



Canadian tourism big winner in new Canada-China trade relationship



Canadian Prime Minister Justin Trudeau meeting with Chinese officials in Beijing on Sept. 1, 2016.

The Government of Canada and the People's Republic of China have announced new efforts to increase tourism between the two countries, including naming 2018 as the Canada-China Year of Tourism and agreeing to open seven new visa application centers (VACs) in China.

Up until now, VACs were limited to major Chinese cities, making it more difficult for potential travelers in other cities to apply for visas.

At the invitation of Li Keqiang, Premier of the State Council of the

People's Republic of China, Canadian Prime Minister Justin Trudeau is currently in the midst of his first official visit to China, taking place from August 30 to September 6, 2016.

Trudeau is visiting Beijing, Shanghai, Hangzhou and Hong Kong, while also attending the G20 Leaders' Summit.

During Prime Minister Trudeau's visit to Beijing he met with President Xi Jin-ping of China, and Chairman Zhang Dejiang of the Standing Committee of the National People's Congress,

respectively, while also holding talks with Premier Li Keqiang. The leaders, reflecting on the remarkable progress that has been made since the establishment of diplomatic ties between Canada and China in 1970, reaffirmed their commitment to develop a robust and comprehensive strategic relationship between the two countries.

The two tourism-related announcements were among 17 new agreements announced on Sept. 1.

According to the Tourism Industry Association of Canada (TIAC), Chinese visitation to Canada is up 23% in the first 6 months of this year, and an "astounding" 45% jump in June numbers over 2015.

TIAC – which has been a strong advocate for Canada to increase the number of VACs in the lucrative Chinese market --strongly applauded the announcements.

"We have seen sustained growth out of China since 2010, and the country is set to become our 2nd greatest source of international visitors to Canada," states TIAC President and CEO Charlotte Bell.

Continued on page 2.

AIRMAIL to manage JetBlue concessions at JFK Terminal 5

JetBlue Airline has selected AIRMAIL as the concessions developer at Terminal 5, its state-of-the-art home terminal at New York's John F. Kennedy International Airport.

AIRMAIL, a Fraport company, reports that it plans to invest tens of millions of dollars to further enhance the terminal and help attract and manage concessions tenants that align with JetBlue's vision for T5. AIRMAIL will also lease space to T5's concessions tenants and manage a range of day-to-day operations.

"Since we began operating in North America nearly 25 years ago, AIRMAIL has set the standard for airport concessions by putting the customer first," said Jay Kruisselbrink, chief operating officer of AIRMAIL.

Continued on page 2.



JetBlue's award-winning interior at JFK Terminal 5.



ENTRY DEADLINE EXTENDED FOR SUNGLASSES AWARDS

The entry deadline for the Sunglasses Awards 2016 – which will be awarded at the Sunglasses Strategy event at the TFWA World Exhibition in Cannes on Tuesday, Oct. 4 -- has been extended to September 16, 2016.

The organizers request that submissions should be made online at www.sunglassescategory.com; a platform which provides a range of resources on the sunglasses category in Global Travel Retail.

The co-sponsors of the event -- De Rigo, Essilor, Kering Eyewear, Luxottica, Marchon, Marcolin and Maui Jim -- comment:

"We've had a pleasing reaction to the 2016 Awards from all corners of the industry. By extending the entry deadline by a few weeks, we hope to further encourage retailers and airport authorities – big and small – to enter submissions and share their success stories with their peers. May the best entries win, but may all entries promote best practices in the Sunglasses category in travel retail."

The 2016 awards cover 7 awards categories:

1. Best Marketing Activity for the Sunglasses Category
2. Best New Sunglasses Environment
3. Best Dedicated Sunglasses Sales Team
4. Most Supportive Airport Authority for the Sunglasses Category
5. Best Off-Airport Sunglasses Retailer
6. Sunglasses Retailer of the Year (turnover under US\$2bn)
7. Sunglasses Retailer of the Year (turnover over US\$2bn)

For more information, go to www.sunglassescategory.com or awards@sunglassescategory.com



Contact Bob Syner, for Caribbean/C & S. America/
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AIRMAIL to manage JetBlue concessions at JFK Terminal 5

Continued from page 1

"We're excited to be working together with JetBlue and the Port Authority of New York and New Jersey, which operates JFK. We look forward to a partnership that will benefit customers, JetBlue crewmembers, T5 concessionaires and their employees, the airport and its employees alike," said Kruisselbrink.

Decisions about the range and mix of concessions will be a collaborative effort between JetBlue and AIRMAIL with JetBlue continuing to retain control of which concessions are selected for T5. JetBlue intends to continue to elevate unique and local New York-inspired offerings as part of the T5 experience.

"The selection of AIRMAIL to provide management and operations of T5 concessions was a decision that was made through a rigorous and competitive process that considered a number of factors. Overall, AIRMAIL's proposal was the best and most innovative, and while we don't expect any immediate changes at T5, we have great ideas for the future," said Jamie Perry, JetBlue's vice president of marketing.

International Shoppes continues to be the duty free concessionaire at JFK Terminal 5.

AIRMAIL USA, a wholly-owned company of Fraport AG Frankfurt Airport Services Worldwide, is the current developer and manager of the retail, food and beverage operations at Pittsburgh International Airport, Boston Logan International Airport (Terminals B and E), Baltimore/Washington International Thurgood Marshall Airport, and Cleveland Hopkins International Airport.

TIAC applauds designation of 2018 as the Canada-China Year of Tourism

Continued from page 1

"Today's announcement to increase VACs, and the designation of 2018 as the year of Canada-China Tourism, will see this trend continue."

With a rapidly growing middle class and a hunger for travel, VACs in more areas of China will make it easier for potential Chinese travelers to make Canada their destination of choice.

"China is a very important market because they tend to spend more and stay longer in Canada than almost any other international traveler," Bell added. "According to our most recent report with Visa Canada, Chinese travelers spent \$372 million dollars on travel in the summer of 2015 - 10.4% of overall inbound volume."

In 2010, Canada was granted Approved Destination Status (ADS) by the Chinese government, with TIAC serving as administrator of the ADS program. This year, TIAC revamped this program to not only monitor designated tour operators, but to also help the tourism industry become "China ready" to meet the unique needs and desires of Chinese travelers. As a part of this agenda, TIAC will lead a trade mission to China this fall with 12 Canadian tourism businesses with a goal to better understand the Chinese market and seek opportunities to showcase Canada's tourism product in these new markets.

Canada's tourism industry is a \$90-billion-dollar sector, with 1.6 million Canadian jobs dependent on economic activity generated by travel and tourism.

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JTI appoints new WWDF head of Corporate Affairs and Communication; Gladys Rodriguez moves to Americas

Global tobacco giant JTI has promoted appointed Gemma Bateson, JTI WWDF General Manager Middle East, Africa, UK & Ireland, to the position of WWDF Director of Corporate Affairs and Communication JTI WWDF, effective October 1.

Since 2014, Bateson has been General Manager JTI WWDF, with responsibility for Middle East, Africa, UK & Ireland. In her new role, she takes over from Gladys Rodriguez who served as Legal Director, JTI WWDF, from 2019 to 2013 and then as Director of Corporate Affairs and Communications, JTI WWDF since 2013.

Rodriguez now moves to the domestic market as JTI's Director of Corporate Affairs and Communications for the Americas region. She will relocate to JTI's Americas office in Miami.

Bateson joined JTI WWDF in 2010 from Kraft Foods.

"We are delighted to welcome Gemma to head the Corporate Affairs and Communication function for our Worldwide Duty Free business," said David Francis, General Manager, JTI WWDF.



Gemma Bateson,
above, and Gladys
Rodriguez, right,
assume new roles at
JTI.



"Gemma brings to this role invaluable professional experience obtained from past employment with BAT International, Kraft Foods and JTI's own duty free tobacco business, making her especially well qualified to ensure we continue to grow our duty free business effectively and responsibly. At the same time we wish Gladys every success with her new role in our domestic Americas region."

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JetBlue makes first scheduled U.S. flight in decades to Cuba as DOT approves flights to Havana

Eight US airlines have been granted permission by the US Department of Transportation (DOT) to begin scheduled flights between the US and Havana, Cuba. There will be a limit of 20 daily flights to Havana by the end of the year.

The Aug. 31 announcement came on the same day that JetBlue flight 387 from Fort Lauderdale, Florida landed in Santa Clara, in central Cuba, the first scheduled, commercial flight from the US to Cuba in 55 years.

Six US airlines were granted permission to fly to nine Cuban cities other than Havana in June, although the US Congress has yet to lift a longstanding trade embargo on Cuba, which means that many US citizens are still prohibited from visiting as tourists.

The Obama administration has eased the restrictions and there are exceptions to the ban.

The airlines and routes to Havana approved by DOT are:

Alaska Airlines - 1X-daily flight from Los Angeles;

American Airlines - 4X-daily service from Miami and 1X-daily flight from Charlotte, North Carolina;

Delta Air Lines - 1X-daily service to Havana from New York-JFK, Atlanta and Miami;

Frontier Airlines - 1X-daily service from Miami;

JetBlue Airways - 2X-daily service from Fort Lauderdale, Florida (ex. 1X on Saturday) and 1X-daily from both New York-JFK and Orlando, Florida;

Southwest Airlines - 2X-daily service from Fort Lauderdale and 1X-daily from Tampa, Florida;

Spirit Airlines - 2X-daily service from Fort Lauderdale;

United Airlines - 1X-daily service from Newark, New Jersey and 1X-weekly service (Saturday) from Houston.

Nicolas Ferri, V.P. – Latin America and the Caribbean of Delta said the airline will begin selling tickets on Sept. 10.

For now, Americans can travel to Cuba only if their trip falls within one of 12 designated categories authorized by the US Department of the Treasury, including family visits, educational activities, religious activities, humanitarian projects, professional research and professional meetings and others. Travel for tourist activities remains prohibited by statute, DOT said.

TMI will bring a first-hand report on one of the initial JetBlue flights in the Cannes magazine.

DFASS takes over Ottawa International Airport duty free concession

Miami-based DFASS took over the duty free concession at Ottawa International Airport in Canada on September 1, after winning the airport's RFP in July.

As exclusive operator, DFASS assumed responsibility of the airport's two existing duty free shop locations, one of which serves international passengers and the other serving transborder passengers.

The Ottawa International Airport Authority (OIAA) established several priorities for its new duty free concession, including: unique and welcoming store designs; a "Sense of Place" (reflecting the city of Ottawa in its own right and as the capital of Canada); a commitment to service excellence; and product offerings that are high quality, sourced locally, and engaging.

The Authority's CEO and President, Mark Laroche, said the win was due in part to the boldness of the DFASS store designs.

"We've seen the passion and creativity that DFASS has brought to the table with their recent project in Terminal D at Dallas-Fort Worth, and the fact that the same design team was engaged to work on this project here in Ottawa shows the priority that DFASS has given this opportunity and the enthusiasm with which they approach new markets. We're

confident that they will offer the best of Ottawa to our international travelers."

DFASS President of Ground Stores Jonathan Potash added: "We are very excited about the opportunity to develop the new duty free stores at the Ottawa International Airport. Our global duty free experience, and our familiarity with the Canadian duty free environment by way of our program with Air Canada, will allow us to create a unique retail program. The store designs reflect the ideas and concepts we have developed with our creative design partners for Dallas and other international airports. Our retail strategy is focused on expanding our footprint in North American airports and Ottawa represents a key pillar in our targeted Canadian expansion."

DFASS has begun implementing the new store concepts this month, with renovations scheduled to be completed in early 2017.

More than 4.6 million passengers traveled through YOW in 2015 including 431,000 international passengers and 735,000 transborder passengers.

The duty free business was previously handled by ARI North America.

PVM appoints new GTR Marketing Manager



Perfetti Van Melle has appointed Femke van Veen, a 19-year veteran from Proctor and Gamble, as its new Marketing Manager for Global Travel Retail.

Susan De Vree, PVM's Global Travel Retail Manager, says: "For the last few years we have shown an impressive growth in our business and this has led us to look for a dedicated person for our Marketing department.

"The Travel Retail market is very dynamic and it is important to react quickly to changes and be able to give the right support to the business and set out a long and a short term strategy for our global brands. We are confident that Femke will play a key role in providing and implementing innovative NPD and a refreshing vision on our category."

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Brown-Forman to unveil new stand, new location in Cannes

Brown-Forman will unveil a dramatic new exhibition stand in a new location at the TFWA Show in Cannes.

Designed to emphasize its commitment to the duty free industry, the new stand will showcase the company's travel retail portfolio with particular emphasis on its American whiskies and recent Irish and Scotch acquisitions. It will also provide a comfortable and efficient environment for the Brown-Forman team and their suppliers and customers to socialize and conduct business.

"We are very pleased with the appearance of our new stand and the environment it will offer us in Cannes. Our decision to move to a freestanding location on the grounds of the Palais and away from the space we have occupied on the lower level for nearly the past two decades is just another example of the increased commitment Brown-Forman is making to the global travel retail industry," said Marshall Farrer, vice president

and managing director, Brown-Forman Global Travel Retail.

Now located at Beach Village (B06), the new Brown-Forman stand is just west of the main entrance to the Palais.

The Brown-Forman team worked closely on the design and construction of the new stand with UK exhibition consulting firm Pentalpha.

The new Brown-Forman stand is more than double the size of the former stand and has informal gathering space as well as a large number of meeting tables and four meeting rooms. The interior will feature photography and artwork on the walls that will visually showcase Brown-Forman's authentic history and craftsmanship as the leader in American Whiskey.

"As has been the case in the past, the new bar area will be a focal point of the stand and will be a great place for socializing, entertaining and relaxing," Farrer said.

Godiva teams up with DFS at LAX for 90th anniversary event

Godiva's Global Travel Retail team collaborated with DFS to stage a special 90th Anniversary event at Los Angeles International Airport featuring the work of renowned Belgian artist, Oli-B.

The LAX event was the second such event with DFS, following a similar activation at San Francisco International Airport at the end of May (shown above).

Oli-B flew to Los Angeles where, on Saturday, August 13, he completed an exclusive work of art comprised of 36 gold Godiva gift boxes in front of the DFS travel retail shop in the Los Angeles International Terminal.

Travelers were able to sample Godiva chocolates from the 90th Gold collection and were thrilled to have their photo taken with Oli-B. The artist autographed the photos and 90th gift boxes purchased.

It was an extremely successful event – for Travel Retail shoppers, for DFS and for Godiva, reports the company.



TFWA Cannes social events

Alongside the more formal networking that will take place on the stands and in the meeting rooms, the 2016 Tax Free World Exhibition & Conference will feature its traditional line-up of social activities, including the opening cocktail party at the Carlton Hotel on Sunday night; The Scene nightspot on the beach, and Le Premium Evening on Thursday, where delegates will be able to savour exquisite cuisine prepared by Michelin starred chef Stéphanie Le Quellec, while enjoying a spectacular dance program from Cuba's Ballet Revolución.

To get the week started, TFWA offers a choice of leisure activities, highlighted by a brand new regatta, sponsored by Paul & Shark. This team contest will see participants competing to sail the Bay of Cannes aboard professionally skippered dinghies. Another new feature on the leisure program is a yoga class overlooking the ocean. Sponsored by Rituals, this relaxing session will be a great way to refresh mind, body and spirit.

The traditional golf tournament, organized by Gebr. Heinemann and Estée Lauder, and the very popular pétanque competition, sponsored by Haribo, will also return, as will the charity walk/run that raises money for TFWA Care.

"People like doing business with people they like," says TFWA vice president, marketing Carla Guiducci. "The TFWA World Exhibition & Conference will provide plenty of occasions to strengthen the business relationships that are the bedrock of long-term prosperity."

Pre-registration is open at www.tfwa.com until September 7. The TFWA World Exhibition & Conference will take place at the Palais des Festivals, Cannes, between October 2-7, 2016.

Brown-Forman executives to hold news conference at TFWA

Marshall Farrer, vice president and managing director for Brown-Forman Global Travel Retail, and Campbell Brown, president of Old Forester Bourbon, will conduct a joint news conference at the TFWA Conference in Cannes, on Monday, October 3, at 12:15 on the new Brown-Forman Stand (Beach Village – B06).

Farrer and Brown joined the Brown-Forman Board of Directors this year and are members of the Brown family. They will be joined in Cannes by their cousin, Robinson Brown, Brown-Forman's regional director India, Middle East and Africa. All three are among the fifth generation of Brown family members to work at Brown-Forman.

Brown-Forman was founded in 1870 by George Garvin Brown, their great, great grandfather.

Also attending the news conference will be Billy Walker, the master distiller for BenRiach, GlenDronach, and Glenglassaugh distilleries; Alex Conyngham, founder of Slane Irish Whiskey; and Chris Morris, Brown-Forman master distiller and recent inductee into the Whiskey Hall of Fame. Several additional Brown-Forman senior executives will be making their first visit to the TFWA Conference in Cannes and be at the news conference.

This is only the second news conference Brown-Forman has ever conducted at the TFWA Conference in Cannes. The first occurred in 2013 to introduce Jack Daniel's Sinatra Select.

That news conference was attended by Frank Sinatra, Jr.



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American blend Gold Bar Whiskey launches in travel retail

One of the hot new whiskey brands -- Gold Bar Gold Finished Whiskey -- is being launched into the travel retail channel by Bob Syner's Specialty Brands Spirits & Wines Inc.

With an impressive list of awards to its name, including a Double Gold from this year's San Francisco World Spirits Competition -- Gold Bar Whiskey strongly features its American heritage.

A premium spirit, Gold Bar is created from a select blend of premium whiskies (88% corn, 9% rye, 2% barley) selected from the American Midwest. It is then transported to California, home of the gold rush, where it is finished in a 24-karat gold plated barrel, which the company says offers "luck and prosperity."

Along with its "heartland" pedigree, the whiskey's most striking feature is its golden presentation. Each individually numbered bottle is shaped like a gold bar, and includes a collector grade "Lady of Fortune" coin pressed into the front of the glass. The bottle also comes with a transparent pedestal stand to display the bottle upright.



Gold Bar Bottle Company President Elliott Gillespie tells *TMI* that the quality of the whiskey stands up to the premium packaging. "Gold Bar Whiskey makes a unique gift. The bottle feels substantial in your hand, and the quality of the presentation is reflected in the smooth and well-balanced taste of the spirit."

"We have worked painstakingly on the product and presentation and are sure that the result will become an iconic addition to the world of whiskey."

The gifting aspect makes Gold Bar particularly appealing to travel retail.

"We have been presenting Gold Bar Whiskey to a number of key duty free operators with very good results," reports Syner, who says that the brand is now available in some key retail and diplomatic venues.

The brand is also strongly supported on social media.

For more information, please see
<http://goldbarwhiskey.com/> and contact Bob Syner at info@specialtybrands.net

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