

## Motta International and Duty Free Americas win duty free concessions for T2 at Tocumen International Airport



Motta opened its first M.A.C store at Tocumen earlier this month.

As reported last week, Motta International and Duty Free Americas each won a block in the duty free tender at Tocumen International Airport's Terminal 2.

The 10-year contracts cover the operation of multi-category duty free stores in Tocumen's new terminal, which is scheduled to open in the first semester of 2019.

The new terminal will increase capacity at Tocumen to 25 million passengers a year.

Both companies currently operate duty free concessions in Tocumen's existing Terminal 1, where they have been renovating and opening new locations.

Motta International CEO Erasmo Orillac, commented: "We are very pleased and excited about this new project not only because it reinforces

our strong commitment to grow in the regional travel retail market, but also strengthens our relations with our commercial partners."

In his comment on the win, DFA President Leon Falic said, "We are very happy with this win. It fortifies our current strong position in Tocumen. We strategically bid for the block we feel would be best for the airport and current locations."

### Attenza Duty Free

Motta will be operating the concessions under its Attenza Duty Free commercial entity. The new contract adds 1,452 square meters of retail space to Attenza's presence, and is in line with Motta's strategy to further expand in the regional travel retail business.

In related news, Motta Inter-

nacional also opened a beautiful M.A.C store on May 17 in the main area of Terminal 1, right next to the newly renovated main duty free store which it completed in May.

The new Attenza Duty Free store in Terminal 2 will offer a wide range of liquors, tobacco, perfumes, cosmetics, accessories, confectionery, sunglasses, watches, and writing instruments, as well as fashion.

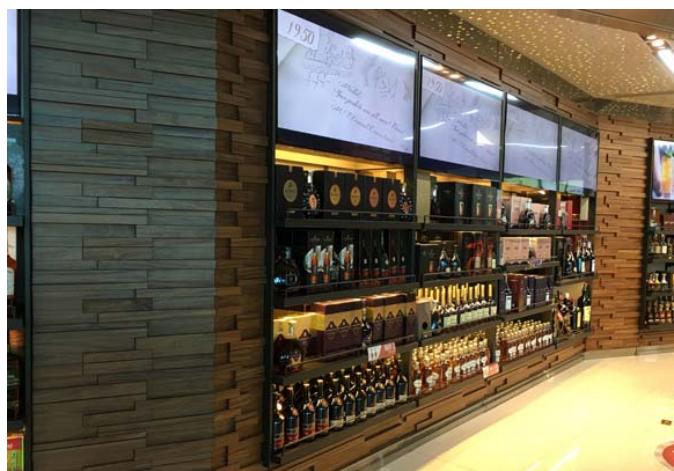
Attenza Duty Free currently has operations in Panama, Colombia, Nicaragua, El Salvador, Trinidad and Tobago and Ecuador.

### Duty Free Americas

Duty Free Americas, which won two of the three duty free blocks tendered for Tocumen's Terminal 1, has now opened eight new duty free stores in Tocumen, along with two News & Gift shops, a bar, and boutiques for Kate Spade and Polo Ralph Lauren.

DFA has also won the concession for three bars in the new Terminal 2.

We will bring more details on the new concession as they become available.



The liquor areas in DFA's new duty free stores in Tocumen International Airport feature beautiful wooden wall accents and an extensive product selection. See more photos on page 4.



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### PEOPLE

Best wishes to **Emmanuelle Refalo-Lopez**, Managing Director-**Hermès Parfums** Latin America and Travel Retail Americas. After 17 years in Miami and the region, she is off to Dubai to manage the fast-growing Middle East region for Hermès Parfums.

She can still be reached at [emmanuelle.refalo-lopez@hermes.com](mailto:emmanuelle.refalo-lopez@hermes.com)

## UNWTO: Global tourism arrivals highest since 2010 as tourism generates \$4 billion a day worldwide

International tourist arrivals grew 7% in 2017, the highest increase since 2010, according to the World Tourism Organization (UNWTO)'s latest Tourism Highlights.

Tourism is currently the world's third-largest export sector, reaching US\$1.6 trillion in 2017, says the report.

International tourist arrivals reached a new record total of 1,323 million in 2017, some 84 million more than the previous year, according to the UNWTO Tourism Highlights 2018 Edition.

The tourism sector has now delivered uninterrupted arrivals growth for eight straight years.

The growth in 2017 was the highest since 2010, led by the regions of Europe and Africa, which received increases in arrivals of 8% and 9%, respectively.

International tourism receipts increased by 5% in 2017. In addition to the US\$1.3 trillion in receipts earned by destinations, international tourism generated another US\$240 billion from international passenger transport taken by non-residents. This raised total tourism exports to US\$1.6 trillion, or US\$4 billion a day, which corresponds to 7% of the world's exports.

The strong 2017 results were driven by sustained travel demand across all world regions.

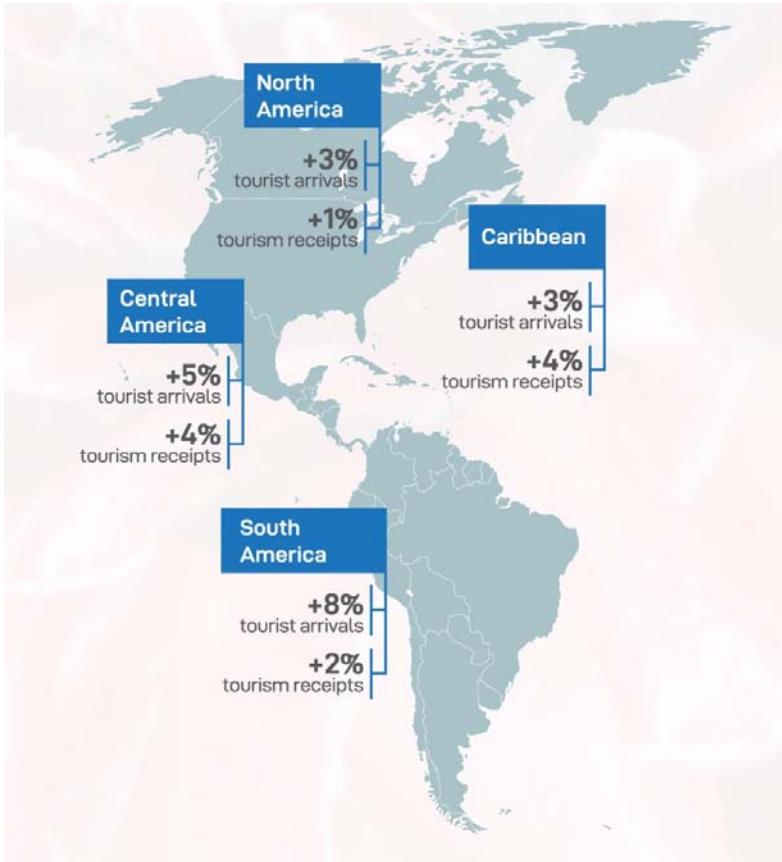
Strong outbound demand from virtually all source markets, including rebounds from major emerging economies Brazil and the Russian Federation, benefited both advanced and emerging destinations, reports the UNWTO.

China continues to lead global outbound travel, spending US\$258 billion on international tourism in 2017. This is almost one-fifth of the world's total tourism spending, which stood at US\$1.3 trillion, some US\$94 billion more than in 2016.

Among the top markets and destinations in the world in 2017 Spain rose to become the world's second most-visited destination in terms of international arrivals after France.

Japan entered the top ten in tourism earnings in tenth place after six straight years of double-digit growth. The Russian Federation re-entered the top ten of world spenders at eighth place.

Available data for early 2018 confirms that international tourism is maintaining strong growth, with arrivals up 6% YOY between January and April.



## UNWTO: The Americas

*Positive results across most destinations*

Arrivals to the Americas are estimated to have increased by 4% with receipts showing a slight slower growth.

**In South America**, the momentum continued in 2017. Robust outbound travel from Argentina and the rebound of Brazil fueled growth in neighboring destinations. Double-digit growth in arrivals was recorded in Chile, Colombia, Ecuador, Paraguay and Uruguay.

**Central America** recorded positive results in almost all destinations in terms of arrivals, led by Nicaragua, but also thanks to strong demand from regional markets.

In the **Caribbean**, results were rather mixed, with some destinations recording robust growth such as the Dominican Republic and Jamaica, and others declines due to the strong hurricanes that affected many islands from mid-August through September 2017.

**North America**, which accounts for two-thirds of the region's international arrivals and receipts, recorded slower growth in 2017.



## Trade war with China hits US tourism, says ForwardKeys

The U.S. trade war with China appears to have caused a significant slump in Chinese visitors to the United States, according to the latest findings from flight tracking agency ForwardKeys. The agency suggests that this slump could cost the American tourism sector "dearly" this year.

Since March 23 when the first tariffs against China took effect, ForwardKeys' data shows the year-on-year figure to August is down by 8.4%. The number is falling further as new rounds of tariffs have been announced.

The negative impact on the Chinese currency, which has fallen 7.5% against the US dollar since tariffs were introduced – meaning tourists' money buys less – and warnings from Beijing about US travel security risks, have likely further influenced the trend, it says.



In contrast, weekly bookings from China to the US had been up 2% from the last week of February (after the Chinese New Year holiday) to March 23.

For the rest of the year, Chinese outbound bookings to the US are 9.6% behind where they were at the same time last year. Chinese outbound bookings worldwide are ahead by 5.5%, says ForwardKeys.

This pattern of growth world-wide but slowdown to the US is consistent in every month except October, which will be impacted by this year's Mid-Autumn festival falling at the end of September.

By way of a benchmark, Chinese bookings for travel to Canada were up 4.8% to the

end of July and are currently ahead 8.0% for August to December.

The biggest impact has been on bookings for group travel (six or more passengers) from China to the US, currently behind for the rest of 2018 by 34.4% compared to last year.

Bookings by free independent travelers (FIT) are behind 3.9%, with leisure travel being worse affected than travel for business or travel to visit friends and relatives.

### Gebr. Heinemann joins UN Global Compact

One of the travel retail industry's leading operators, Gebr. Heinemann, is showing its commitment to responsible business practices by joining the United Nations Global Compact (UNG).C.

By joining this initiative, the company is publicly committing to integrating the UNGC's ten universal principles on human rights, labor, the environment and anti-corruption into its own corporate strategy.

"As one of the world's leading players in the international travel market and a distributor to more than 1,000 customers in over 100 countries, we are part of a global value chain and, like our customers and partners, we see it as our duty to review, document and improve the social and environmental impacts and interdependencies of our commercial activities," explained Kay Spanger, Gebr. Heinemann's Executive Director Purchasing, Logistics and Fulfillment.

Gebr. Heinemann is already 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. Joining the UNGC is simply a logical next step. Gebr. Heinemann will from now on assess its options for implementing the UNGC sustainability principles in its own business practices as part of its existing CR management system, document the resulting measures in annual UNGC progress reports and publish them in its CR communications.

#### The UN Global Compact

The United Nations Global Compact is a worldwide "pact" between companies of all sizes and from all industries and the United Nations. It is a voluntary initiative for companies that are committed to environmentally and socially responsible business practices. More than 13,000 companies and organizations in over 160 countries have joined the UNGC since it was first launched in 1999.

For more information: <https://www.unglobalcompact.org/>

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## AT THE POINT OF SALE

## L'Occitane's customer-first retail strategy adopts "glocal" approach New NYC 555 Fifth Avenue store opens with interactive experiential concept

The L'Occitane Group is pursuing a robust customer-first retail strategy, seeking to surprise consumers and surpass their expectations by providing an unforgettable in-store experience. In today's digital world, L'Occitane is inviting customers into its stores with pampering and entertainment that encourages them to indulge in the experience.

### Creating tailor-made experience for customers across the world

To adapt to differing consumer preferences across the world, L'Occitane has adopted a "glocal" approach, developing creative experiences especially adapted for local clientele. Recent examples include new flagships in Brazil, China, London and Toronto, each with its exclusive style and portfolio of services.

The newest interactive store is at 555 5<sup>th</sup> Avenue between 45th and 46th Streets in New York City. The 1,870 square foot store is a unique immersive destination that will communicate the brand's signature pillars through a range of interactive customer touchpoints. The space will continuously change to highlight seasonal campaigns.

L'Occitane's existing experiential boutique at Flatiron in NYC will continue to offer exceptional service and skincare innovation, whereas 555 will be more disruptive and attract new customers, says the company.

The 555 store, which will encourage engagement and produce user-generated content for social media, includes a "rain-shower" sink, an interactive skincare consultation area, a curved communal bench beneath a Mediterranean olive tree, and an enhanced fulfilment services 'comptoir.'

"At 555 5<sup>th</sup> Avenue, each customer's experience is intended to be unique and we are excited to launch this interactive boutique," said Christina Polychroni, Regional Chief Marketing & E-Commerce Office for North America.

"Customers will be able to explore the L'Occitane brand history and signature products through ever-changing immersive installations that echo the Provencal *arte de vivre* and rich story-telling moments."

### The "Glocal" approach

The 555 5<sup>th</sup> Avenue store follows a wave of innovation in customer experience at the L'Occitane Group (L'Occitane au Provence, L'Occitane au Brésil, Erborian and Melvita).

- In Brazil, a "Casa Brasileira" style has been created to reflect the welcoming spirit found in a typical Brazilian home.

- At 86CHAMPS in Paris, a unique L'Occitane concept store on the Champs-Élysées partners with



The entrance of the new interactive L'Occitane store at 555 Fifth Avenue in NYC.

award-winning French pastry chef Pierre Hermé, who created desserts or macaroon inspired by L'Occitane iconic ingredients, served around a stylish central bar.

- The new flagship on Regent Street in London offers personalized product engraving, complimentary hand and arm massages and beauty consultations in private rooms, as well as an in-store café offering limited edition Pierre Hermé macaroons.

- In China, L'Occitane's fastest growing market last year, store assistants are demonstrating how to wrap gifts and filming the experience so that customers can immediately share the content and make a post on social media.

- A pop-up café concept was launched in Singapore at the Ion Orchard Mall in July in partnership with Janice Wong, the Asian pastry chef and protégé of Pierre Hermé.

- The new flagship at Yorkdale Mall in Toronto features a unique pair of suspended digital capsules that enable visitors to see, hear, touch and smell the flavors of Provence through a fully immersive digital experience.

In addition, the L'OcciTruck, the brand's first traveling shop experience and retail store encapsulated on wheels, launched in North America in April this year.



**Tocumen International Airport.** The beauty area of Motta International's bright and inviting new Attenza Duty Free store in Terminal 1.



**Duty Free Americas.** Two main duty free stores at Tocumen Terminal 1 dominate the area directly opposite Security.

## PVM connects with travel retail sales staff via unique interactive E-Learning tool



Peter from Perfetti Van Melle hosts the company's new interactive E-Learning training tool for duty free staff.

### Guylian Belgian Chocolates premiumizes with TR exclusive Golden Collection range

Chocolaterie Guylian, which last year celebrated its 50th anniversary with the launch of Guylian Master's Selection, a premium range of flavored mini chocolates in luxurious gift boxes, will further premiumize this year with the launch of the luxurious Guylian Golden Collection, a Travel Retail exclusive range.

#### Premiumization

"The launch of Guylian Master's Selection in 2017 was a milestone in Chocolaterie Guylian's journey to premiumize the Guylian brand.

"Over the next two years, the full Guylian product range will become even more premium as all products and packaging will be rejuvenated and gradually re-launched," says Mieke Callebaut, Managing Director of Guylian.

Guylian Golden Collection will be released at TFWA in Cannes (Booth P13 Mediterranean Village).

#### Leading palm oil free Belgian Chocolates brand

Guylian has also announced its ambition to become the leading palm oil-free Belgian Chocolates brand. There has never been palm oil in Guylian Sea Shell and Sea



Horse Chocolates which are made from 100% pure cocoa butter and filled with Original Hazelnut Praliné and Dark Hazelnut Praliné.

Now, all Guylian Chocolates with Truffle fillings are also palm oil free. Palm oil has been replaced with sustainable shea butter and sunflower oil, resulting in smoother texture, better taste, with less saturated fat and sugar.

"Guylian has a strong heritage and position in Travel Retail. Our products are available in 75% of Travel Retail shops globally. More premium, indulgent, sustainable and healthy Guylian Chocolates and a Travel Retail exclusive range will further create value," says Sales Director Steven Candries.

Perfetti Van Melle has created an interactive E-Learning tool to communicate directly with travel retail shop floor staff, to help train, engage with and inspire them face-to-face.

Saying that PVM must support the sales staff it is reliant on to convey its messages to the shopper, Femke van Veen, PVM's Brand Manager Global Travel Retail, comments: "It's not enough to be present instore with products on shelf and on displays; we have to encourage the retail staff to be on our side, to think of 'Mentos' and 'Chupa Chups' when they are recommending products to consumers," she says.

"Up until now we have been doing this via skype and traveling to the locations as much as possible but due to our team's small size, this is not always a viable option," says van Veen, adding "we believe there is no other course like it available."

The new PVM E-Learning tool is a 20 minute fun and interactive training course which helps sales staff discover the company, its history and current position; gain tips on customer profiling and how to approach them; learn how PVM products fit within different

points of sale; as well as product range, new products and brand USPs.

Hosted by 'Peter from Perfetti Van Melle' the program uses bright and fun imagery, humor, and an interactive quiz to keep the viewer engaged and interested. At the end, participants are awarded a virtual certificate based on their quiz answers and asked whether the course was useful or not.

"Research shows us that 36% of confectionery shoppers are likely to interact with sales staff, 60% of these shoppers will be influenced into a purchase decision based on staff recommendations (M1ind-set Shopper Insights).

"Having PVM products top of mind is essential in a competitive market place," continues van Veen.

"Our goal with the E-Learning Course is to reach more shop employees globally and to create a rapport between staff members and our brands, improving product knowledge and developing a better understanding of which lines are best suited to particular customer needs."

### Independent report links nearly 3,000 deaths in Puerto Rico to Hurricane Maria

An independent report published today, Aug. 28, estimated that there were 2,975 excess deaths in Puerto Rico due to Hurricane Maria from September 2017 through the end of February 2018, a number that is 22 percent higher than the number of deaths that would have been expected during that period in a year without the storm.

This is drastically higher than the official toll of 64 deaths and double an unofficial government estimate, said the researchers at The Milken Institute School of Public Health at George Washington University.

Certain groups – those in lower income areas and the elderly – faced the highest risk, said the report.

The GW-led team analyzed death certificates and other mortality data for six months from September 2017 through February 2018. Using a sophisticated mathematical model, the team compared the total number of deaths during that time to the expected number based on historical patterns. The researchers also adjusted for age, sex and migration from the island.

The team found that lack of communication, well established guidelines and lack of training for physicians on how to certify deaths in disasters, resulted in the undercount.



### 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.

### 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, Blantons, 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>

#### \*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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