2017) and Jameson Irish whiskey which climbed from 48th to the 43rd spot (12.1% growth 2016-2017).

Nineteen vodka brands appear on this year's list. Tito's once again surged up the rankings: impressive growth of 17.6% in 2017 means that the brand has leapt from 93rd place to 35th in the space of just two years.

Smirnoff is the first truly global brand on the list, selling over 25m cases across 155 countries, and rising one place to sixth this year.

The list features six rum brands. Bacardi stays at 13th, Captain Morgan breaks back into the top 20 in 19th place, and Havana Club grew 6.3% to rise one place to 67th.

The world's most popular alcoholic drink in 2017 was the South Korean soju brand Jinro, owned by Hite-Jinro, which sold almost 76m nine-liter cases.

Dufry highlights Sao Paulo neighborhoods in new GRU destination boutiques

Continued from page 1



Tito's grew 17.6% in 2017, leaping from 93rd place to 35th on IWSR's Top 100 largest spirits brands in the space of just two years.

Tito's partners with world's #1 bartender school

Tito's Handmade Vodka is now the exclusive vodka partner of European Bartender School, the world's leading bartender school.

The Tito's collaboration spans all European Bartender School locations globally and the entire training program. The school will educate students on Tito's through the course compendium in daily classes and also hands-on cocktail making.

Tito's Marketing Coordinator International, Kayla Joyce, says: "Tito's is now in over 125 markets around the world and expanding rapidly. Introducing the bartending fraternity to the qualities of Tito's is key to this growth and therefore the European Bartender School partnership is a perfect fit, putting Tito's in the hands of aspiring bartenders of the future."

European Bartender School is the largest bartender school in the world and has an extensive global presence, with schools in 25+ locations around the world, including 15 in European cities, three in the USA and one in Cape Town, Sydney and Thailand. Approximately 8,000 students are anticipated to enroll on the course in 2018, increasing further in 2019.

European Bartender School head of education, Gavin Wrigley, says: "We are excited to work with Tito's and introduce it to our students. Tito's brings our vodka education platform to life and as a craft spirit adds a new dimension to the program."



With products from premium local brands offered within an area of 500 sq meters, Dufry's new Destination stores in GRU airport present a strong sense of place with a wide selection of categories from beauty to fashion.



BREITLING 1884

BREITLING CARIBBEAN /LATAM Assistant Retail Manager (Boutiques) Miami Office

We are looking for an Assistant Retail Coordinator/Manager for the growth in the Caribbean Latin American Market. He/she will be responsible in assisting the Retail Manager in developing the Boutique sales team, to ensure customer experience, enhance loyalty to the Breitling brand name, with the end goal of achieving the Business and sales objectives.

MAIN RESPONSIBILITIES

Lead the team and drive sales performance to consistently achieve sales budget objectives while ensuring operational integrity. Communicate, support and monitor company KPI's and proactively identify strategies to ensure performance standards are met. Implement all Boutique brand guidelines and procedures. Promote brand awareness, establish store presence, and capture competitive market share through company events. Ensure the implementation, execution, and measurement of company CRM initiatives through team action plans. Lead Boutique operations (stock management, reporting, expenses, etc.)

REQUIRED QUALIFICATIONS, EXPERIENCE AND SKILLS

Solid experience in managing a luxury goods brand. Ability to effectively communicate effectively across the levels of the organization (written and oral) in English and Spanish. Business acumen combined with strong analytical and organizational skills. Very good interpersonal skills and flexibility. Ability to travel 40-50%. Please send resumes to: info@breitling.bs



BREITLING 1884

BREITLING CARIBBEAN /LATAM Sell-In Sell-Out Analyst Miami Office

Using proprietary analysis and reporting tools, position will monitor and access performance and support management decision making.

Specific responsibilities include but are not limited to:

- *Extracting and interpreting data.
- *Updating and running statistical models, tracking results against forecasts, and fine-tuning future Forecasting.
- *Creating budget modeling through sales analysis, interpretation of future forecasting variables.
- *Build reporting structures on SKU, category and whole business performance.
- *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.
- *Strong attention to detail.

Please send resumes to:
info@breitling.bs



Miami-based high-end watch distributor operating in **Latin America, the Caribbean and Travel Retail** has an immediate opening for a **SALES ANALYST**

Main Tasks and Duties

- Performs sales analysis and providing regular and significant insights to the sales team about trade sales
- Collecting and analysing market reports
- Collecting and producing sell out statistics of the trade sales and driving product re-assortment from Switzerland
- Responsible for product assortment reports on the trade sales from the field

Skills Required

- Analytical skills
- Precision
- Planning
- MS Office package
- Project management

To apply, please email:
Francesco Orlando
forlando@fairplayconsulting.com

EDRINGTON AMERICAS TRAVEL RETAIL

Associate Manager – Cruise

The Cruise Associate Manager role provides support to the Global Cruise Manager with the strategy, development and execution of cruise line activations. With a focus on training and implementation of various brand concepts, he/she is instrumental in driving the success of the portfolio in both on premise and the retail stores on board the ships.

Brands:

The Macallan, Highland Park, Glenrothes, Famous Grouse, Cutty Sark and Brugal Tito's Handmade Vodka, Disaronno, Tia Maria, Buffalo Trace, Blanton's, Fireball, Southern Comfort amongst others

Responsibilities:

Assist in creating new cruise concepts, manage/create new concepts, lead implementation of concepts onboard cruiselines, etc.

Requirement:

Bachelor's Degree, 2-3+ years of relevant experience, with cruise and/or spirits background preferred. Willing to travel 50% of the time to cruise ships and key destinations in the World. Strong proficiency with Microsoft Excel and PowerPoint with the ability to work with data from multiple data sources for reporting and analysis. Flexible approach to work in a cross-functional team.

Must have excellent interpersonal and written/verbal communication skills. Strong project management skills, attention to detail and the ability to meet aggressive deadlines and manage multiple projects simultaneously.

Willingness to roll up your sleeves and do whatever it takes to help your team win.

Ability to multi-task and effectively prioritize efforts in a fast-paced, change oriented environment where continuous innovation is required.

<https://usajobs.edrington.com/job/cruise-associate-manager-americas-travel-retail-us-miami-fl-177.aspx>

EMPLOYMENT OPPORTUNITIES

**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.comand/or mfernandez@sac.shiseido.com.

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

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Operations Planning Coordinator

Responsibilities include, but are not limited to:

- Managing and analyzing internal reports related to inventory, prices, expenses, purchases and sales history on a daily basis
- Uploading various data onto ERP system, and ensuring clean and accurate data on reports
 - Providing overall support to all users on ERP system
 - Processing and coordinating internal product orders for office

The ideal candidate should have 2+ years of professional experience, very strong Excel skills, high degree of accuracy and organization with attention to detail and ability to prioritize tasks and meet deadlines. Must be proactive, self-driven, dependable and a quick learner, have strong interpersonal, written and verbal communication skills for interacting at all levels within the organization.

Experience with ERP systems a plus.

Must be fluent in English and Spanish (French a plus).

Please send resume to musallan@essence-corp.com

CLARINS, a luxury beauty brand, is seeking an

Area Manager, based out of Miami, FL.

The position will be responsible for the development of brand equity, sales, profit and market share in the territory within Company guidelines and strategies, will ensure effective communication to obtain the information for an adequate development of the brands of Clarins Group in the assigned area, will adapt marketing, investment, HR and distribution strategy to local needs, and will assure the achievement of the growth and profitability objectives fixed by the Company.

Responsibilities include, but are not limited to:

Budget, Sales, A&P, Marketing, Training, Reporting, Strategy, Finance, Travel, Communication, Forecasts and orders.

Essential Skills and Abilities

Bachelor's degree in business, marketing or related field. At least three to five years related experience (sales and marketing)

Good Negotiation skills

Strong interpersonal skills

Ability to adapt to diverse markets according to business needs and strategies.

Willingness to travel internationally: 40-50% of the time.

Strong analytical skills.

English & Spanish (Read, Write, and Speak) required. Computer literate in Microsoft Word, Excel, PowerPoint

Please send resume to
Amanda.Brinkerhoff@clarins.com
 Equal opportunity Employer

Please send resume to musallan@essence-corp.com