

## COUNTDOWN TO CANNES

**Fresh thinking and the latest duty free and travel retail technology on display at the TFWA Digital Village**

TFWA will showcase the latest technological innovations and provide a glimpse into the future of the duty free and travel retail industry at the TFWA Digital Village, which will return at this year's TFWA World Exhibition & Conference.

Following a positive reception at its debut in Cannes last year, the TFWA Digital Village will now run for an additional day from Tuesday, Oct. 2 to Friday, Oct. 5, at the Gare Maritime located next to the main exhibition hall at the Palais des Festivals.

This year the TFWA Digital Village will also host a Pitch Corner, which will provide a platform for exhibitors to share in-depth details of their new digital products and services.

TFWA Digital Village will also be previewing a groundbreaking new initiative piloted by the European Travel Retail Confederation (ETRC), which would allow users to receive multi-lingual consumer information on all products destined for the duty free and travel retail market. The technology has been designed to help protect the industry from the potential harmful effects of new packaging regulations.

ETRC will have a dedicated stand at the TFWA Digital Village, and ETRC Deputy Secretary General Julie Lassaigne will provide further details about the project which aims to help tackle the challenges of legislation relating to packaging during the Digital Focus Workshop, which will run on Tuesday, Oct. 2 from 8-9 at the Salon Croisette, Hotel Majestic.

The Digital Focus Workshop will also discuss the importance of coherent digital strategies to brands and retailers in the duty free and travel retail industry. Using a number of case studies, the workshops will explore best practice and pitfalls to avoid, with perspectives from several key regions and markets.

Guest speakers at the workshop include **Ivo Knuesel**, Head of Category Planning at Mondelez World Travel Retail, **Shi Ling**

**Tan**, Digital Manager Global at Shiseido Travel Retail and **Jérôme Lepage**, Marketing & Business Development Director at JCDecaux.

The Association has also developed a TFWA App which will enable delegates to access the latest conference and exhibition news. This new business tool will provide year-long access to a variety of services, both on- and off-site. Attendees can also take advantage of TFWA's exclusive ONE2ONE meeting service, which will maximize networking opportunities for eligible companies and participants.

TFWA give special thanks to Shiseido as WiFi sponsor, Blynk as press breakfast sponsor, Concourse Display Management as solution focus sponsor and Frontier as the media partner for this year's TFWA Digital Village.

## PEOPLE

**Ian Macleod Distillers** has named **William Ovens** as Global Travel Retail Director. Ovens takes over from industry veteran, **Andy Lane**, who is retiring at the end of the year.

For the past four years William was International Commercial Director at **Quintessential Brands** where he set up the company's GTR business, as well as expanding into more than 90 new domestic markets for the company. From 2001-2010 he led **Edrington's** GTR business.

Ian Macleod Distillers GTR-focused core brand portfolio features single malt and blended Scotch whisky, including Glengoyne Single Malt, Tamdhu Single Malt, Smokehead Single Malt and King Robert 11 blended whisky, with the addition of the fast growing super-premium gin brand, Edinburgh Gin.

**Speaker line-up revealed for TFWA Conference****HANAMI**

A joyous pairing of organic tart cherries, flowers and green tea



**Tea Forte**  
The Exceptional Tea Experience

A panel of leading senior retail executives will address the 2018 opening conference at the TFWA World Exhibition in Cannes at the Palais des Festivals.

Speakers include (see above) Dufré CEO Julián Díaz González, Gebr Heinemann Co-owner Claus Heinemann, Lagardère Travel Retail CEO Dag Rasmussen and King Power International Senior Executive Vice President Susan Whelan, all of whom will address how the industry can and must adapt to meet new business challenges.

*Continued on page 4*

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## Hudson Group gets sweet with Sharapova, expands in BOS and LGA, and opens the world's largest Hudson store at ATL

Hudson Group has enjoyed a particularly busy month in August, ranging from Sweet tennis stars to the opening of a mega-store.

On Aug. 1, Hudson announced a deal to be the exclusive U.S. travel retailer for sales of international tennis champion Maria Sharapova's premium candy line, **Sugarpova**.

Under the agreement, Hudson Group's exclusivity covers Sugarpova's current and future products, which will be available across the United States at its Hudson and Hudson News stores, as well as Hudson Group's localized travel essentials, convenience, and candy concepts.

The brand currently is available in retail in 22 countries all over the world and is sold in a variety of retail partners and online.

On Aug. 2, Hudson Group was awarded a ten-year contract at Boston Logan International Airport by Massachusetts Port Authority (Massport) and MarketPlace

Logan LLC. The joint-venture agreement covers nearly 40 stores and over 34,000 square feet of retail space across Terminals A, B, C, and E.

Brands represented in the contract include Hudson, Ink by Hudson, Tech on the Go, 5<sup>th</sup> & Sunset, M·A·C, Tumi, Vineyard Vines, and Dunkin' Donuts.

Hudson already operates retail concessions in Terminals B, C and E, and the addition of these stores to the Company's portfolio will expand Hudson's total footprint at Boston Logan by an additional 9,000 square feet in the next two years, a 36% increase. Hudson has worked with Massport since 1994 at BOS.

Then, on Aug. 9, Hudson announced that it had won a retail package at LaGuardia Airport (LGA) Terminal B awarded by LaGuardia Gateway Partners, the terminal operator. As part of the new contract win, Hudson Group will design the first FAO Schwarz airport and travel destination store of its kind, featuring FAO Schwarz toys

and games, and will bring the epicenter of New York literary culture to Queens with McNally Jackson, New York City's iconic independent bookseller.

The new retail package also includes the Hudson travel essentials and convenience brand; LaGuardia Dufre Duty Free; and M·A·C.

This new agreement is for space in the concourse of the reimagined Terminal B. The new state of the art 1.3M square foot terminal will feature 35 gates, over 25 retail and food offerings, and dual pedestrian bridges that span active taxi lanes connecting the main part of the terminal to two island concourses.

Hudson closed out the month of August by opening **ATL Shops by Hudson** the largest Hudson store in the world, at Hartsfield-Jackson Atlanta International Airport (ATL).

The 5,000 square foot location features bestselling Hudson traveler-friendly favorites, and also houses innovative shop-in-shop concepts including Ink, one of Hudson's bookseller concepts, and Sweet Indulgence, a candy wonderland.

In addition to ATL Shops by Hudson, passengers can shop 5th & Sunset for sunglasses and accessories and Tumi for luxury luggage.

The opening included a full day party and book signings from local authors.

## Paradies Lagardère wins concessions at Orlando International Airport

Paradies Lagardère has been awarded the STC Retail 1 package at Orlando International Airport (MCO).

"We're back in Orlando, and we're very excited and appreciative for the opportunity!" said Gregg Paradies, president and CEO, Paradies Lagardère.

"We're confident that the retail program Paradies Lagardère has put together for the airport will offer travelers an enhanced customer experience unlike any other. Paradies Lagardère will give travelers proprietary concepts that speak to the history, culture and excitement of the city, as well as several popular brands that offer a variety of fun shopping experiences. We can't wait to start seeing travelers in the new South Terminal."

Paradies Lagardère brings to MCO three internationally-known brands – TripAdvisor, fashion accessories shop Brighton, and Sunglass Hut-- and one proprietary concept designed specifically for the airport: Gatlin Trade, a travel essential concept from a historical perspective, where travelers will learn a little more about Orlando and the region while visiting.



The concepts will also allow customers the convenience of easy pay options such as Apple Pay, Samsung Pay and Mobile POS.

*Photo: A Brighton fashion accessories concept operated by Paradies Lagardère.*



**SAVE THE DATE**  
**JAN 31<sup>st</sup>, 2019**  
**DUTY FREE AMERICAS**

**5<sup>th</sup> ANNUAL**  
**GOLF & TENNIS TOURNAMENT**

**Sponsored by:** DFA, FAO Schwarz, Sunglass Hut, Brighton, TripAdvisor

**Benefiting:** CHILDREN'S TUMOR FOUNDATION ENDING NET THROUGH RESEARCH

**Venue:** Trump National Doral MIAMI



# VICTORINOX

# TRAVEL MARKETS INSIDER

## Victorinox launches dedicated Travel Retail unit to spearhead global growth and strengthens TR team

Victorinox – makers of the original Swiss Army Knife – has created a dedicated business unit for the global travel retail channel. The team will be led by Thomas Bodenmann, Director of Global Travel Retail at Victorinox. Bodenmann, who spent more than a decade at Mondelez World Travel Retail (WTR), most recently as Head of Regions, will oversee the brand's expansion in travel retail, both through retailer partnerships and Victorinox-operated multi-category stores

Bodenmann is based out of Victorinox headquarters in Ibach, Switzerland.

"Travel retail is an extremely dynamic channel, and for an established and well-respected global brand like Victorinox, represents a huge untapped opportunity," said Bodenmann.

"While we are rightfully known

for our iconic Swiss Army Knives and Multi-Tools and the qualities of functionality and innovation they embody, I am really excited to share our multi-category credentials with the industry. The strength of our product portfolio, pocket knives and multi-tools, travel gear, watches and fragrances, combined with the retail expertise we have built up through operating our 60+ retail stores, gives us a very differentiated proposition."

Victorinox has also strengthened the travel retail team to push ahead with driving awareness of Victorinox as a multi-category brand, adding the following new members:

**Marcos Zobel**, has assumed full responsibility for all categories in travel retail for the Latin America region. He is based in Miami.

**Florent Breton**, based in Ibach, has taken charge of the European

travel retail business.

**Jeanne Luk** will support the development of the Victorinox travel retail business in Asia from Hong Kong.

Bodenmann commented: "We now have three dedicated travel retail area executives who will drive the company's growth in their respective regions. With these appointments we will be able to offer far greater support to our partners while continuing to build awareness of Victorinox as a multi-category brand.

"This is a hugely important step as we look to grow our footprint in this dynamic and increasingly competitive channel."

For the first time Victorinox will be attending TFWA Cannes as a standalone exhibitor on a dedicated Victorinox stand, located at Bay Village B17, showcasing its multi-category portfolio.



Photos, from top: Thomas Bodenmann, Marcos Zobel, Jeanne Luk and Florent Breton.

## Aerovia Group to show Bravo Handbags in Cannes



Miami-based Aerovia Group, which celebrated its 25<sup>th</sup> anniversary last year, is representing Bravo Handbags at the TFWA World Exhibition this year.

Bravo Handbags, which are making its debut in Cannes, are enamel coated calfskin leathers dyed with color, then embossed with a print, and sprayed with acrylic enamel paint as used on Mercedes Benz, BMW, Porsche and Ferrari, says the company.

All products are handmade in the U.S. using Italian leathers.

The acrylic enamel paint ensures that all bags and wallets look new for a lifetime of use, insist the manufacturers. The leathers never crack, scratch, mark or discolor under normal use.

The Beverly Hills Collection bags and wallets are also 99% RFID proof to protect against identify theft since the enamel paint deflects RFID waves.

"Bravo has many innovative designs, not copies by others," says Miguel Constantino III, Chairman of Aerovia Group.

The company is also introducing a new line of sunglasses that use exclusive technology to help prevent breakage, says Constantino.

Please email [info@aerovia-dutyfree.com](mailto:info@aerovia-dutyfree.com) to make an appointment.

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## U.S. travel industry execs talk international travel with President Trump

U.S. travel industry leaders had their first sit down meeting with President Donald Trump last week, where they discussed a number of issues including travel's essential contributions to the U.S. economy and job creation, and the importance of international inbound travel to trade deficit reduction.

More than a dozen travel industry CEOs, including Roger Dow of the U.S. Travel Association and Phil Brown of the Greater Orlando Aviation Authority (attending in his role as chair of U.S. Travel's Gateway Airports Council), met last Tuesday at the White House with the President and senior administration officials.

"Our discussion with the President was simple: a strong flow of international business and lei-

sure travelers into the U.S. reduces the trade deficit and creates an outsize number of American jobs," said Roger Dow, president and CEO of the U.S. Travel Association.

"There is a global international travel boom, and there is a huge opportunity to greatly expand upon the already strong economy," he added.

Among the policies discussed to help improve inbound travel: expanding and enhancing secure visa policies and supporting the Brand USA destination marketing agency.

Transportation infrastructure—critical to growth of both international and domestic travel—was also on the policy menu, said the statement released by USTA.

## DFWC releases Economic Impact Study on the DF & TR industry in The Americas

The Duty Free World Council has published a report on the Economic Impact of the duty free industry in The Americas. The report outlines the important contribution that duty free makes to the travel industry and the broader economy.

The key figures revealed in the study are

- In 2016, US\$12.9 billion was spent on duty free and travel retail in the Americas. The principal components were:
- Duty free and travel retail sales in the aviation sales channel estimated at nearly US\$1.9 billion in the U.S. and Canada and US\$4.8 billion in Latin America and the Caribbean, most of which was generated within airport terminals.
- Land and maritime duty free and travel retail sales amounting to approximately US\$6.2 billion.
- Duty free and travel retail spending in the Americas directly accounts for an estimated 61,400 jobs and US\$8.2 billion in GDP.

Together with the businesses that supply the goods and services (indirect impacts) and spending of employees in the wider economy (induced impacts), duty free and travel retail in the Americas is estimated to support a total of 110,000 jobs and US\$10.6 billion in GDP.

*Continued on next page*

## News roundup: MIA adds Warsaw, Hawaiian airport upgrade, LAWA names new directors

### MIA announces its first nonstop flight to Poland/ Eastern Europe

Miami International Airport (MIA) will launch its first nonstop flight from Miami to Warsaw, Poland, on June 1, 2019. LOT Polish Airways will operate four weekly flights with Boeing 787-8 Dreamliner aircraft.

The new route will mark the only nonstop route between Florida and Eastern Europe, as well as MIA's first-ever service to Poland.

With the Warsaw route, MIA expands its current network of 20 European destinations, will join LOT's five other nonstop destinations in North America.

### LAWA names two new airport directors

Los Angeles World Airports (LAWA) CEO Deborah Flint announced the appointment of two new Deputy Executive Directors: Bernardo Gogna will serve as the

Deputy Executive Director – Landside Access Modernization Program (LAMP) and Michelle D. Schwartz will serve as the Deputy Executive Director – Chief of External Affairs.

### Report: United Airlines to invest \$200M in Hawaii's airports

United Airlines is planning to invest \$200 million to upgrade Hawaii's airports over the next nine years.

United will use the money to modernize tools and resources used by company employees at the state's airports, as well as enhancing its customer experience, said United CEO Oscar Munoz according to an report in the *Honolulu Star Advertiser* on Sept. 5.

According to *Pacific Business News*, UAL was the second busiest airline serving the Islands in 2017, transporting more than 1.7 million passengers to Hawaii.

## TFWA speaker line-up revealed for Conference & workshops

*Continued from page 1.*

The Conference opens at 9 am on Monday, Oct. 1 with a welcome address from TFWA President Erik Juul-Mortensen, who will provide an overview on the current state of the industry, and in his last address in his role as TFWA President, also give a personal view of the future of the industry.

The second part of the Conference will include insight from former Secretary General of NATO Anders Fogh Rasmussen and scientist and adventurer Dr. Bertrand Piccard, who will share stories of his experiences in business and exploration – including conceiving and piloting the Solar Impulse, the first entirely solar-powered aircraft to fly around the world.



*Left: former Secretary General of NATO Anders Fogh Rasmussen; Right: outgoing TFWA President Erik Juul-Mortensen.*

TFWA will also feature two morning workshops: a Digital Focus Workshop on Tuesday, Oct. 2, 8-9 a.m. at the Salon Croisette, Hotel Majestic and the Inflight Workshop on Wednesday, same time and place.

The workshops are open to all delegates but pre-registration is essential; pre-register by emailing [conference@tfwa.com](mailto:conference@tfwa.com).

## DFWC Economic Impact Study on the DF & TR industry in The Americas

*Continued from page 4*

DFWC commissioned Inter-VISTAS Consulting Group, a leading management consulting company with extensive expertise in aviation, transportation and tourism to compile this independent report on the industry in The Americas.

Publication of this study follows release of a similar study on the industry in Europe published in 2016 and will in turn be complemented by a study of the impact of the industry in Asia Pacific in 2019.

Frank O'Connell, commenting on the publication of the study said "Economic Impact Studies are critical tools for DFWC and our regional association members when outlining the importance of our industry and the contribution we make to airport, and other travel infrastructure, the tourism industry and the general economy.

"When engaging with regulators or other parties contemplating decisions which may impact on our industry, we must have independently verified data, not just on the sales generated by duty free and travel retail, but, which also quantifies the employment impact and the positive contribution to airport revenues etc. in order to promote and defend our industry's interests."

TMI will be presenting a detailed analysis of some key parts of the report in our upcoming October magazine issue.

**Figure ES-1:**

**Total Duty Free and Travel Retail Sales in the Americas, by Region and Sector, 2016**

Sales Channel	North America Total Sales (US\$ Billions)	Latin America & Caribbean Total Sales (US\$ Billions)	Americas Total Duty Free and Travel Retail Sales (US\$ Billions)
Aviation	\$1.9	\$4.8	\$6.7
Maritime	\$0.3	\$3.1	\$3.4
Land	\$1.6	\$1.1	\$2.8
<b>Total</b>	<b>\$3.9</b>	<b>\$9.0</b>	<b>\$12.9</b>

Sources: ACI North America reports, ACI (Airports Council International) World Key Performance Indicators Report 2016, Generation Research, Cruise Lines International Association, Counter Intelligence Retail Ltd., Canadian Border Services Agency and InterVISTAS Consulting analysis.

Note: Figures may not sum to totals due to rounding. Aviation covers airports and airlines, maritime covers cruise and ferries, land covers border-crossings and downtown duty free shops. North America includes the U.S. and Canada only. Mexico is included in Latin America & Caribbean.

The total sales estimated for the airport channel is based on analysis conducted by InterVISTAS Consulting using data from ACI-NA and Moodie Davitt. The Generation Research data on the airport channel appears to under estimate the total sales for the region. The estimated duty free and travel retail sales for the airline, ferries, cruise and land sales channels are sourced from Generation Research.

Total duty free and travel retail sales in the Americas vary between North America and Latin America and the Caribbean, as well as across sales channels. Based on an analysis of sales data, an estimated US\$12.9 billion was spent on duty free and travel retail in the Americas in 2016. Of this total, US\$3.9 billion was spent in North America and US\$9 billion of spending occurred in Latin America and the Caribbean.

When reviewing the different sales channels, the total duty free sales handled by airports and airlines are higher than for other sales channels. With US\$6.7 billion in total sales in 2016, aviation comprises approximately half of the sales in the Americas, with higher value goods purchased at airports compared to other sales channels.<sup>4</sup>

**Figure ES-1** provides a breakdown of the estimated total sales in the Americas by region and sales channel.

*The DFWC acknowledges and thanks the Americas regional associations, as well as the industry research and trade organizations, which provided invaluable inputs to assist the compilation of the report.*

A copy of the report can be found on the DFWC website <http://dfworldcouncil.com/data-resources/>

### IATA World Air Transport Statistics: Traveler numbers reach new heights

Worldwide annual air passenger numbers exceeded four billion for the first time, while airlines connected a record number of cities worldwide, providing regular services to over 20,000 city pairs in 2017, more than double the level of 1995.

The record results are supported by a broad-based improvement in global economic conditions and lower average airfares, says IATA, in the latest edition of World Air Transport Statistics (WATS), the yearbook of the airline industry's performance

Highlights of the 2017 airline industry performance:

System-wide, airlines carried 4.1 billion passengers on scheduled services, an increase of 7.3% over 2016, representing an additional 280 million trips by air.

The regional rankings (based on total passengers carried on scheduled services by airlines registered in that region) are:

1. **Asia-Pacific** 36.3% market share (1.5 billion passengers, an increase of 10.6% compared to the region's passengers in 2016)
2. **Europe** 26.3% market share (1.1 billion passengers, up 8.2% over 2016)
3. **North America** 23% market share (941.8 million, up 3.2% over 2016)
4. **Latin America** 7% market share (286.1 million, up 4.1% over 2016)
5. **Middle East** 5.3% market share (216.1 million, an increase of 4.6% over 2016)
6. **Africa** 2.2% market share (88.5 million, up 6.6% over 2016).



The deadline has been extended until 14 September 2018 to submit entries for the **Sunglasses Awards 2018**. Entries are to be made online via our category portal. [Click here](#) for more information.

**Submission deadline: 14 September 2018**



### 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.



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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)

#### \*UPDATED\*

**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)

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