

400 aviation executives attend sold-out 2018 ACI-LAC Annual Assembly and Conference hosted by MIA

Some 400 aviation executives from throughout the Western Hemisphere attended the 2018 Airports Council International - Latin America & Caribbean (ACI-LAC) Annual Assembly and Conference that took place in Miami last week, hosted by Miami International Airport, which is celebrating its 90th anniversary this year.

MIA is the busiest gateway airport of the Americas, serving 79% of all passengers between the U.S. and the LAC region, pointed out Miami-Dade Aviation Department Director and CEO Lester Sola, in his opening remarks.

ACI-LAC, the only professional worldwide association of airport operators, represents 60 airport operators and over 270 airports in 32 countries of the Latin America and Caribbean region. The organization's airports handle 95% of commercial air traffic in the area and represent over 584 million airport passengers, 5.1 tons of freight and more than 8.7 million aircraft movements each year.

The Conference was kicked off by a slate of government and aviation officials, including Miami-Dade County Mayor Carlos A. Gimenez; Miami-Dade Aviation Department Director and CEO Lester Sola; ACI-LAC Director General Javier Martinez, Chairman of the Board of County Commissioners Esteban L. Bovo, Jr. along with Bongani Maseko, ACI World Chair and Martin Eurnekian, ACI-LAC President and CEO of Corp. America Airports.

A very bland keynote address was presented by Federal Aviation Administration Deputy Associate Administrator Winsome Lenfert, which was followed by an engaging, data-thick overview of the global and regional aviation industry by ACI Director General Angela

Gittens (more details to come).

The key theme of the conference was how aviation will handle the projected doubling of passenger traffic that is forecast by 2040, in terms of airport infrastructure and capital investment, passenger experiences, leveraging technology, and air cargo.

Following Angela Gittens' presentation, Patricio Di Stefano, President of ORSNA, Argentina's National Airport Authority, presented an excellent case study of how the government of current President Mauricio Macri has made airport development a priority.

With Argentina still registering the fewest air passengers per capita in Latin America, following decades of no development, the administration has embarked on an ambitious program to modernize 90% of Argentina's operational airports between 2016-2019.

With a goal to double the number of domestic passengers, attract new airlines and grow existing ones, modernize infrastructure, redesign air space and improve passenger service, the country has already completed 64 airport works, with 31 still underway. Projects include new terminals, new control towers, tracks, beacon systems, parking lots, rolling streets, and technology, among others.

Di Stefano and Gittens next joined Eduardo Henn Bernardi, Director of Investments for Regional Airports in Brazil, on a panel moderated by CNN anchor Gabriela Frias for a lively discussion on airport investments.

The afternoon sessions focused on passenger experience, and included a panel discussion in which IAADFS President & CEO Michael Payne participated



Diageo sells brands to Sazerac

Diageo is selling 19 of its non-premium brands to Sazerac in a deal worth a reported US\$550 million.

The net proceeds of approximately £340 million, after tax and transaction costs, will be returned to shareholders through a share repurchase.

The brands included in the transaction are Seagram's VO, Seagram's 83, Seagram's Five Star, Myers's, Parrot Bay, Romana Sambuca, Popov, Yukon Jack, Goldschlager, Stirrings, The Club, Scoresby, Black Haus, Peligroso, Relska, Grind, Piehole, Booth's and John Begg.

Diageo has agreed to enter into long-term supply contracts with Sazerac on completion for five of the brands each for a period of ten years. Supply of all other brands will transition to Sazerac within a one year period from completion.

Ivan Menezes, Chief Executive of Diageo, said: "Diageo has a clear strategy to deliver consistent efficient growth and value creation for our shareholders. This includes a disciplined approach to allocating resources and capital to ensure we maximize returns over time. ... The disposal of these brands enables us to have even greater focus on the faster growing premium and above brands in the US spirits portfolio."



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

L'Oréal presents overview of year in Cannes: Leadership, innovation, relevance and social responsibility as 6th continent works to appeal to all nationalities

L'Oréal Travel Retail's annual press conference in Cannes presented a global overview of the year by Travel Retail Managing Director Vincent Boinay, with a focus on the company's leadership, innovation, relevance, sustainability and social responsibility.

Boinay's overview was followed by regional reports from the directors of Europe/Middle East; the Americas, and Asia Pacific.

This year more than ever, travel retail showed its worth as the '6th continent,' especially since the important millennial customers are residents of this 6th continent, he said.

The millennials follow beauty trends, and use digital from luxury to mass market, and from dermo-cosmetics to hair care, on a global basis.

L'Oréal's travel retail business, which is now 40 years old, is the historic leader of this "territory" because of its passion and expertise.

Results differ by region

Business in the different regions was quite contrasted this year, said Boinay.

The market in Asia with its Chinese shoppers is "quite dynamic," while business in the Americas, especially South America, was affected by currency devaluations, market difficulties and politics leading to "big minuses." In Europe, traffic is growing faster than business.

"But at the end of the day, travel retail within L'Oréal is performing quite well," said Boinay, which he credited to L'Oréal's portfolio of brands, its 40 years of expertise in travel retail and the teams of people from all over the world, made up of all nationalities, and diverse backgrounds, who run the business.

"This is what makes L'Oréal Travel Retail so successful," he stressed.

Luxury to accessibility

Luxury is still the dominant division in travel retail, and what is luxury today, he asked?

"It is about star products and star brands: Lancôme, Armani, Kiehl's, St. Laurent, etc., with the addition of new initiatives, new brands, and new customer experiences, to enrich what we do with this portfolio.

"But it is not just about luxury—it is also about accessibility and for that we have L'Oréal Paris—the #1 beauty brand in the world. By far, the most powerful beauty brand in the world. Our catwalk on the Seine River for Paris Fashion Week was able to stop traffic on the river for two hours."

Boinay says that L'Oréal Paris is answering a real need of millennials who are traveling around the world.

New initiatives include new categories, such as the dermo cosmetics which L'Oréal introduced to the channel only 2-3 years ago and has become a very significant business.

"It is all related to this trend

world wide of well-being. As I've said before, health is the future of beauty and the demand for sun care products, products for sensitive skin, is a reality everywhere, that we see amplified on all the continents and in travel retail."

L'Oréal also introduced haircare into travel retail through its Kérastase brand and is striving to make the category relevant for its partners.

Sustainability and social responsibility

Sustainability, and social and corporate responsibility, are key objectives for the company, which is currently collaborating with suppliers in forest conservation projects to offset carbon dioxide wastes.

"This is quintessential to our performance and the most meaningful thing we can do," said Boinay.

L'Oréal's sustainability program, Sharing Beauty with All, centers on three main elements:

*Offsetting 100% of the travel

of all staff within travel retail.

"It is becoming really meaningful. This year we are offsetting 13 million miles with our reforestation program," said Boinay.

*90% of materials of booths will be reused, it is sustainable;

*The company is assisting an employee injured in a snowboard accident to go to the 2024 paralympics.

"As a citizen company of the world it is our responsibility to do these kinds of things," he said.

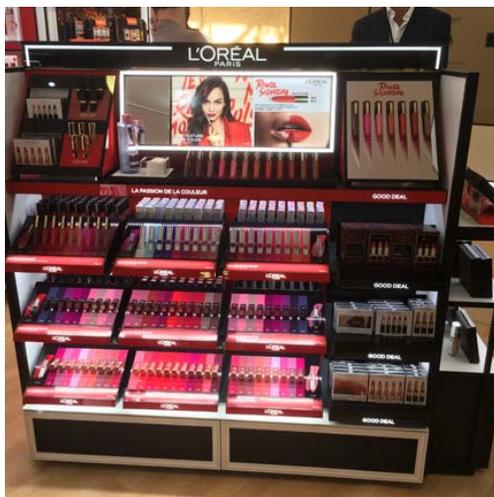
L'Oréal intends to remain the leader of the industry, said Boinay in concluding his presentation.

Regional highlights

The overview was followed by a look at some regional highlights from Gianguido Bianco, managing director, TREMEAI; Emmanuel Goulin, managing director of TRAP, and Yannick Raynaud, managing director of TRAM.

Bianco noted that the major challenge in the Europe, Middle East market is the decrease in spend per passenger in continental

Continued on next page.



"L'Oréal Travel Retail is not just about luxury—it is also about accessibility and for that we have L'Oréal Paris—the #1 beauty brand in the world," commented L'Oréal Travel Retail Managing Director Vincent Boinay during the presentation in Cannes.



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L'Oréal presents overview of year in Cannes

Continued from page 2.

Europe, so the goal is to increase recruitment, and offer more small sizes and other millennial projects, as well as focus on the L'Oréal Paris brand.

"Our key objective is to engage and surprise customers with new experiences," said Bianco.

With the Asia Pacific market booming, especially in skincare and makeup, Goulin spoke about the relevance of a Sense of Place and the importance of creating an emotional connection to the brands through a great experience.

"With the Chinese fueling the growth in TR, there is a need for a 360 omni-channel model that delivers convenience, relevance and experience," he said, explaining that convenience using mobile is the new norm; relevance with targeted products and events; and experience to offer an emotional connection," he said.

Dual strategy in the Americas

Business in the Americas has been mixed, explains Raynaud. After a "fantastic 2017 and very good start to 2018," beauty sales are challenged by a currency crisis in Brazil and Argentina, political uncertainties and worries about a trade war between the US and China, which could impact traffic.

"This is tough but also temporary. At L'Oréal we trust in the resiliency of the travel retail channel. We are here for the long run. We are here to answer the customers need and desire," she noted, illustrating some of the dynamic and successful point of sale activations the company has mounted from Rio de Janeiro to Waikiki, Hawaii.

"What really matters today and tomorrow is how we attract the American passenger. One third of the traffic in the Americas are American, and only 2% of them are buying in the duty free. So we have a great opportunity to increase penetration, especially among millennials."

Raynaud said L'Oréal is using two main strategies to grow its travel retail business.

The first is playing with the extraordinary reach of the L'Oréal brands, glorifying the brand with more engaging consumer experiences.

"We are doing so with shops like the 'guilt free' treat of NYX Professional makeup in New York JFK where we just opened the first travel retail boutique worldwide for the brand. And the show-stopping shop we just opened for Urban Decay in Las Vegas, which we will be rolling out to other locations."

L'Oréal's second travel strategy is creating distraction in traffic flow, with interactive pop-ups outside of the shops.

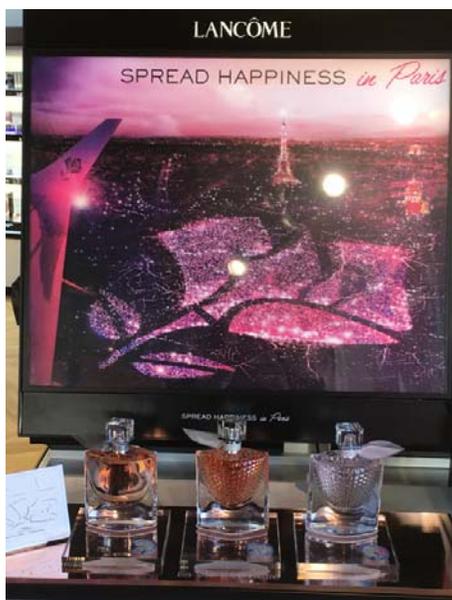
"We are disrupting the flow with an incredible experience, with interactive elements, with personalization.

As many as 95% of the people we attract would not have entered into the duty free shop."

L'Oréal is focusing on addressing all the consumer needs and working to appeal to all the nationalities to increase penetration, she concluded.

Lois Pasternak

Lancôme's new 'share happiness' campaign for La vie est belle was spotlighted at the Lancôme booth in Cannes by L'Oréal Travel Retail.



Perfumes y Diseño to expand fragrance portfolio with new licensing agreement with Spanish fashion house El Ganso

Spanish fashion house El Ganso and Madrid-based beauty company Perfumes y Diseño have signed a licensing agreement for PYD to create and market a line of perfumes.

El Ganso, known for its fun and elegant designs, operates almost 180 retail outlets across 9 countries including France, Portugal, Italy, Germany, England and more. The company is looking to further expand internationally in the retail sector and extend its product line, introducing its own range of fragrances.

The PYD group creates and distributes perfumes for various Spanish and international businesses, including Spanish brands Tous, Desigual, and DelPozo, as well as creating luxury perfumes for Starck Paris. It also distributes other groups' brands in more than 80 markets and has branches and offices in 10 countries.

"Developing a new business line within El Ganso, we needed the guarantee of a company with proven success in the perfume industry. We have understood each other very well because we share the principles of quality above all, as well as freedom in design," commented Álvaro Cebrián, consultant and co-founder of El Ganso.

"In PYD we seek out exciting challenges. Brands with a clear identity that want to reach a new audience, as well as existing customers, through their perfume. El Ganso is a bold company with a respectful team, but one that is not afraid to break the rules. They are conquering the world with their youthful and carefree designs and we want to be by their side sharing this success," said PYD president Pedro Trolez.



Sault Ste Marie Duty Free store won the Gold Standard Marketing Award at the 2018 Frontier Duty Free Association Convention earlier this month. Owner Ralph Caria and his team, including Wilma (Willie) Deplonty, left, who also won the FDFDA Outstanding Land Border Duty Free Employee Award. Full story on next page.



Has the following positions available:

Regional Sales Director – Travel Retail North America

This position reports to the General Manager for the Americas and is responsible for all travel retail sales-related activities in the North-American region. Accountable for developing and executing business strategies to deliver sales objectives including sell-in and sell-out goals for the region; providing strategic solutions and input for key corporate initiatives; forecasts and implementation of action plans; management of Sales team.

Requirements: BA degree in Business Management or related field (MBA ideal); 4-5 years in sales position in the Cosmetics/Perfume industry.

Submit resumes

to: gcamplani@sac.shiseido.com or mrfernandez@sac.shiseido.com

Product Manager Cosmetics – The Americas Travel Retail & Local Markets Latin America (MIAMI-BASED)

Candidate reports to the Cosmetics Marketing Manager and will be responsible for the implementation of the marketing strategy of existing and new products and adherence to brand's guidelines. Will execute animation plans throughout the Americas region, assist with the development of marketing plans for assigned products/brand; oversee market research and analysis, promotions, and advertising.

Requirements: BA/BS degree; minimum 2-3 years working in operational and/or trade marketing with a known cosmetics brand. Must be fluent in English and Spanish.

Submit resumes

to: gcamplani@sac.shiseido.com or mrfernandez@sac.shiseido.com.

International Trainer Fragrances – The Americas Travel Retail & Local Markets Latin America (MIAMI-BASED)

Position reports to the Training Manager for the Americas. Responsible for organizing and conducting training sessions/seminars and providing on-counter coaching throughout the region, reinforcing product and brand knowledge. Motivates sales force, beauty consultants, and counter managers and monitors. Acts as brand representative for PR events.

Requirements: 2-3 years of experience as a trainer in TR or in retail sales preferred; dynamic personality with impeccable communication skills in English and Spanish. Portuguese, a plus.

Submit resumes

to: gcamplani@sac.shiseido.com or mrfernandez@sac.shiseido.com.

Associate Marketing Manager - Travel Retail & Open Sell / NARS Brand (NY-BASED)

Position will report to the VP NARS International Marketing & Business Development and will be key marketing contact in the NY office for Travel Retail (60%) and Open Sell (40%) channels in the EMEA and Asia regions (i.e. Sephora, Mecca in Australia, amongst others). Key responsibilities are to influence the marketing strategy, plan product and launch initiatives and ensure brand guidelines are followed. Responsible for managing and driving growth of the brand in partnership with the Travel Retail and the EMEA Local Markets teams. Lead cross functional efforts with global marketing, product development, visual merchandising, communications, education, and operations/sales administration teams to drive channel-specific initiatives, retailer exclusives, and supporting assets.

Requirements: BA/BS degree required; 2-3 years Travel Retail experience; Retail Marketing and International business experience, a plus; superior written and verbal communication skills; demonstrated leadership abilities and experience working with different cultures.

Submit resumes to: hcekovic@sac.shiseido.com.

TEMP TO PERMANENT POSITIONS (MIAMI-BASED)

Marketing Assistant – provides operational and administrative support to Brand Manager with general day-to-day marketing duties; communicates with vendors, generates purchase orders, maintains supplier data base. Industry experience preferred.

Commercial Assistant/Order processing – reports to the Forecasting Manager; receives purchase orders to process and follows up with logistics team to ensure on-counter timely delivery of products; liaises with Marketing, Sales, and Logistics departments.

Submit resumes for Miami-based positions

to: gcamplani@sac.shiseido.com or mrfernandez@sac.shiseido.com.



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Breitling has an immediate opening for an
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The Area Sales Manager is responsible for the development and improvement of Breitling business in the region Caribbean /LATAM ensuring that sales, visibility, quality of services and quality of customer's relationship is in line with the company guidelines.

**Key Responsibilities:
Development of the Business and our Commercial Partnership:**

- Reach the monthly budget by continuously monitoring account performance, tailoring account strategies & action plans, leading to maximizing retailers' sales.

Account Management:

- Maintain privileged contact with all clients in the market and ensure high levels of account satisfaction.
- Advice and plan the replenishment of watches with the retailers, ensuring optimal product mix / assortment policy.
- Monitor the stock as well as the sell-in/sell-out per POS and draw action plan to strengthen the sell-out.

Ideal Candidate:

- Position based in Miami office.
- Degree or equivalent experience
- Solid experience in wholesale of jewelry/watch or luxury goods brands.
- Strong communication and problem-solving skills.
- Excellent organizational skills.
- Proficiency with computer programs including MS Office Suite, Excel and Power Point
- Entrepreneurial spirit.
- Regional sales experience Caribbean/LATAM
- Ability to travel 40-50%
- Bi-lingual English/Spanish

Interested applicants email resume to: info@breitling.bs



Clarins, a luxury beauty brand, is seeking a Senior Brand Manager, based out of Miami, FL.

This position will maintain the flow of information regarding new Export developments, launches and promotional activities, coordinate and implement marketing projects with responsibilities that include Forecasts Management, A&P Management, Prices Analysis, Promotional activities coordination, PR Event Coordination, Media Strategy and Merchandising.

Responsibilities include, but are not limited to:

Forecast Management, Marketing, Launches & Promotional Activities, Responsible for A&Ps, Merchandising, Reporting & Data Management, Special Events

Essential Skills and Abilities

- *BA Degree in Marketing or equivalent
- *Relevant Skin care experience in Operational Marketing management
- *Successful track record of brand management
- *Able to formulate business strategy and carry out implementation plans
- *Strong communication and presentation skills
- *Fluency in Spanish and English: Portuguese or French will be an advantage
- *Advanced skills in Excel and PowerPoint
- *Travel required

Please send resume to
Amanda.Brinkerhoff@clarins.com

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The ideal candidate will provide critical support to franchise field teams by providing consistent sales growth, visual merchandising planning and execution of new store openings.

Primary Responsibilities include but not limited to:

- * Support field teams in the delivery of consistent, high quality in-store customer experience.
- * Provide on-going support to ensure replication of the Brand and achievement of specific goals.
- * Ensure operational efficiencies and brand standard across multiple stores.
- * Identify development needs of store personnel and coordinate training.
- * Partner with buyers and store managers to influence inventory levels and assortments based on specific market demands;

Qualifications

- * Bachelor's Degree in Business Management or equivalent experience.
- * 5 + years of experience in Retail Operations/Field Management
- * Franchise and multi-unit store management experience preferred.
- * High level of analytical skills using Excel, PowerPoint, and MS Office applications.
- * Strong leadership skills, deadline and detail-oriented.
- * Ability to travel up to 75% within wide geographic markets.
- * Fluency in English & Spanish both written and oral is a MUST. French is a plus.

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Marlene Usallan @
musallan@essence-corp.com

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