

Duty Free Americas and Motta's Attenza Duty Free win Tocumen tenders

Duty Free Americas (DFA) and Motta Internacional's Attenza Duty Free have won the duty free concession contracts at Panama's Tocumen International Airport, Terminal 1. The awards will become final on August 31 after they are ratified by the Board of Directors of Tocumen in their monthly meeting.

DFA, owned by the Falic family, won two of the three blocks offered in the tender, with a bid of \$1.2 million per month for each location, double the minimum that was required. The contracts are for 10 years and each block covers around 700 sq. meters of space. DFA will pay the airport authority about \$288 million in monthly fees over the life of the contract.



Motta Internacional's Attenza Duty Free consortium won the third block of commercial space with an economic offer of about \$676,000 per month, or \$81.1 million over the 10 years.



In addition to the monthly fee, the winning companies must pay a guarantee of \$3 million plus a \$28 million advance per block prepayment, as well as 30% of gross sales.

"This is a big win for us," DFA President Leon Falic tells *TMI*. "I live in Panama, my home and office is here and we are moving next week five minutes away from Tocumen."

Falic says that the two locations will give the company 85% of the sales in Tocumen.

"We have been waiting 10 years to get in [to Tocumen]. We will be paying a lot of attention and building stores never seen before in this Airport," he says.

Motta Internacional CEO Erasmo Orillac was also pleased with the Attenza win, which includes 725 sq. meters in various locations throughout the terminal.

"We are working on the actual distribution of spaces, and our commercial team will be contact-

ing you once we have a definite design for the stores that we will be operating throughout the airport," said the company in a letter to suppliers announcing the win.

The current duty free contract, which expires at the end of this December, had been held by Grupo Wisa (with 2 blocks) and Motta. According to a report in *La Prensa*, Puerto Rico-based Alliance Duty Free was the third finalist, after the Top Brands consortium was disqualified for failing to meet all the requirements.



Some of Motta Internacional's current Attenza Duty Free stores in Panama's Tocumen International Airport.

HNA closes purchase of Dufry shares, assesses collaborations

China's HNA Group last week completed the purchase of the 16.2% stake in Dufry shares, which was first announced last April 26.

The stock was formerly held by GIC and Temasek.

With this acquisition, HNA now holds a total of 20.92% of Dufry shares.

"Dufry AG welcomes HNA Group as an important shareholder," said the travel retailer in statement, adding that Dufry and HNA have started to assess possible areas of collaboration in several tourism and travel related sectors, particularly looking at ways to increase spend among Chinese travelers.

HNA Group, a global Fortune 500 company, operates and invests in nearly 2,000 hotels with over 300,000 rooms across major markets, and has 1,250 aircraft carrying over 90 million passengers to 260 cities worldwide.

It has spent billions of dollars to buy assets such as airport caterers, travel agencies and high-end hotel chains overseas.



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

U.S. Virgin Islands tackles cruise improvements: Task Force focuses on water taxis, Main Street revitalization and harbor dredging

Faced with declining cruise numbers while neighboring destinations are booming, the U.S. Virgin Islands has begun making a serious effort to upgrade its port facilities and improve its visitor experience and has formed a Ports of the Virgin Islands – Charlotte Amalie Task Force to address the problem.

From an all-time high of 2 million cruise passengers to the U.S. Virgin Islands in 2014 (1,979,926), arrivals declined to 1.7 million (1,694,008) in 2016, reports the West Indian Company Ltd., which operates the ports.

An analysis of Royal Caribbean and Celebrity cruise calls by Royal Media Partners shows that port calls to the USVI declined by 36.2% between the 2014-2015 cruise season and the current 2017-2018 season compared to port calls to St. Maarten.

According to the chart, which was provided to *TMI* by USVI businessman Filippo Cassinelli, St Maarten had a total of 905 port calls from these two lines over the four years, compared to only 577 port calls to St. Thomas, USVI. For the 2017-2018 season, the report forecasts St. Thomas will see a whopping 43% drop in cruise ship arrivals from Royal Caribbean and Celebrity compared to St. Maarten (217 vs. 118).

"This negative trend is devastating news for the Virgin Islands government which will lose millions in tax revenue, and for the many locals whose livelihood is dependent on the Cruise ship business," said Cassinelli in an editorial carried in the local media earlier this year. He points out that the decline in ships calls to St. Thomas began after St. Maarten opened its new cruise pier to accommodate multiple Mega class ships.

In light of the decline, USVI Governor Kenneth E. Mapp called for the formation of the Task Force specifically to reengineer the Virgin Islands product and elevate

the guest experience of the destination: "We are competing in a changing, dynamic environment and are in need of a complete shake-up of our business models. We need to develop not only what people want today, but also anticipate their future needs," said the Governor on his official website

The first thing the newly established Ports of the Virgin Islands – Charlotte Amalie Task Force did was meet with the Florida-Caribbean Cruise Association (FCCA) in Miami in May. Cruise line executives from Carnival, Disney, Holland America Line, MSC Cruises, Norwegian and Royal Caribbean Cruises participated in the meeting.

FCCA President Michele Paige applauded public-private cooperation in the U.S. Virgin Islands and welcomed the stakeholders' resolve to build and improve the industry.

The Task Force and the FCCA then held a community Town Hall meeting in late July to collect more input from local businesses.

As a result, the Task Force and the government are working on three main initiatives to improve the USVI cruise experience.

First among the initiatives is to establish a harbor transportation service in the Charlotte Amalie Harbor.

"We have been talking about a water taxi for years, and the RFP has now been issued," Cassinelli, one of the members of the Task Force, tells *TMI*.

According to Governor Mapp's website, the RFP could allow for multiple operators, possibly operating vessels of varying sizes.

The evaluation and selection process is currently underway. "Hopefully, we can have a decision and service implemented by the end of the year," said Cassinelli.

The water taxis would transfer passengers from Crown Bay dock to the downtown area or to the Havensight dock and mall, which

would be a great boon to shopping.

The Task Force is also pushing the completion of St. Thomas' historic downtown revitalization project in Charlotte Amalie, which had been stalled when the previous contractor was not able to meet his obligations.

The Main Street Enhancement Project is a Federal Highway Administration project and the cost is around \$10 million. The new contractor is going forward with 24-hour block-by-block renovations on non-cruise ship days. "This project will significantly invigorate the downtown area and improve the visitor experience," said Cassinelli.

A third proposal calls for the dredging of Charlotte Amalie harbor to accommodate larger ships, a project that is estimated to cost \$12 million.

"Currently only Crown Bay can berth an Oasis size vessel which puts St. Thomas at a significant disadvantage with its lack of berthing capacity for the larger ships. St. Maarten – which can dock 7 ships on any day, and 3 or 4 of those ships can be mega class in size -- has captured a great deal of our market share. We are being

bypassed," says Cassinelli.

"The West Indian Company Ltd. (owned by the Public Finance Authority) has just completed a \$25 million renovation of its dock facility to allow it to handle the largest size vessels in the world. The dredging of the harbor will allow Oasis size vessels to safely enter the harbor and dock at the West Indian company dock," he added.

"And the Havensight Mall, which is owned by the retirement system ((GERS)), has undertaken a multi-million dollar renovation to enhance and update the property. The renovation will create a modern ambiance for shopping and entertainment for our residents and cruise ship passengers and crew."

Cassinelli also says that the Task Force is discussing a "Ports of the Virgin Islands" communications and advertising campaign to promote the competitive advantage of duty free products. The marketing campaign may become imperative after the U.S. Virgin Islands instituted a "Sin Tax" on liquor and tobacco in March.

"We do not know the full effect of the Sin Tax yet but it is sure to make the U.S. Virgin Islands less competitive," said Cassinelli.

By Lois Pasternak

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COUNTDOWN TO CANNES

MAURER & WIRTZ to promote traditional shaving with Tabac Barbershop at TFWA

MÄURER & WIRTZ House of Perfumes will mount a Tabac Barbershop pop-up at TFWA World Exhibition in Cannes this year at stand K50 in Green Village.

Following the huge success of the Tabac Barbershop in the TFWA Wellbeing Lounge at last year's show, MÄURER & WIRTZ is integrating the pop-up into their stand this year.

Dutch master barber Jan Heidemann personally will give traditional wet shaves, moustache and beard trims, and skincare advice free of charge to delegates.

In addition to Cannes, Tabac Barbershops have been mounted successfully in various locations over the last 18 months, including Amsterdam Schiphol Airport, shopping malls in Israel, South

Africa and the U.K., and department stores including El Corte Ingles in Spain

In addition to the Tabac brand, MÄURER & WIRTZ will also showcase the latest developments of their other brands, including 4711, Baldessarini's, Oliver and Betty Barclay.

Sascha Gillessen, Senior Business Development Manager at MÄURER & WIRTZ, commented: "We were amazed at the popularity of the Tabac pop-up shop at the TFWA show last year.

"From the customer's perspective it is a novel and enjoyable experience; from the brand's perspective it is an excellent opportunity to promote fragrance, shaving and skincare products in a relaxed and informal setting."



St. Croix breaks ground on Frederiksted improvements

The government of the U.S. Virgin Island in St. Croix broke ground for Phase II of the Frederiksted Revitalization Project on July 6.

The Phase II economic development and infrastructure improvement projects for Frederiksted include the Paul E. Joseph Sports Complex, Terrance Martin Softball field and Festival Village, according to the official website of U.S. Virgin Island's Governor Kenneth E. Mapp. The project is part of Governor Mapp's vision for the renewal of St. Croix's west end, for which he laid the groundwork more than 10 years ago as then Director of the V.I. Public Finance Authority.

The project also includes essential flood mitigation efforts, which were incorporated into the overall design, and will reflect Frederiksted's unique historic architecture.

Governor Kenneth Mapp this month asked the Legislature to authorize and appropriate an additional \$9 million to complete the project, on top of the \$20 million already appropriated.

Kate Spade fragrances names ACTIUM for TR Americas, Caribbean and cruise lines

The Premiere Group, NY has announced that it has appointed Miami-based marketing and distribution company ACTIUM as the exclusive representative for Travel Retail in the Americas, the Caribbean and cruise ships worldwide for its Kate Spade Fragrance business.

The Premiere Group signed a global licensing agreement for the Kate Spade New York fragrances in November 2016.

According to Gilles Vigeral, Sr. Vice President International of The Premiere Group, the appointment of ACTIUM is in line with the company's strategic development. Kate Spade Live Colorfully and Walk on Air fragrances, the pillars of the brand, have now been successfully launched in Japan, Australia and in the U.S. and Canadian domestic markets, and Vigeral says that the company is now expanding its footprint with the leading travel retail operators and luxury retailers through its distributor network around the world.

ACTIUM will handle the Kate Spade fragrances under its Lifestyle & Beauty Division, which also represents such brands as L'Oréal Luxe, Puig, Hermès Parfums, Sisley Cosmetics, Kering Eyewear, Thomas Sabo jewelry and Tea Forté.

The main contact at ACTIUM for Kate Spade is Hanan Fraysse, Director of Travel Retail Worldwide, all channels. Fraysse will be present in Cannes at the 2017 TFWA to showcase the latest Kate Spade innovations.



Jamaica on track for record cruise and tourism arrivals in 2017

The Jamaica Tourist Board is forecasting the arrival of 4.2 million visitors by the end of 2017. This figure will surpass last year's 3.84 million visitors and set a new record, including record cruise traffic.

From the January to July period, Jamaica welcomed 1,088,718 cruise ship passengers, up by 4.9% over the same period last year. Jamaica's tourism officials expect that growth rate to continue through 2017.

The Caribbean island has launched its Cruise Jamaica initiative, which it announced at Sea Trade earlier this year. Cruise Jamaica was created to increase cruise ship calls and new developments at the country's cruise ports, hotels, and attractions, as well as increased security for visitors.





COUNTDOWN TO CANNES

Tito's Handmade Vodka mixes craft and digitech as it expands in global TR

Tito's Handmade Vodka is calling on its retail partners around the world to recognize the importance of craft spirits and the power of digital technology among millennial shoppers.

Tito's Handmade Vodka is a pioneer of the craft movement and, as it continues its expansion in global travel retail, the company attributes its rapid rate of adoption around the world to social media. At TFWA World Exhibition and Conference 2017 in Cannes, Tito's International will highlight the appeal of quality, good value and authentic craft brands and focus on capturing the spending power of millennials.

Tito's International Managing Director John McDonnell says: "Tito's Handmade Vodka is catching on fast with millennials the world over and we look forward to discussions in Cannes and sharing our exciting plans to drive purchase. Digital platforms are fundamental when communicating with millennials and with industry predictions indicating a \$67 billion duty free opportunity by 2020, it's now time for a unified platform to seize the opportunity and cement future growth."

As the brand's territories expand, the company will discuss ambitions to secure Tito's not only on the vodka shelf, but also alongside other craft spirits within specialty displays. It will unveil plans to build its in-store presence, with expanded facings, improved shelf positions and more bottle formats.

Fun new Limited Edition holiday packaging

The Ugly Sweater, Tito's winter season gift bag is a fun, photographic and shareable package which will be introduced exclusively in travel retail. This follows the successful launches of gift bags celebrating Chinese New Year and U.S. Independence Day, that were introduced earlier this year.

To celebrate the Year of the Dog in January, Tito's, *the vodka for dog people*, will release a travel retail exclusive themed red velvet bag for Chinese New Year.

The company says that airport activations will play a key role in brand expansion. Tito's ran a successful airport activation in Las Vegas' McCarran International Airport featuring a Chicago-style pop up bar, and is now rolling it out to other US airports, including New York's John F. Kennedy Airport in November. The bar's brick warehouse façade plays on the brand's craft image and allows visitors to sample America's original craft spirit in cocktails as well as neat.

See Tito's at Stand #H17 Blue Village in Cannes.



Diageo GTR launches Ciroc French Vanilla

Diageo Global Travel has extended its Ciroc flavored vodka collection by adding French Vanilla. The new flavor will be available in global travel retail in 1-liter bottles beginning in October.

The new flavor is being launched with a Ciroc-Star Martini serve. "Ciroc French Vanilla offers an intensely luxurious route to creating the ultimate Ciroc-Star Martini, which is why it is our new hero serve for French Vanilla," says Ciroc Global Brand Director Natalie Wills.

The launch of French Vanilla is the latest news from the Ciroc #ONARRIVAL campaign that positions Ciroc at the heart of celebratory 'arrival' moments within fashion and popular culture.

The brand recently strengthened its position in the super deluxe vodka category, with a 5ppts share gain globally (IWSR, 2016).

Wills concluded: "Ciroc French Vanilla taps into the developing consumer interest in luxury and meets the growing consumer demand for ultra-premium flavored vodka, while capitalizing on the growing popularity and dynamism of Ciroc."



EMPLOYMENT OPPORTUNITIES

ACTIUM

Has immediate openings for the following positions based in Miami:

Account Coordinator- L'Oréal Luxe

The Account Coordinator for fragrance and cosmetics reporting to brand manager. Responsible for all planning and executing of marketing activities, merchandising, training and sell-out performance for Caribbean territory.

Desired Skills and Experience

- *Bachelor's degree in related field
- *1-3 years of relevant professional experience
- *Very open to travel, around 40% of the time
- *Bilingual English - Spanish. French is a + *Excellent communication and presentation skills
- *MS Office skills (Excel and PowerPoint mainly)

Send resume to:
prodriques@actium.us

Brand Manager - Fragrances

The Brand Manager is responsible for developing and implementing tools to support the growth of the brand's portfolio, including distribution organization, merchandising, marketing plans, new product launches, animations, and training of sales associates and negotiating business development opportunities in the cruises industry and US Travel Retail and Caribbean Local Market and airports.

Requirements

- *US TR Experience
- *Bachelor's degree in business administration, sales and marketing
- *5 years min. of relevant professional experience in travel retail channel either cruises is a must and a plus is US Travel Retail
- *Travel 30%
- *English speaking – Spanish and French are a plus but not a must
- *Excellent communication and presentation skills
- *MS Office skills (Excel and PowerPoint mainly) – High expertise in Excel is a must.

Send Resume to:
hfraysse@actium.us

EMPLOYMENT OPPORTUNITIES

**The Hershey Company**

has a career opportunity for an

Associate Business Manager (81426)

Location: South Florida or Hershey, PA

Summary:

The WTR Associate Business Manager will execute store level sales and promotion plans with customer retailers in the North America travel retail channel; implement and maintain promotional and merchandising standards, and ensure 100% distribution on aligned portfolio across the channel. Needs to understand the complexities of a multi-national, multi-channel travel retail environment. Location preference South Florida.

Major Responsibilities include but are not limited to:

Supports achieving all financial and growth targets of NA TR; Achieves distribution & merchandising objectives in NA TR; Builds excellent collaborative partnerships with all key retail accounts and distributors.

Minimum requirements:

- * Fluent English, Spanish a plus
- * Strong analytical skills, proficient in understand and utilizing syndicated data from many sources
- * Excellent PC skills in Excel, Word, Power Point and Outlook
- * Excellent Planning and Execution Skills, Action oriented,
- * Should love traveling often, Self-reliant and can work alone or away from office
- * Proven account management and negotiating skills, strong Finance understanding.

Minimum Education and Experience Requirements:

- * College graduate preferably in Marketing/ Finance/ Business Management with at least 3 years' experience in Distributor/Key Accounts Management in a fast-moving consumer goods company.
- * Experience in Travel Retail preferred. Must possess cultural awareness appropriate to the region.
- * Be passionate about our company and our brands and hungry to succeed.

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Kate Spade Fragrances**The Premiere Group**

has an opening for an

International Trade Marketing Manager

Reporting to Sr. VP International Bachelor in Marketing, International Trade or equivalent
New York based –
No relocation package

The ideal candidate must have excellent communication and presentation skills
3 to 5 years' experience, Well-travelled and multilingual.

Responsibilities include:
Adapt Global Marketing presentation to international needs at country level;
Review and validate marketing calendar at country level with Global Marketing.

- Review country unit forecast vs individual marketing calendar.
- Liaise with Global Marketing on artwork for logos, Duratrans
- Maintain POS, Duratrans photo library;
Validate Ad spend with Global Marketing
- Receive and validate stock order vs forecast and marketing /launch/promo calendar.
- Allocate G's Testers, Sample, gift sets and other promotional items at country level;
Process Press/Health registration product orders
Other duties as required.

Please send resumes to
HR@tpgbeauty.com

ESSENCE CORP.

Has an immediate opening for a
Trainer – In Store Promoter Caribbean Territory

- Knowledge and understanding of retail environment to organize promotions and Sell-out Actions at Point of sale.
- Ability to work independently, prioritize and handle multiple deadlines
- Expert knowledge on makeup, skincare and fragrances.
- Extraordinary level of attention to detail
- Excellent organization
- Must be able to travel 50% of the time
- Fluent English and Spanish
- 3+ years in retail sales, training/ education
- Experience in luxury beauty related industry

Market Coordinator

reporting to a Brand Manager. The ideal candidate must be fluent in English and Spanish. Highly proficient in Excel and PowerPoint. Responsibilities include but are not limited to key administrative tasks, order processing and customer support. Must possess strong organizational skills, self-driven, team player, and have the ability to multi-task in a very 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.

Please email your resume to
musallan@essence-corp.com

ALTIMETRE GROUP

has an immediate opening for an:

Account Coordinator Caribbean Territory**Description**

Sales development and customer support (merchandising, training, promotion) for the beauty market in the Caribbean. Current activities are for a prestigious, imported Baby/maternity beauty and hygiene brand.

Additional beauty brands in the future.

Requirements

- Must be able to open accounts and negotiate best sell-in conditions in stores.
- Retail knowledge to organize sell-out promotions and Actions at points of sale. Channels include pharmacies, drug stores, perfumeries, hotels.
- 3+ years retail sales experience in health/cosmetics, and/or knowledge of the territory required.
- Ability to work independently, prioritize and handle multiple deadlines.
- Excellent organization and attention to detail, · Must be able to travel at least 50% of the time.
- Fluent English; Dutch and Spanish a plus., · Can be a multi-company freelance sales rep.

Please email your resume to adv@altimetregroup.com