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## FDFA will continue own stand-alone convention, announces three year run in Toronto

The Frontier Duty Free Association (FDFA) has announced it will continue to run its own stand-alone convention for the next three years at the King Edward Hotel in Toronto, while pledging to update the format to add more value.

Next March the IAADFS and ASUTIL will integrate their two annual events into one joint Summit of the Americas, and the FDFA was considering the best way for it to participate, as well.

During its FDFA Operator Semi-Annual Meeting in Mississauga, Ontario at the end of May, Blue Water Bridge Duty Free's Tania Lee presented the Strategic Convention Committee's proposal for a newly created FDFA Convention format beginning in 2018.

The Canadian land border duty free association says the newly developed format will "adhere to the Committee's mandate to add more value to each and every member at our conventions with considerations of more cost savings, better quality convention meetings, increased time efficiencies, better operator/owner unity and increased quality networking opportunities."

This presentation was received and approved by the operator membership in a unanimous agreement that this is the right approach for its industry and membership.

Tania Lee tells *TMI* that the

FDFA board created the Strategic Convention Committee with a mandate, *To evaluate and assess the current convention format and recommend to the board strategic changes to maximize value to both operator and supplier members analysis.*

"We underwent a vigorous process where we analysed every aspect of our traditional convention format, surveyed our membership, scrutinised metrics and examined other convention formats and locations. The results were then compiled into a list of key priorities for our membership which determined the layout and direction of our new convention," says Lee.

The Key findings of the analysis were:

- \*Major city location is key to both operators and suppliers
- \*Cost and time spent on the convention are also key priorities
- \*Maintaining Canadian identity is important to the membership
- \*Meetings in a suite format versus on a convention floor is preferred by both parties
- \*Business development platforms where operators and suppliers work cooperatively and share best business practices is important to all parties

\*Networking opportunities throughout the convention are important

"The convention committee felt that a new convention format located in Toronto best met the above priorities for our membership," she added.

FDFA Executive Director Laurie Karson told *TMI* that part of the Committee's analysis looked at joining the FDFA's forces with ASUTIL and IAADFS for the convention.

"But we have decided to continue at least through 2020 in Canada with our own specific duty free convention," she said. "Having said that, we definitely want to support ASUTIL and IAADFS. We are not sure what their future combined convention will look like in terms of the agenda and working panels, but we want to identify synergies and certainly support them going forward."

Karson notes that the Strategic Convention Committee – made up of FDFA President Abe Taqtaq (Windsor Tunnel Duty Free), Simon Resch (Emerson Duty Free), Allison Boucher and herself -- went through a very thorough process before reaching their decision.

"We did a lot of telephone interviews, identifying what works



Tania Lee

at our conventions, and what didn't. What came through clearly is that five days is very long. We have come up with a new convention format that will be announced later. It will have more time and cost efficiencies, a better, more luxurious property, and more networking events that will provide good opportunities for people to collaborate.

"There will also be more opportunities for suppliers to present to groups. It is a really exciting program and it was well received by the operators," said Karson.

"The King Edward Hotel is a beautiful property and Toronto is the #1 conference center now in North America, so we are very pleased to have secured a three year deal with them. This facility just completed \$40 million in renovations and is the perfect size for our group."

Karson said that staying in Toronto was an important consideration because as many as 55% of the FDFA suppliers are in this region, so the location will save money on shipping and logistics. "We are looking to be more cost effective and add more value," she stressed.

The 2017 Convention will still be held this November in Montreal under the FDFA's historical format, says Karson. "We really want to celebrate Quebec and the culture, especially since Montreal is celebrating its 375<sup>th</sup> anniversary. The theme is "joy of life" and we will have a French type gala, French décor, French food. It should be very nice."



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## Importations Guay & TFWA Cares program make a difference in Haiti

Importations Guay's TFWA Cares project in Haiti continues to make a difference for Haitian youth with water, energy and food projects, Justin Guay tells *TMI*.

Guay initially began donating running shoes through the organization Streethearts in 2014.

Streethearts' goal is to provide shelter and a safe place for street youth in Cap Haitian.

Guay realized the children needed much more than just shoes.

"After spending more time at the shelter, I determined that they still needed the basics. For example: electricity, a fridge and a way to produce fresh food.

"Most of the children, if they are lucky, can find one meal of rice and beans per day. In order for them to remain at the shelter and receive these benefits, the children have to go to school, perform chores and do community service," he says.

"Thanks to many donors, a project focused on renewable

energy has finally come to life.

TFWA Cares and program sponsor Brown Forman were the largest contributors to this initiative. In all, we have provided a little more than \$80,000 CAD. I am also extremely proud to report that 100% of these funds went to benefitting the shelter and zero to administrative or other functions," explains Guay.

In addition to the Hydroponics and Solar Energy, the organization has also clothed and provided tuition and school materials for all of the shelter residents for 3 years.

Guay says that the boost that TFWA Cares has given the project has provided for a second Streethearts center, increasing their numbers from 75 to 122.

"I do believe that their future is looking a little brighter and I am very proud of the achievements that each child has made," he says.

Solar panels are now providing complete energy independence for two shelters.



On his last trip to Haiti Guay was accompanied by two students from Memorial University who spent two days teaching 122 children ages 7-18 how to grow their own vegetables out of a 4' X 2' box. The Memorial students are part of a project with Enactus called SucSeed, which manufactures state-of-the-art hydroponic systems made by at-risk youth in St. John's, Newfoundland.

Guay says he will return to Cap Haitian in February or March accompanied by his dentist, who has agreed to spend 7 days treating as many people as possible.

"Additionally, the first ever Cap Haitian Marathon and adventure tour is in the works for 2018. I do believe that the influx of tourism will greatly benefit the city and expose more people to this country and the Streethearts program."



*Photo upper right: Importations Guay's Justin Guay with Linsey Jorgenson, Streethearts Founder/Executive Director, who lives with the children on a full-time basis, with Memorial University students and one of the state-of-the-art hydroponic systems produced by Enactus and SucSeed. Photo above: Guay, Memorial University students and children from Streethearts in Cap Haitian, Haiti.*

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\*suggested retail price



## TMI teams with CiR to provide exclusive regional travel data

*Travel Markets Insider* is very proud to announce that we have partnered with respected research organization Counter Intelligence Retail to provide our readers with a quarterly overview of key travel metrics in the Americas.

We debuted the first of these reports with an information-packed overview of airport and traveler statistics specially compiled by CiR for the ASUTIL issue of *TMI*, published earlier this month (and reproduced here on the next page). Among the highlights, CiR reports that total international passenger traffic in LATAM has increased +6% in the last 12 months, although the growth was softened by the struggling Brazilian market,

which has retracted by -3% in this time.

International growth has been driven by Mexico (+9%), Latin America's largest source market for international traffic. Other emerging South American countries, such as Chile (+12%) and Peru (+10%) are also propelling growth.

One particularly encouraging observation is the surging number of Argentine travelers. CiR says that the number of Argentinians departing the region is up by +16%, in line with UNWTO recently reporting double-digit growth in their tourism expenditure.

Although still in decline, there

are early signs of recovery for the outbound Brazilian market as the country is forecast to emerge from its deep recession in Q1 2017.

By far, the vast majority of Latin American travelers, 86%, are flying to destinations within North and South America.

CiR, which officially became part of the industry-leading NPD Group on January 1 of this year, provides market intelligence, meaningful insight, clear direction and engaging shopper marketing activations.

It partners with brand owners and retailers to provide the latest knowledge and best in class techniques to drive business growth, says the company.

Garry Stasiulevicius (now President, CiR) says that the acquisition gives CiR access to NPD's experience of point of sale tracking and information gathering gained from their work across more than 20 categories and 1,200 retailers in 36 different countries.

CiR now has immediate access to more information and more data to provide their clients with richer insight and advice.

*TMI* is delighted to be working with CiR and looks forward to bringing our readers more information that can help their business.

We welcome your feedback on this development.

### INTERNATIONAL

## Brexit analysis highlights strong gains for EU duty free business

As the Brexit discussions get underway in Europe, the duty free business stands to see strong gains across Europe once the UK officially leaves the European Union, reports m1nd-set.

The Swiss research agency reveals that the short and long term impacts on the UK's exit from the EU will overall be very positive for the duty free industry.

With data compiled through the agency's Business Intelligence Service, which includes both shopper behavior and accurate air traffic forecasting provided through IATA and ARC's 'Direct Data Service' (DDS) database, m1nd-set reveals that even in the event of a "hard Brexit" the impact on the industry will remain favorable. Even though traffic between the UK and EU countries in a hard Brexit scenario is forecast to be up to 6% lower than in the event of a "soft Brexit", by 2035 the total UK air travel market will still be over 45% higher than it was in 2015 and over 55% in the event of a soft Brexit.

The m1nd-set analysis focuses on the net gain for the duty free market as a result of Brexit by measuring passenger movements for every single flight to and from some 1500 airports.

The analysis further identifies the increased percentage of passengers who would benefit from duty free purchases. This "net gain" for the UK is clearly the greatest with over 54% more passengers qualifying for duty free purchases on UK – EU routes. Ireland also stands to see strong gains in eligible duty free purchasers at just below 40% net gain.

Interestingly 5 out of the top 10 countries that will see the most positive impact are from Central and Eastern Europe: Slovakia, Poland, Lithuania, Bulgaria and Slovenia. Malta, Cyprus and Spain, which all have high passenger movements with the UK, are also among the top ten countries that will see the biggest potential gains.

The analysis also demonstrates the net gain on an individual airport basis. Given that some UK airports have most, if not all flight movements with EU countries, the impact on the number

of eligible passengers is even more significant.

UK airports such as Bournemouth, Doncaster, the East Midlands and Leeds, London Stanstead and London Southend will see gains of around 90% while Scotland's Glasgow Prestwick Airport will see 100% of its passengers eligible for duty free purchases in a post-Brexit scenario.

Even some of the larger UK airports such as Gatwick, Manchester, Liverpool, Luton and Birmingham will also experience significant net gains of above 60%. Opportunities for increasing penetration into the duty free shops are all the more feasible in these locations.

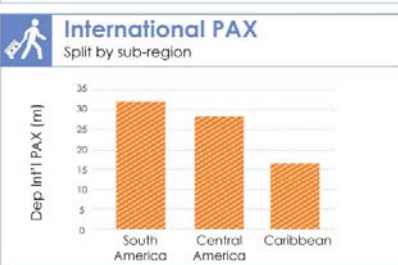
m1nd-set Owner & CEO Peter Mohn commented on the findings: "This type of analysis is imperative to both suppliers and retailers as their pricing strategy at some airports in particular will need to be adjusted. The restitution of duty free sales on these UK – Europe routes may well present an unprecedented opportunity to all retailers to reposition the duty free shops as a place for great value shopping. It's an extremely rare occurrence for retailers to see overnight growth of their potential customer base and all stakeholders need to think on how this opportunity can be best put to the industry's advantage."





## Key Traveller Statistics Summary Powered by CiR Business Lounge

### AIRPORT & PAX FACTS



### KEY FLIGHT METRICS

International Flights Only

**Departure Countries**

Mexico	27%
Brazil	14%
Argentina	7%
Colombia	7%
Chile	6%

### % SPLIT BY DESTINATION REGION



**Departure Airports**

Cancun CUN	10%
Mexico City MEX	9%
Sao Paulo GRU	9%
Bogota BOG	7%
Santiago SCL	6%

### TRAVELLER STATISTICS

International Flights Only

**Nationality**

USA	27%
Brazil	10%
Mexico	9%
Argentina	9%
Chile	5%

**Key Airlines**

American Airlines	10%
COPA	9%
LAN Airlines	9%
AVIANCA	8%
United Airlines	7%

**Seat Class**

First Class	2%
Business Class	5%
Premium Economy	5%
Economy	88%

### CiR COMMENTS

- Total international PAX in LATAM has increased **+6%** in the last 12 months, softened by the struggling Brazilian market (-3%). Discounting Brazil, international PAX has grown an estimated **+8%**.
- International growth has been driven by Mexico (+9%), the region's largest source market for international traffic, as well as other emerging South American countries such as Chile (+12%) and Peru (+10%).
- The number of Argentinians departing the region has surged **+16%**, in line with UNTWO recently reporting double-digit growth in their tourism expenditure in 2015.
- Although still in decline, there are **early signs of recovery for the outbound Brazilian market** as the country is forecast to emerge from its deep recession in Q1 2017.

PAX Source: CAPA – For further news, market intelligence & data for 4,000 airports globally visit <http://centreforaviation.com>  
All other data source: CiR Business Lounge GTS 550 database | All data displayed for passengers departing on scheduled flights only (Mar 16-Feb 17)  
Data displayed for Nationalities is based on residency through place of ticket purchase

For more information, please contact Simon Best; [simon@counterintelligenceretail.com](mailto:simon@counterintelligenceretail.com)



## Westfield to open seven new retail concepts at LAX T3

Westfield has announced it is opening seven new dining and retail outlets at Delta's Terminal 3 at Los Angeles International Airport as part of the airport's overall modernization program.

The new retail and dining collection covers more than 5,000 square feet including a multi-unit quick service food court, a bar, two travel essentials and one specialty retail unit. The renovations at Terminal 3 are expected to be completed by end of 2017.

The new retail stores, operated by Hudson Group, will sell a broad array of accessories, electronics and travel essentials at Moshi, Hudson LAXpress and Soundstage by Hudson.

"Hudson Group and Dufry are proud to bring fresh and exciting improvements to LAX Terminal 3, which will further transform the travel experience for airport cus-

tomers in L.A.," said Joseph DiDomizio, President & CEO, Hudson Group & Division CEO North America, Dufry. "We've partnered with Westfield and Los Angeles World Airports for many years in Terminals 3, 6 and the Tom Bradley International Terminal, and we're proud to expand our partnerships with one of the country's busiest airports."

The new concepts also include four LA-based restaurants: Ashland Hill, earthbar, Panda Express and The Parlor. Ashland Hill and The Parlor are both airport firsts.

"These exciting local brands will give travelers a taste of LA and provide more food & beverage and retail options in Terminal 3 following our move at LAX," said Rob Walker, Delta's Managing Director-LAX Redevelopment. "Our goal is to create the best airport experience in LA, and we

intend to make that happen in partnership with LAWA and Westfield."

The dining collection is operated by Areas, a long-term partner with Westfield at LAX.

"Together we have brought travelers iconic local brands that bring a taste of Los Angeles into the airport," said Xavier Rabell, CEO, Areas in the United States.

Following the completion of Terminals 2 and 6 by Los Angeles World Airports (LAWA) and Westfield in 2016, and the Tom Bradley International Terminal in 2013, the addition of a new retail and dining collection is the first step in the refresh of Terminal 3.

"It all starts with the travelers," said Robert Van Snik, Senior Vice President, Westfield. "They crave the right mix of shops and restaurants in the airport. And following the Delta terminal relocation, we knew that the brands coming into Terminal 3 had to be local, contemporary and authentic. The key is customization. We're so excited about the new T3 brands and we know Delta travelers will be too!"

In partnership with the city of Los Angeles and LAWA, Westfield is transforming more than 154,000 square feet at LAX to enhance the customer experience at Terminals 1, 2, 3, 6 and Tom Bradley International Terminal.

## Canada/New England commit \$656m into cruise infrastructure upgrades

Cruise ports in the Canada/New England region have committed to invest \$656m to handle bigger ships, improve services, and extend its season, reports *Seatrade Cruise News*.

The port improvements will include larger berths, new or improved terminals, better access, shore power and a host of other services and upgrades, throughout the region. The investments were detailed in a conference session at the Cruise Canada/New England Symposium in Montréal earlier in June.

The upgraded facilities will be located in New York, Boston, Québec City and Montréal, as well as emerging ports along the Saint Lawrence River, in the French outpost of Saint Pierre et Miquelon and at numerous ports throughout Atlantic Canada and Maine, says *Seatrade*.

## Montréal's renovated Alexandra Pier Cruise Terminal opens

The Montreal Port Authority (MPA) welcomed Holland America Line's *MS Maasdam*, the first ship to dock at the Port of Montreal's new cruise terminal, on June 10.

"We are very proud to have successfully completed this important project that represents a milestone in the Port of Montreal's modern history. Now fully up and running, this new terminal bolsters the city's international positioning by offering an efficient, friendly and prestigious welcome to cruise passengers from all over the world, and all just in time to celebrate its 375th anniversary!" Sylvie Vachon, President and CEO of the Montreal Port Authority, commented.

"The opening of this terminal is a perfect fit with Montreal's 375th festivities... The arrival of the first cruise ship to the Alexandra Pier Cruise Terminal launches the Montreal cruise season, a booming tourist industry," Denis Coderre, Mayor of Montreal, said.

Revitalization work on Alexandra Pier began in November 2015 and is expected to be completed in September 2017. A full overhaul of Alexandra Pier, an infrastructure that dates back more than a century, was necessary to upgrade operations, according to MPA.

MPA will celebrate a grand opening of the new \$78 million facility on September 10.

## Carnival Cruise Line's bartender Miroslav Kljajic chalks up another Bacardi win

Following his success winning the **2016 Bacardi Legacy Cruise Competition Bartender of the Year** and as a semi-finalist in the 2017 competition, Miroslav Kljajic of Carnival Cruise Lines is continuing his winning streak in the professional bartender competition circuit.

This past week Kljajic reached the Miami regional finals as the winner of the Cruise category of the United States Bartenders' Guild Most Imaginative Bartender competition presented by **Bombay Sapphire** gin. With this win, he will have a chance to compete in the global final in London.

Contestants, which included some of Miami's best bartenders, were required to craft their own unique recipe for a contemporary, imaginative cocktail featuring **Bombay Sapphire** gin.

Miroslav's 'The Forgotten' provided an experience with all 10 botanicals present in **Bombay Sapphire** gin. The final 10 contenders took to the stage in Wynwood's Beaker & Grey.

Zachary Sulkes International Account Manager (Cruise), Bacardi Global Travel Retail comments: "Miroslav has really impressed us over the past two years with his dedication to continued professionalism and the sheer creativity and attention to detail he brings to his craft. He's a fantastic ambassador for the on-board cruise bartender community and epitomizes the ever-increasing professional standards driven by progressive companies like Carnival Cruise Lines."

The title was won by Andrew Lue of Sugar at the East Hotel.

### Recipe for The Forgotten:

1.50 oz **Bombay Sapphire**

0.75 oz Blue Cheese Campari

0.5 oz Lemongrass syrup

1.25 ml (1/4 teaspoon) Smoky Black Pepper Tincture

2 oz Dry Cranberry lemonade

Shake and strain in Collins glass over ice. Garnish with dried cranberries, zest of lemon with rosemary and rosemary water spray.

## Estée Lauder signs makeup artist Violette as new Global Beauty Director

Violette will collaborate with the Estée Lauder team on product development, digital content creation, education and training, and public relations initiatives. Content created through this partnership will be leveraged across Estée Lauder's digital and social channels as well as Violette's YouTube channel [violette\\_fr](#) and Instagram handle [@violette\\_fr](#).

Violette will star in how-to videos for the brand, sharing her point-of-view on her favorite makeup looks and beauty products.

Violette, a native Parisian, began painting and studying art at the age of three, and attended the prestigious *École du Louvre* in Paris. She also studied fashion and costume design. She brings a fresh approach to the visceral experience of makeup, playful experimentation, and a genuine appreciation of beauty as an art form.

"We are thrilled to welcome Violette to the Estée Lauder brand and look forward to an exciting collaborative partnership," said Stephane de La Faverie, Global Brand President, Estée Lauder.

"As a talented makeup artist and lifestyle influencer with a passion



for art and color, Violette brings a unique voice and perspective to beauty. We are excited to partner with Violette on innovative new product ideas and engaging digital content that creates a dynamic new beauty conversation with women around the world across all touch points."

"I am so honored to work with the Estée Lauder brand," commented Violette. "Estee was such a visionary and is still an inspiration for women today...I can't wait to connect to women everywhere as part of this brand and take them on this journey with me."

### **\*NEW\***

#### **L'Occitane Americas**

has an opening for  
**Area Manager Travel Retail Latin America**

Responsible for the proper development of L'Occitane brand in airports and border shops of Latin America, delivering sellin, sellout and profitability objectives. At least 5 years of experience in account management in luxury cosmetics/skincare are required.

Candidates must have strong analytical skills and advanced knowledge in Excel, with ability to create sales analysis and control complex clients' supply chain operations.

Previous experience in managing teams.

Ability to manage priorities and open to work extended hours. Must be bilingual in English and Spanish (Portuguese a plus).

Must be able to travel 40% of the time.

Position based in Miami - **Don't spend time sending your CV if you don't have a work permit. We'll not sponsor Visas**

Please send your CV to: [Tatiana.pannell@loccitane.com](mailto:Tatiana.pannell@loccitane.com)

### **\*NEW\***

#### **ESSENCE CORP.**

##### **Brand Manager**

reporting to the Executive Director – Marketing. This position will supervise a Marketing Coordinator.

The ideal candidate must have excellent communication and presentation skills and strong marketing or commercial experience, preferably within the luxury industry.

This individual will be the liaison directly with the brands and will be responsible for purchases, inventory and assortment management, business reviews, A&P investments, promotional activities, marketing plans, price lists, brand communication to all teams and reporting to brands. Must have a high level of analytical skills, using Excel, PowerPoint and other MS Office applications. Fluent in English, French and Spanish both written and oral is a must.

##### **Marketing Coordinator**

reporting to a Brand Manager. The candidate must be fluent in English and Spanish (French is a plus). Advanced knowledge of Excel, PowerPoint and other MS Office applications. Team player whom is motivated and with a sense of urgency. A multi-tasker with strong organizational skills, detail oriented and extremely efficient with the ability to work in a fast paced environment.

##### **Accounts Receivable Clerk**

Essence Corp is currently seeking to fill the position of an Accounts Receivable Clerk reporting to the Controller. The candidate must have excellent communication skills verbal and written in English and Spanish. Customer service orientation and negotiation skills with a high degree of accuracy. Advanced knowledge of Excel with hands on experience in operating spreadsheets.

Knowledge of SAGE software is a plus.

A team player whom is motivated, proactive and a quick learner. A multi-tasker with strong organizational skills.

Associates degree or BS degree in Finance, Accounting or Business Administration is preferred.

For all three positions, please email your resume to [musallan@essence-corp.com](mailto:musallan@essence-corp.com)

## New long-haul air routes in the Americas

### **MIA celebrates launch of São Paulo service by Avianca Brasil**

Avianca Brasil airline launched daily service between Miami International airport and São Paulo on June 26, marking Avianca Brasil's first passenger route to a U.S. destination and only its second outside of South America.

MIA currently serves an average of 71 weekly non-stop passenger flights to eight cities in Brazil, which is the most of any U.S. airport. Avianca Brasil will be the airport's third airline serving Brazil, MIA's top international market in 2015 with more than 2.1 million total passengers.

### **Air Canada launches Montreal-Tel Aviv route**

Air Canada's inaugural flight connecting Montreal and Tel Aviv took place on June 22 and included Tel Aviv Mayor Ron Huldai among its passengers. Air Canada has offered flights connecting Toronto and Tel Aviv for the past two decades.

### **SFO offers Thomas Cook Airlines' nonstop service to Manchester**

San Francisco International Airport (SFO) welcomed Thomas Cook Airlines and its new nonstop service between San Francisco and Manchester, England on May 14th with an inaugural celebration.

The airline now operates flights between San Francisco and Manchester twice each week, on Sundays and Thursdays, with connections to popular Thomas Cook destinations such as the Balearic and Canary Islands, Cyprus, and various destinations in Turkey. In 2016, Thomas Cook Airlines was named "World's Leading Charter Airline" by the World Travel Awards.