

## Westfield unveils 17 new dining and retail locations at Delta Terminal in LAX T3

Los Angeles World Airports, Delta and Westfield have partnered to enhance the LAX T3 passenger experience with a new retail and dining lineup that includes nearly 10,000 square feet of space, 17 new brands, nine LA-based favorites and eight concepts never before seen in U.S. airports.

The new travel experience at LAX T3 debuted just in time for the holidays and follows Delta Air Lines' relocation to Terminals 2 and 3 at LAX in May 2017. The relocation was the first step in the airline's \$1.9 billion redevelopment of the terminals to create the Delta Sky Way at LAX.

The redevelopment will be complete in a few years, but the customer experience improvements start now, say airport officials.

"The completion of the Delta Sky Way at LAX is a few years away, but customers can expect to see new features and enhancements to Terminals 2 and 3 throughout the course of the project," said Mary Loeffelholz, Delta's Vice President – Corporate Real Estate in LA. "In the end, we want to offer a world-class customer experience at LAX, and these new, high-quality dining and shopping options are a fantastic start."

The new, local and iconic brands in the terminal include Angel City Brewery, LA Life, Ashland Hill and The Parlor – all LAX and airport firsts, as well as Shake Shack, Starbucks and L.A.-based brands Blue Window and earthbar.

Among the new retail lineup, passengers will now also find travel essentials at Hudson LAXpress, a full Hudson News; electronics at Moshi and a variety of high-energy retail offers at Soundstage by Hudson.

"Working together, we're elevating the experience and helping LAWA and Delta make their LAX vision a reality," said Dan Hough, Westfield's Vice President at LAX.

In partnership with the city of Los Angeles and Los Angeles World Airports, Westfield is transforming the customer experience at LAX terminals 1, 2, 3, 6 and Tom Bradley International Terminal. Westfield is crafting a unique design at each terminal tailored to meet customer needs.

LAX is the fourth busiest airport in the world, second in the United States, and was named one of Skytrax' 2017 Top 10 Most Improved Airports. LAX served more than 80.9 million passengers in 2016.



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### IN MEMORIAM: JAMES PARADIES Airport concessions industry pioneer

The Paradies Lagardère family is deeply saddened to announce that company co-founder James Paradies, 87, of Atlanta, Ga., passed away on Friday, December 22, 2017. Affectionately known throughout the organization as "Mr. Jimmy," he partnered with his brother Dan Paradies to create The Paradies Shops, now Paradies Lagardère. The brothers were trailblazers in what's now known as the modern travel retail industry. Dan Paradies passed away in 2014.

An invitation from Atlanta Mayor Bill Hartsfield spurred the opening of a single toy and gift shop at the then-named Atlanta Municipal Airport. In 1960, Dan and Mr. Jimmy founded the new company, The Paradies Shops.

Today, Paradies Lagardère operates 850 stores and restaurants in 95 airports in the U.S., Canada, and the Caribbean, with more than 5,800 associates.

Mr. Jimmy was a constant presence at Paradies Lagardère's headquarters in Atlanta. He was very personable and could often be found talking with members of the team about their families, in many cases asking about family members by name.

Mr. Jimmy was quite active in the Atlanta community, known for his service and philanthropic commitments to several great causes.

*Continued on page 2.*

## Paradies Lagardère opens first TripAdvisor retail store at Toronto Pearson International

Paradies Lagardère has partnered with travel website TripAdvisor to create a branded travel essential store at Toronto Pearson International Airport (YYZ) Terminal 1.

With more than 455 million monthly visitors, TripAdvisor helps travelers worldwide find the latest reviews and traveler-generated photos for hotels, attractions, restaurants and more to help them make worldwide travel plans.

An aspect of this travel planning is available in the new store. In addition to offering travel essentials, the first TripAdvisor branded store features a large, interactive screen that travelers can use to learn more about Toronto and the surrounding area. By tapping the screen, customers are able to easily access the latest TripAdvisor reviews.

Paradies Lagardère began working with TripAdvisor in 2016. The Toronto store is the first of several planned in partnership with TripAdvisor. Paradies Lagardère will introduce three more Trip-

Advisor concepts in 2018 in Raleigh-Durham International Airport (RDU), George Bush Intercontinental Airport in Houston (IAH), and Phoenix Sky Harbor International Airport (PHX).

"Paradies Lagardère works with its airport and brand partners to create enhanced customer experiences and stay on the cutting edge of offering innovation and technology," said Gregg Paradies, president and CEO at Paradies Lagardère.

"What's most exciting about introducing the world's very first-ever TripAdvisor travel essential store is that we've incorporated an interactive tool that's not only entertaining and fun, but is truly useful in helping travelers. This unique store is a great addition to the Toronto Pearson program and an exciting destination for its guests."

"We are thrilled to be partnering with Paradies Lagardère and extending the reach of the TripAdvisor brand into the Toronto Pearson International Airport," said Nicole



Brown, Senior Director of Brand Partnerships, TripAdvisor.

"The TripAdvisor travel retail store concept allows us to further our mission of helping travelers worldwide plan and book the perfect trip by offering them a convenient way to purchase all the travel essentials, as well as quick access to our more than 570 million reviews and opinions on 7.3 million accommodations, restaurants and

attractions via innovative in-store touchscreens."

Paradies Lagardère specializes in three key airport concessions areas: Food and Beverage, Travel Essentials and Specialty Retail. Within Travel Essentials and Specialty Retail, offering a diverse mix of categories including fashion, luxury, electronics, convenience, sports, luggage, jewelry, and souvenirs.

### James Paradies, founder and philanthropist, remembered for his contributions to the airport concessions industry

*Continued from page 1.*

He also worked to help associates in need outside of the workplace. Mr. Jimmy established The Jim & Dan Paradies Emergency Assistance Fund, available to Paradies Lagardère associates who require additional assistance due to natural disasters and other emergencies.

Mr. Jimmy and his contributions to what makes Paradies Lagardère special also helped the company receive the Gallup's Great Workplace Award four times.

Mr. Jimmy's legacy and tremendous impact on the travel retail industry, as well as on those that knew him will long be felt, and he will be greatly missed by his family and friends.

Services took place Tuesday, December 26, 2017. Notes and cards can be sent to the company: Paradies Lagardère 2849 Paces Ferry Road, Overlook I 4th Floor, Atlanta, Georgia 30339.

TMI adds its condolences to those of the industry and sends our thoughts and prayers to Gregg Paradies and the entire Paradies family.



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## ForwardKeys confirms cool travel climate expected over the USA in 2018

The future of long-haul travel is bright for most of the world for the coming year, forecasts ForwardKeys.

The exception is travel to the United States, "where the climate is expected to be somewhat cooler than the rest of the world," says the company, which analyzes 17 million flight booking transactions a day.

As reported last week with the

latest UNWTO numbers, long-haul travel delivered an outstanding year in 2017.

Globally, intercontinental flight arrivals were up +7.0%. Inbound air travel to the Asia Pacific was up 4.4%; +11.5% to Africa and the Middle East, and soared in Europe, up by 13.3%.

The only negative was the Americas, where growth was just 0.1% up on 2016.

## M1nd-set: Digital disruption creates new opportunities for Millennial marketing

Swiss research agency m1nd-set has released a special analysis on digital marketing opportunities with Millennial consumers via its Business Intelligence Service (B1S).

M1nd-set's B1S brings together global shopper insights drawn from 50,000 face-face interviews with travelers at airport departure gates, and IATA's unique traffic analysis and forecasting tool DDS.

M1nd-set has been closely monitoring two important trends in recent months – Millennials as a shopper segment and the development of the digital marketing landscape – and the agency reports that the industry has now reached a tipping point.

The agency says that its focus on the behavior of global Millennial consumers has produced key findings in their shopping behavior, the key shopping drivers and influencers for Millennials and their responsiveness to marketing campaigns.

### Breaking barriers

Millennials' behavior both in retail and in response to digital marketing, combined with the evolution of omni-channel retail technology, are creating significant opportunities for the industry to reach out to Millennial shoppers while they are traveling in real-time, says m1nd-set. Barriers to reaching passengers while traveling have been broken and airlines no longer have sole access to the information on who is traveling where and when or what time they will be in a specific airport.

Millennials are seeking more personalization in the marketing from duty free stakeholders according to the m1nd-set research; 8 out of 10 Millennials say they are used to receiving personalized communications from domestic retailers but only 10% claim the same for the duty free channel. More than 70% of Millennials claim they would be prepared to give their personal data in exchange for relevant, personalized offers and promotions from duty free stakeholders. The report demonstrates that such personalized, relevant communications can potentially lead to over 40% revenue growth.

Omni-channel retail and marketing technology that is widely available today requires constant testing to determine the most effective marketing messages, but analytics are under-used in the industry, the m1nd-set Millennial research reveals.

Travel Research Director at m1nd-set Clara Perez comments: "Analytics tools today have simplified the process of calculating important values such as the ROI of specific campaigns or the lifetime value of a customer. *Continued on next page.*

Looking at the travel forecast for the first Quarter of 2018, long-haul flight bookings are 10.4% ahead of the equivalent moment last year.

The notable exception is the USA, says ForwardKeys, where bookings for international arrivals are just 2.6% ahead.

The travel forecast for the Americas is one of contrasts. Overall, bookings are 4.8% ahead. The USA is at the lowest end of the spectrum, with the increase in booking approximately 2% lower than the average for the continent. Canada, on the other hand, looks set to experience strong growth in inbound travel due to Chinese visa facilitation and an increase in capacity from India.

The climate for regional and long-haul outbound travel in Latin America will be led by favorable bookings from Mexico in the north and hot travel conditions in the south, where Argentina, Brazil and Chile are all expected to continue growing at double-digit rates in Q1 2018.

Other regions show strong projections.

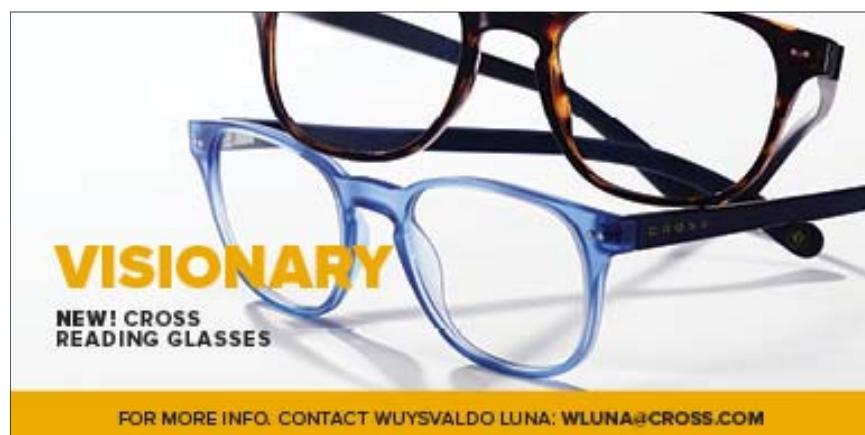
Current long-haul bookings for the Asia Pacific region are running 12% ahead of where they were last December. Outbound bright spots include Australia, New Zealand, India and China, where economic growth is stimulating demand for travel, coupled with capacity increases.

Travel to South Korea is still suffering from the THAAD missile crisis and the deep setback is unlikely to be reversed by a recent thaw in diplomatic relations or the simultaneous occurrence of the winter Olympics in PyeongChang with Chinese New Year (conditions which in other years would probably precipitate a perfect storm in demand).

Long-haul bookings for Africa and the Middle East are 11.9% ahead. Africa's outbound travel will rise too, buoyed up by general economic recovery in Nigeria and South Africa. Additionally, a long period of bad travel results over Egypt looks set to clear when the country welcomes back Russian tourists in February, when flights are predicted to resume.

Continental Europe should benefit from the EU-China Tourism Year with first-quarter bookings 13.3% ahead. In Russia, the FIFA world Cup will attract a surge in visitors and encourage the domestic population to remain at home. The outlook for the UK is uncertain though, where a rise in the value of £ Sterling is damping enthusiasm for the destination seen last year.

Olivier Jager, CEO, Forward Keys, said: "One has to be optimistic. Despite 2017 being a year filled with economic and political uncertainty, it is one in which long-haul travel has grown strongly and that trend looks set to continue."



## M1nd-set report on Millennial marketing

### KEY FACTORS OF SUCCESS

<b>#1</b> COMMUNICATE WITH CUSTOMERS WHEN THEY ARE IN A SHOPPING MODE <p>NOT FINDING THE RIGHT TIMING ELIMINATES THE CHANCE OF PURCHASE &amp; POTENTIALLY ANNOYS THE CUSTOMER</p>	<b>#4</b> GIVE PERTINENT RECOMMENDATIONS THEY WOULDN'T HAVE THOUGHT OF <p>REMIND SHOPPERS ITEMS THEY BROWSED BUT DIDN'T PURCHASE SUGGEST COMPLEMENTARY PRODUCTS</p>
<b>#2</b> KNOW THE CUSTOMER REGARDLESS OF THE LOCATION OF INTERACTION <p>67% OF MILLENNIALS EXPECT RETAILERS TO LINK DIGITAL MESSAGES WITH THEIR OFFLINE EXPERIENCE</p> <p>CROSS-CHANNEL COMMUNICATION CHALLENGE REQUIRES COLLABORATION WITHIN BOTH THE INDUSTRY AND THE COMPANY</p>	<b>#5</b> SHARE THE VALUE IN A MEANINGFUL WAY <p>63% OF MILLENNIALS BELONG TO A LOYALTY PROGRAM → OPPORTUNITY TO COLLECT DATA (BUYING WHAT, WHEN, HOW OFTEN...)</p> <p>ENABLES TO GIVE THE PERFECT CUSTOMIZED GWP FOR LOYAL CUSTOMERS, AND INTRODUCE NEW ITEMS</p>
<b>#3</b> REMIND CUSTOMERS OF THINGS THEY MIGHT WANT TO KEEP TRACK OF <p>TRACK SPECIFIC CIRCUMSTANCES THEY TO WANT TO KNOW ABOUT (E.G. WHEN AN ITEM IS BACK IN STOCK...)</p> <p>ENSURE THESE REMINDERS PROVIDE ACTUAL VALUE</p>	

## HMSHost wins 10-year F&B contract at Austin-Bergstrom International Airport

HMSHost can now add Austin, Texas to the list of airports in which it operates after winning approval from the Austin City Council for a 10-year food & beverage contract at Austin Bergstrom International Airport (ABIA) on Dec. 14.

In partnership with D.C. Garrett Group, HMSHost will operate nine new locations in the airport's new international terminal, bringing a variety of local and national favorites to travelers in the Texas capital.

This is the first time that HMSHost is operating in the airport.

HMSHost plans to open the Austin City Kitchen at ABIA, which it describes as "the airport industry's first true live action food hall kitchen." The food court will be anchored by Austin's iconic Torchy's Tacos plus locations of Noble Sandwich Co., Sushi-A-Go-Go, a Hardies Fresh Foods market, and a taproom by Austin Beerworks called The Beer Drop, where travelers can educate themselves on craft beer from Austin's most popular brewery. There will be a stage for live music at the food court, featuring a rotating selection of local Austin musicians.

Across from Austin City Kitchen will be Austin's iconic chef-inspired 24 Diner by ELM Restaurant Group. At the end of the terminal, HMSHost will open the Parkside gastropub, a downtown East Sixth Street staple created by Chef Shawn Cirkiel.

"We couldn't be more excited to be entering the diverse and vibrant city of Austin with this new partnership with the

Austin-Bergstrom International Airport," said HMSHost President and CEO Steve Johnson. "We're very much looking forward to bringing travelers a dynamic mix of local restaurants and dining experiences that truly reflect Austin, and we thank the airport for this great opportunity."

Austin-Bergstrom International Airport is undergoing a terminal expansion project to add nine more gates to keep pace with increasing passenger traffic and to prepare for the future growth of air service to the rapidly growing area.

The current Barbara Jordan Terminal at ABIA is designed to serve 11 million passengers annually. In 2016, a record high 12.4 million passengers traveled through the airport.

The expansion project will increase the airport's capacity to 15 million passengers annually. It is anticipated that it will be at least 2025 before that level of passenger traffic is reached.

At its Dec. 4 meeting, the Austin City Council also approved 15 other concessions contracts for ABIA. Paradies Lagardère was awarded contracts for four retail operations and one food and beverage location. Delaware North won contracts for five F&B and retail locations. The Council also approved retail contracts for ABIA Duty Free, operated by EJE CVG, LLC., tech store InMotion, and a James Avery artisan jewelry store.

A Vino Volo winebar and local coffee shop Fara Café were approved.

*Continued from page 3.*

"The advent of omni-channel retail solutions means that brands and retailers are able to combine retailer experiences between offline and online as well as between domestic and duty free retail."

This is what Millennials are looking for, says m1nd-set owner and CEO Peter Mohn: "67% of the Millennials in our shopper research say they expect and want the industry to adopt a more coherent and comprehensive approach to marketing, linking the consumer's offline and online experiences so they are recognized as one and the same individual."

Mohn says there are solutions available which allow stakeholders to provide a constant, relevant stream of communication with passengers from the time they leave for the airport all the way to the departure gate. "Integrated POS and CRM systems, i-beacon technology, way finding solutions and omni-channel commerce solution providers have made the consumer reachable whenever they are in the vicinity of the airport or duty free shop. Today's traveling Millennial shoppers are not only early adopters of this type of technology, they want brands and retailers to connect and communicate with them through these platforms," he said.

For more information go to [info@m1nd-set.com](mailto:info@m1nd-set.com).

## Tito's Handmade Vodka celebrates Chinese Year of the Dog

Tito's Handmade Vodka, which is known as "the vodka for dog people," welcomes the Chinese New Year with a seasonal promotional gift bag that echoes the brand's special relationship with man's best friend.

In honor of the upcoming Year of the Dog, the original craft vodka from Austin, Texas, has released a special gift pack decorated in red and gold to symbolize happiness and good fortune.

The Year of the Dog bag is available in duty free stores worldwide, including DFS, International Shoppes, DFASS and Dufry, as well as the US military in AAFES Class Six stores across the US.

Echoing the description for people born in the Chinese Year of the Dog, Tito's believes that dogs are loyal and honest. The brand has been connected with dogs since the company started in 1997 when founder Tito Beveridge, seeing the plight of stray dogs and other animals around the site of the new distillery, became involved in animal rescue. He established close links with animal charities, such as Emancipet in the U.S. and all proceeds from its branded dog products benefit the charity directly.

Managing director of Tito's International, John McDonnell, says: "The vision of our *Vodka for Dog People* program is to unite with our friends, fans and partners to better the lives of pets and their families far and wide. Chinese New Year is one of the most celebrated festivals on earth and this year has a special significance for us. We look forward to celebrating it with our customers and fans around the world."





1947 — 2017



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- \*Coordinate media agency requests
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**Position Requirements:**

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- \*Minimum 3 years of relevant professional experience.
- \*Exceptional MS office skills.
- \*English a must, Spanish and other foreign languages a plus.
- \*Outstanding organizational, communication and presentation skills.
- \*Strong attention to detail.

Please send resumes to  
[Heidi.dettinger@breitling.bs](mailto:Heidi.dettinger@breitling.bs)



**Executive Assistant to the President BREITLING Caribbean**

**Specific responsibilities include but are not limited to:**

- \*Type letters, reports, e mails from electronic Dictaphone. \*Reformat documents drafted by executives and send out.
- \*Work multiple priority activities that require considerable coordination and follow through to meet deadlines and requests. \*Maintains President's highly active calendar by setting, monitoring, and confirming appointments; reminding President of schedules; preparing visitors material reports and developing itineraries-travel plans.
- \*Work independently and/or within a team on special projects as assigned.
- \*Liaise with clients/partners.
- \*Utilizes knowledge of company culture, operations, policies, procedures in performing duties with minimal direction/supervision.
- \*Keeps copious notes at all meetings, attends meetings president is unable to attend. Manages and orders office supplies.

**Position Requirements:**

- \*Full Time, Miami based office local candidates.
- \*Minimum 3 years of relevant professional experience.
- \*Exceptional MS office skills. \*Proactive.
- \*Strong attention to detail.
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**Sell-In Sell-Out Analyst for the Miami Office of BREITLING Caribbean**

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- \*Updating and running statistical models, tracking results against forecasts, and fine-tuning future Forecasting.
- \*Creating budget modeling through sales analysis, interpretation of future forecasting variables.
- \*Build reporting structures on SKU, category and whole business performance.
- \*Prepare key weekly, monthly and quarterly reports via PowerPoint presentations, conference call and or meetings.

**Other functions:**

- \*Developing databases, data collection systems, and other strategies for statistical efficiency.
- \*Research, evaluate, and implement new analytic techniques or technologies. \*Providing support and training to other analytics staff.
- \*Analyze customer sales databases, tabulating sales reports for contest results.

**Position Requirements:**

- \*Full Time, Miami based office local candidates.
- \*Minimum 3 years of relevant professional experience.
- \*Exceptional analytical and MS office skills.
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- Project management experience is a plus.

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<http://human-resources.tagheuer.com/en/job-offers/job-details.php?jobId=113175>

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**Requirements**

- 3 years of relevant professional experience
- Travel 25% minimum
- English and Spanish (French is a plus)
- Excellent communication and presentation skills
  - Results oriented
  - MS office skills

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**Position Requirements**

Full Time, HQ based position (Coral Gables); graduate degree (college). English a must, Spanish and other foreign languages a plus.

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