

## The 2021 Virtual Summit of the Americas: The View from the Top – Days 1 & 2

The 2021 Summit of the Americas, organized by South American Duty Free Association ASUTIL and the International Association of Airport and Duty Free Stores, along with *The Moodie Davitt Report*, presented one of the most comprehensive and relevant conference programs focusing on travel retail in the region ever held.

As conference moderator Dermot Davitt, of *The Moodie Davitt Report*, noted in his introduction, the conference discussed the big issues facing the travel retail industry on the road to recovery, such as the new consumer, industry partnerships, the big picture for travel, and the regional economy.

Opening on behalf of the two associations hosting the Summit, **IAADFS Chairman Rene Riedi** noted the profound impact that the COVID pandemic has had on the world and the industry.

The World Tourism Organization estimates a \$910 billion dollar impact worldwide and 120 million direct tourism jobs lost, he said. “The crisis is not over yet,” he warned, even with vaccinations rolling out. “The industry is still facing ‘a confluence of uncertainties,’ with diminishing prospects for international travel,” he said.

Against this background, a clear highlight of the Summit Conference was the daily View from the Top interviews with key CEOs from the region presented in the Knowledge Hub. Over the week Davitt spoke with Martin Eurnekian, CEO of Corporación America Airports and ACI World Chair, Dallas Fort Worth International Airport CEO Sean Donohue, JFKIAT (New York T4) President & CEO Roel Huinink and Vancouver Airport Authority President & CEO Tamara Vrooman.

In today’s issue *TMI* presents highlights from the first two CEO presentations

### Eurnekian: need for a plan B and better integration of data and systems

Corporacion America Airports CEO & ACI World Chair Martin Eurnekian acknowledged how hard the industry had been hit in South America and the world and warned that recovery will be a long process. The market must adapt to a world where Covid-19 remains an issue, he warned. While the rollout of vaccination programs are allowing governments to lift some travel restrictions (in the U.S.), and he expects this trend to rollout to the rest of the world, nevertheless, Eurnekian argues for the need for a “Plan B” for travel retail.

Plan B, he explained, would entail working together with the governments to adopt a coordinated approach to allow for the safe return of travel. International travel is probably one of the most standardized and coordinated industries in the world. Airlines talk to each other, reservations systems share information.

But the retail sector does not, he said. “Making changes in these



systems is really hard which is why it is hard for our retail industry to be fully aligned. This is a next step. We must create new ways to engage with our consumers. We are in conversations with our suppliers on how to create new solutions, new systems, and new ways to engage with the consumers that will allow us to become more effective. At least we know where we want to go.

“We are trying to create a roadmap on integrations and data sharing,” he said.

“What we’re trying to create is a roadmap on integration and data collection and data sharing that will be the raw material that the whole industry will use once we create it,” he said. “We need to propose new solutions, to propose new products that will make us more efficient. But there is no way to do that if the stake-holders in the industry do not talk to each other.

“For the industry to recover systems must be able to talk to each other. Airlines talk to each other and airports but duty free has always been an island. The rest of the tenants are connected and share information that allows the passenger to have a common experience. We need to connect duty free to the rest of the system. This will transform the passenger experience and increase our efficiencies and revenues.”



### ARI’s Nuno do Amaral joins IAADFS Board of Directors

The International Association of Airport and Duty Free Stores (IAADFS) has named Nuno do Amaral of Aer Rianta International (ARI) as a member of the Board of Directors. He was appointed to fill the seat of Gerry Crawford, who recently left the industry.

Do Amaral serves as the Chief Operations & Business Development Officer at ARI. He joined ARI in 2014 and was CEO of the Middle East region until 2019 when he moved to the company headquarters in Dublin to take up the Chief Operations Officer role. He currently has operational responsibility across the globe with a focus on retail performance, standards and excellence. Since January 2021, do Amaral is also responsible for global business development and the set-up of new operations.

As part of his remit, do Amaral also leads ARI’s sustainability program. He is also currently a member of the APTRA board and has previously been Vice-President of MEADFA in the Middle East and a member of the supervisory board of ETRC in Europe.

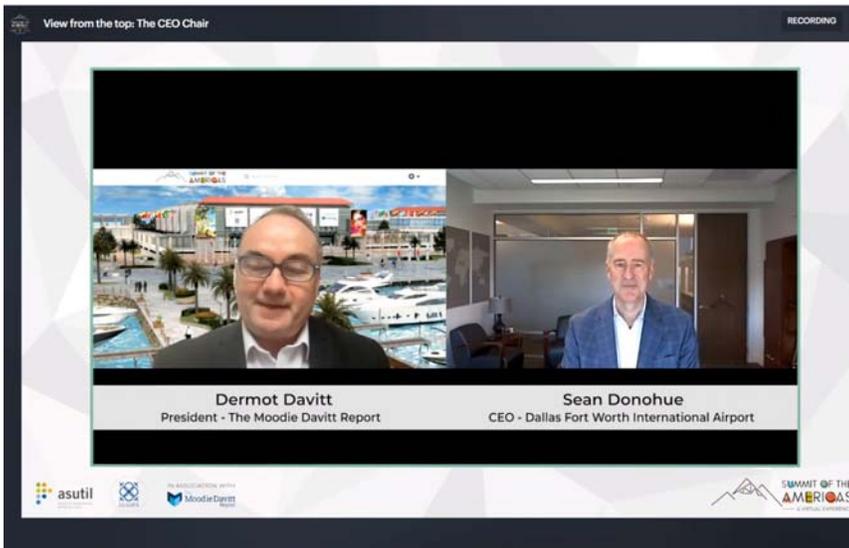
“I am looking forward to serving on the IAADFS Board of Directors and helping the organization provide value to its members, as well as the duty free and travel retail industry as a whole,” stated do Amaral.

“Nuno brings a unique perspective and a global insight to the Board role as well as the historical and ongoing involvement of ARI in the North American and Caribbean duty free and travel retail market,” stated Rene Riedi, Chairman of the Board of IAADFS.

“We are delighted to have Nuno join the Board,” commented Michael Payne, President and CEO of IAADFS. “His broad range of experience in the industry and the experience that he brings from his service to other industry organizations will be significant assets for IAADFS.”

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# The 2021 Virtual Summit of the Americas: The View from the Top *continued from page 1*



*Conference moderator Dermot Davitt, of The Moodie Davitt Report, speaks with Corporacion America Airports CEO & ACI World Chair Martin Eurnekian*

## DFW’s Sean Donohue: Strong concessionaire support and importance of travel connectivity

On Day 2 of the Summit of the Americas, Dermot Davitt spoke with **Dallas Fort Worth International Airport CEO Sean Donohue**, who spelled out the steps his airport took to survive during the worst of the pandemic and why he is optimistic for future recovery.

DFW was in a stronger position than many other U.S. airports, said Donohue. As a domestic hub for American Airlines, DFW’s 2020 traffic was down 40% on 2019, he reported, a much better rate than the coastal international gateways.

“We’ve been fortunate because American Airlines favored DFW as they tried to recover. ...American Airlines brought back a lot of service. In fourth quarter 2020, American carried one out of every three domestic passengers traveling in the U.S.,” he noted. “We have been the busiest airport and the busiest hub.”

As a result, DFW was able to keep many concessions open.

“We went into the pandemic with a strong balance sheet so we were able to take steps to help our partners. The concessionaires are some of our most important partners, many of which are small businesses, local, and quite a few are women and minority owned.

### Eliminating MAGs and extending contracts

DFW took steps early on to aid its concessionaires, said Donohue. DFW was one of the first airports to eliminate the minimum annual guarantee (MAGs) payments and most of its operating & maintenance fees. The Board has been reviewing these measures in six month increments, and will continue to do so, said Donohue, noting that the DFW Board has just approved another six months of concessionaire relief.

“Since the pandemic started in March/April of 2020, through September of 2021, we will have provided \$120 million worth of financial support to our concessionaires,” he said.

Recognizing how difficult it has been for its concessionaires, DFW will not be launching as many RFPs as it normally would, said Donohue.

“We are not sure that our partners will have the capital to put into new programs and we need to be sensitive to this. So we just got approval from our Board to add two years of term to all of our concessionaire contracts, to give them certainty and assurance.

### Optimistic for recovery

Donohue is seeing progress and pent-up demand from customers who want to travel domestically and with the continued roll out of vaccinations in the U.S., DFW expects to see domestic traffic reach 80% of 2019 levels by this summer. This will be predominantly leisure and visiting friends & family travel; business and international travel will take longer, he said.

“We expect to be back to 100% of our domestic travel by spring 2022 but international travel recovery will be closer to 2023,” he said.

Donohue said that DFW’s first priority during the height of the pandemic was the safety of its employees and passengers. DFW continued to see 150,000 passengers travel through the airport some days last July and August, so sanitization became a priority in both customer terminals and employee facilities. “We invested in technology, like ultra-violet lights in all of our heating and air conditioning systems and electrostatic fogging. But customers don’t see the technology so we started up a ‘Strike Team’ of about 150

people in very visible uniforms who were out in the terminals cleaning the high touch areas. This was more reassuring to our passengers than our technology investments.”

“Touchless” continues to be very important, he said. “We were on this road even before the pandemic, especially when it comes to bio-metrics. We had implemented biometric boarding for all of our international flights prior to the pandemic. Passengers didn’t have to use a boarding pass or even their mobile boarding pass. We had the technology to use facial recognition as the boarding document. We are going to use biometrics more and more to ensure as much of a touchless process as possible.”

DFW’s touchless drive also extends to its concessions, most of whom have implemented some form of touchless pay.

DFW was also one of the first airports to be certified by GBAC, the global sanitization certification program. About two-thirds of DFW’s concessionaires have now been certified by GBAC as well.

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## The View from the Top: DFW's Sean Donohue on concessions and the future

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### Prepared for recovery

One reason to offer concessionaire support is to assure that the operators will be in place to serve the customers when the traffic comes back. Donahue says that about two thirds of DFW's concessions have remained open since last July.

"The financial support helped but they stepped up and were resilient and flexible- and if we do get to 80% of our traffic this summer, we believe that the majority of our concessionaires will be open and able to serve our customers. And this is a positive part of the recovery."

The DFW Board has been 100% behind these support measures, assures Donahue. "Our strong balance sheet going into the pandemic clearly has helped us. But we will never recover that \$120 million [given in support]. In the second half of last year, our revenues dropped by 40%. DFW lost over \$200 million. It has been a challenge."

### Terminal C renovation to begin

DFW reduced operating costs, and some capital programs. But last week the airport announced that it had reached agreement with American Airlines and will embark on renovating Terminal C—the one remaining terminal that had not been renovated -- over the next several years.

"We are still able to manage the airport in a way I think our partners, our Board and our community are proud of," he said.

### Bond market success

DFW was also able to reduce its debt payments.

Donahue explains: "Last year we were one of the first major airports in the U.S. to go back to the bond market and we refunded a couple of billion dollars worth of bonds. We hit the market at a fantastic time last summer and the refund is saving us between \$15-30 million a year for the next 15 years. And we pass this saving on to our airline partners."

### Future prospects?

Between 2015-2019 DFW was one of the fastest growing U.S. hub airports in terms of international growth and were on a great trajectory before the pandemic hit.

Donahue says DFW is starting to see international traffic return.

"Emirates just started back service to Dubai, and American announced a return to some of its European destinations. We understand international will be a longer road to recovery but we are excited to see our first non-stop service to Tel Aviv this fall by American. It will be 2022-2023 when we see full international recovery but we will have to be flexible and work with our airline partners."

DFW had created a very robust international airline incentive program and that has helped bring back some service, said Donahue.

"We had always been strong with traffic to Mexico but our share has increased dramatically compared to other U.S. gateways. Mexico is a bright spot for us."

As for long term effects, Donahue points out that there is an intense debate underway regarding whether hub airports will lose market share to point-to-point itineraries.

"The question is whether hubs will suffer because people don't want to connect?"

He believes that the ticket price will be the deciding factor, and that hub airports will continue to dominate the market post recovery.

"We must recognize that this crisis was the greatest disruptive event in the aviation industry," he said.

But people want the connection of travel, he concluded. "I am optimistic about the recovery. I find that there's a spirit to travel... and although it will take a little while to recover, we've got to continue working with all of our business partners and concessionaires to help them until the recovery takes full effect. I believe the recovery will take full effect sooner at DFW and that's a good thing for our partners."

## Bottega produces gold bottles for two Francis Ford Coppola limited-edition "Awards" wines



Bottega S.p.A. is going to the Oscars! Travel retail's favorite winery has created two exclusive golden bottles for the Francis Ford Coppola Winery, which has produced two limited-edition wines in honor of "Hollywood's most prestigious cinema awards."

The Northern California winery has created a Chardonnay and a Cabernet Sauvignon, both from 2019, made from grapes grown in Sonoma County. This is the first year since 2011 that California did not suffer from drought, giving the wine a pleasing complexity, thanks to the high quality of grapes from that year, said the company in a statement.

"The Family Coppola 93rd Awards" limited-edition bottles themselves have been produced by Bottega S.p.A and feature a mirror gold color exterior. Each bottle was crafted as a symbol honoring the significant talent, passion and hard work achieved throughout the entire film industry, said the companies.

Bottega S.p.A. winery in Bibano di Godega has for years been developing an exclusive metallization process, in which the mirrored gold color becomes "glass." This is a patented process recently recognized also by the Court of Appeal of Venice.

*Below: Francis Ford Coppola & Sandro Bottega*





## Summit organizers applaud quality and value of the conference forum

The International Association of Airport and Duty Free Stores and South American Duty Free Association ASUTIL hosted a Virtual Summit of the Americas this year, as they sought a way to bring the industry in the Americas together safely during the COVID-19 pandemic.

IAADFS President & CEO Michael Payne and ASUTIL Secretary General Jose Luis Donagaray share their preliminary assessment of the event with *TMI*.

"I felt that we had a successful, informative and valuable event considering what we all understand are very difficult circumstances for our industry," said IAADFS' Michael Payne.

"I think that IAADFS, ASUTIL along with our partners *The Moodie Davitt Report* and Filtr Qingwa, worked hard during this COVID crisis to bring together hundreds of people to interact, share - and stay connected.

"Our intent was to provide a forum through a cost effective and user friendly platform that could help the duty free and travel retail industry to not only stay informed



*Jose Luis Donagaray - ASUTIL*

but also to provide whatever useful information and insight we could to prepare for a strong and quick recovery as circumstances permit," Payne continued.

"We haven't analyzed all the data between live expo visitors and those engaged in the knowledge hub sessions. We'll obtain more feedback from exhibitors and visitors to better understand their experience and what we can improve on but so far I'm hearing positive feedback. Many thanks to our exhibitors and sponsors who stepped up in this difficult climate to support the virtual Summit of the Americas.



*Michael Payne - IAADFS*

"We all hope the next one will be face to face in Palm Beach in 2022 as we all need that human connection," Payne concluded.

Jose Luis Donagaray adds:

"On one hand, we were very pleased with the Knowledge Hub. We had excellent speakers who brought every theme to the table. We talked about cruises, borders, airlines, and airports. We also talked about landlords, and the economic view from South America. We talked about digital and the view from the brands. So every topic was on the table presented by very high level speakers. The information was

very good and from that side we are happy.

"We are not very pleased with the number of stands in the exhibition, but the people who booked stands reported that they had a lot of meetings and a lot of contacts.

"Unfortunately, we did not have many people registered. When we decided to do a virtual show last year, the situation was different. I think people are a little bored with these digital zoom-style events. They are losing interest and not paying attention the way they did earlier on.

"But our feedback is good. Our metrics are good. The brands that were there did a very good job. We had provided exhibitors lists of all the buyers registered, so they could pre-identify them and make appointments in advance before the show.

"Although the overall situation is still serious, we had to do this event. The idea was to show what we have been doing as an industry in the Americas.

"In general, we are pleased and thank all of those who supported this event," said Donagaray.

## Bloomberg Media and Falic Media to create multi-platform business news brand in Latin America, Bloomberg Línea

The Falic Group has taken its regional expertise in the Americas to join together with Bloomberg Media to create Bloomberg Línea, a multi-platform business news brand in Latin America and the Caribbean.

The agreement announced on April 15 is between Bloomberg, and Falic Media, a member of the Falic Group of Companies, which also owns travel retail leader Duty Free Americas.

Launching later in 2021, Bloomberg Línea will provide audiences and advertisers with a suite of digital products that serve the Spanish and Portuguese language business and finance audience.

Bloomberg Línea will harness the global resources of Bloomberg

Media and Bloomberg's 2,700 journalists and analysts in 120 countries to create a news destination for the fast-growing business audience in Latin America and the Caribbean. It will feature translated Bloomberg content and original, deep local reporting produced by a team of more than 70 staff from around the regions.

The news will be available across multiple platforms--desktop, mobile, app, and social media-- to deliver coverage of the companies, people, events and ideas shaping the markets across Latin America.

"As a leading global business media company, Bloomberg Media provides a trusted and differentiated multi-platform content offering that reaches decision makers and business leaders across inter-

national markets," said M. Scott Havens, Chief Growth Officer and Global Head of Strategic Partnerships, Bloomberg Media.

"Bloomberg Línea expands our global footprint in Latin America with massive scale, reaching Spanish and Portuguese audiences who are looking for trusted, premium, global business news and solutions-driven journalism rooted in data," said Havens.

"We are thrilled about this exclusive collaboration with the amazing team at Bloomberg Media, and are excited to help expand and distribute its content throughout Latin America and the Caribbean," said Leon Falic, Chief Executive Officer of Falic Media. "Bloomberg Línea will be the

number one trusted platform of its kind geared to a preeminent audience who has been craving this content for years. It will deliver first-class stories with time-to-market in different time zones, covering a region that is growing faster than any other in the digital world."

Bloomberg Línea will cover a broad range of topics relevant for decision makers and future leaders, including world news, business, economy, politics, markets, industries, culture/lifestyle, science and technology.

The site will showcase free teaser content in video and text with full access through a paywall. Audiences will have access to newsletters and deep dives through a premium subscription.

## 3Sixty Duty Free reopens expanded store in FLL, Terminal 4 in advance of expected summer travel surge

3Sixty Duty Free & More celebrated the grand reopening and expansion of its retail store located in Terminal 4 of Ft. Lauderdale - Hollywood International Airport. The newly expanded T4 location occupies 3,300 square feet and is the largest retail outlet within the facility.

Capitalizing on a long-term partnership that dates back to 2006 under its former name of DFASS, 3Sixty has expanded its overall presence in FLL, adding two new stores: one in the Terminal 3-4 connector, and one in Terminal 1 and 2. In anticipation of forecast demand in air traffic, additional new stores are planned for Terminal 2 and Terminal 3 Concourse E, which will increase 3Sixty's footprint to approximately 9,000 square feet of retail space.

"As airlines prepare for a surge in summer travel, we anticipate the growth seen in store traffic will continue to strengthen," commented 3Sixty's COO, Alex Anson. "There is a substantial pent-up desire to travel and we are encouraged by the momentum," he concluded.

3Sixty leveraged its strategic operational investments and the strength of its partnership with FLL, delivering a state of the art duty free experience. 3Sixty continues to adhere to the airport's COVID-19 safety protocols, so shoppers can safely enjoy access to a wide selection of merchandise and luxury brands in an engaging and innovative retail space, says the company.



3Sixty Duty Free celebrated the opening of its expanded location in Fort Lauderdale – Hollywood International Airport, Terminal 4 on April 23, 2021.

## O'Hare 21 project launches largest concessions offering in a decade with RFPs for 10 locations

The Chicago Department of Aviation (CDA) released a Request for Proposal (RFP) on Friday inviting qualified operators to submit proposals to lease, develop and operate 10 concession locations at O'Hare International Airport.

Seven of the locations are in International Terminal 5, where the terminal expansion and improvements are underway, including the construction and modification of 10 gates. The others are located in Terminal 3.

This RFP, the largest in more than 10 years for O'Hare, is part of the \$8.5 billion O'Hare 21 project, which is designed to modernize facilities and deliver more gates, offer new passenger amenities and more economic opportunity for the City of Chicago while keeping travelers worldwide connected to the City. More information about the O'Hare 21 project is [here](#).

"We are very pleased and excited to extend this opportunity to small and local entrepreneurs to do business at one of Chicago's world-class airports," said CDA Commissioner Jamie L. Rhee. "This RFP will keep O'Hare 21 moving ahead and provide our guests with diverse offerings for food, beverages and retail options as the air travel industry recovers."

The intent of the RFP is to provide:

- First-class service and a broad variety of quality concessions to all guests.

- Enhanced quality and value through concessions offerings, including innovative food, beverage and retail concepts with broad customer appeal.

- Business opportunities for local small, minority and women-owned businesses, including airport concessions disadvantaged business enterprises ("ACDBE").

Promotion of store concepts, themes and products associated with Chicago.

The 10 concessions locations will comprise more than 10,000-square-foot of available space and will increase the airport's ability to better serve increasing passenger traffic in Terminal 5. With Delta Airlines' relocation within the airport and Southwest Airlines' first-ever routes now operating in Terminal 5, growth is expected to continue as tourism rebounds and as O'Hare expands to meet future transportation needs.

The RFP is an open process and qualified business owners and entrepreneurs are invited to pursue the opportunity to operate their businesses at the airport.

The proposal process, requirements and deadlines are outlined in the RFP data room located [here](#).

### Chicago O'Hare's Terminal 5 Expansion

Chicago O'Hare's Terminal 5 Expansion broke ground March 2019. The first phase of the plan is approximately \$1.2 billion investment towards the modernization of O'Hare.

Upon completion of the new gates, Delta Air Lines will relocate to Terminal 5 from its existing location in Terminal 2. The move enables Delta and its SkyTeam alliance partners to mix domestic and international arrivals for use by foreign and domestic carriers, consolidating their operations into the same terminal to provide a better traveler experience.

Delta's move from Terminal 2 to Terminal 5 will allow for the improvements to Terminal 2 and the consolidation of gate usage for United and American Airlines.

Later phases of this project will include the expansion of the parking garage, improve roadway capacity and will expand and enhance curbside capabilities.

At approximately 350,000 square feet the Terminal 5 expansion will: add 25% more gate capacity, expand the existing building by more than 300,000 SF, renovate more than 750,000 SF of the existing building, add 70% more airline lounge space, and add 75% more concessions and passenger amenities for an elevated dining and shopping experience, among other improvements.

## ACI World data reveals COVID-19’s impact on world’s busiest airports

Global passenger traffic at the world’s top 10 busiest airports decreased by -45.7% in 2020. Overall, passenger traffic at the world’s airports decreased by -64.6% which shows that the impact of the pandemic and the early stages of recovery in air travel has not been uniform around the world.

According to the preliminary data published by Airports Council International (ACI) World, Guangzhou Bai Yun International Airport in China recorded the most passenger traffic in 2020, with Atlanta Hartsfield- Jackson International Airport in the United States just behind.

Seven of the top 10 airports for passenger traffic are in China with three in the United States. In most cases, domestic air travel is beginning a modest rebound while international air travel remains depressed because of on-going travel restrictions. For example, Hongqiao International Airport in China has moved from 46th position in 2019 to 9th in 2020, illustrating the uneven nature of the impact of, and recovery from, the pandemic across the world.

“The impact of COVID-19 on global passenger traffic pandemic brought aviation to a virtual standstill in 2020 and we continue to face an existential threat,” ACI World Director General Luis Felipe de Oliveira said.

“The data published today reveals the challenge airports continue to face and it remains imperative that the industry is supported through direct support and sensible policy decisions from governments to ensure that aviation can endure, rebuild connectivity, and fuel a global economic recovery.”

ACI World estimates that there were 58 million global aircraft movements in 2020, representing a drop of -43% from 2019.

The top 10 airports represent 7% of global traffic (4.2 million movements) and experienced a drop of -34.3% compared to 2019. Atlanta Hartsfield-Jackson International Airport surpassed Chicago O’Hare International Airport, after leading in 2019 and 2018.

Revenues are tightly correlated to traffic levels for airports, but, like many other capital-intensive businesses, a large proportion of airport costs remain largely fixed and do not fall at the same level as traffic throughput and revenues during the crisis. Even with reduced operations, the closure of terminals and staff layoffs, this imbalance remains.

Air cargo was less impacted by COVID 19, with volumes decreasing by only -8.9%, to an estimated 109 million metric tons in 2020, equivalent to 2016 levels (110 million metric tons).

Change from 2019 rank	City	Country	IATA code	Passenger 2020 total	Passenger 2019 total	2020 vs 2019 % change
1	Guangzhou	China	CAN	43,767,558	73,394,810	-40.4
2	Atlanta	USA	ATL	42,918,685	110,531,300	-61.2
3	Chengdu	China	CTU	40,741,509	55,858,552	-27.1
4	Dallas/Fort Worth	USA	DFW	39,364,990	75,066,956	-47.6
5	Shenzhen	China	SZX	37,916,054	52,931,925	-28.4
6	Beijing	China	PEK	34,513,827	100,013,642	-65.5
7	Denver	USA	DEN	33,741,129	69,015,703	-51.1
8	Kunming	China	KMG	32,990,805	48,076,238	-31.4
9	Shanghai	China	SHA	31,165,641	45,637,882	-31.7
10	Xi’an	China	XIY	31,073,924	47,220,745	-34.2
<b>Aggregated top 10 airports</b>				<b>368,194,122</b>	<b>677,747,753</b>	<b>-45.7</b>

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### ATL statement on ACI World Airport Traffic rankings

On the heels of the release of the ACI Airports Council International (ACI) preliminary world airport traffic rankings last Friday, which moved Hartsfield-Jackson Atlanta International Airport (ATL) out of the top ranking for the first time since 1998, ATL released the following statement:

“While we have been proud of our title as busiest in the world, 2020 was an unprecedented year, with unprecedented challenges, impacting travel across the United States, and the globe,” Atlanta Mayor Keisha Lance Bottoms said. “Hartsfield-Jackson’s top priority remains providing a safe and efficient experience for the traveling public. During the pandemic, ATL took substantial steps to protect passengers and employees alike. Those steps are allowing Hartsfield-Jackson and its partner airlines to return to normal, and with a renewed push to reclaim our title as the world’s busiest airport.”

Hartsfield-Jackson in 2015 became the first airport in the world to record more than 100 million passengers in a calendar year. In 2019, ATL served more than 110 million passengers, but the worldwide pandemic impacted aviation substantially in 2020. ATL recorded 42.9 million passengers last year, a drop of 61.2 percent.

In its latest rankings, ACI named Guangzhou Bai Yun International Airport in southeast China as the busiest passenger airport in the world in 2020. Hartsfield-Jackson Atlanta International Airport (ATL) was ranked as the busiest passenger traffic airport in the United States and busiest in the world based on operations.

According to ACI’s figures, seven of top 10 airports for passenger traffic are in China, and the remaining three are in the United States: ATL, Dallas/Ft. Worth (ranked fourth), and Denver (ranked seventh). In addition to its status as the busiest domestic airport in 2020, ATL was named—once again—the busiest airport in the world for operations with 548,016 aircraft movements recorded.

## Mondelez WTR & CircleSquare unveil Sustainable Design Scorecard for Travel Retail

Mondelez World Travel Retail (WTR) and CircleSquare have unveiled a sustainable design scorecard to help guide the implementation of more sustainable point-of-sale materials among the travel retail industry.

The partnership initiative aims to assist brand-owners, retailers

and airports in lowering their environmental impact through a Sustainable DNA Rating system that encourages the choice of more authentic materials and considerate construction methods, along with manufacturing decisions that allow for in-store units to be more easily recycled at the end of life.

The Mondelez WTR and CircleSquare scorecard was created as a collaboration that first quantified the impact of Mondelez's retail units and then identified key areas for improvement. Following this process, Mondelez WTR and CircleSquare implemented a sustainability framework that informs and validates their collective design decisions and pushes towards more sustainable retail practices, says the companies.

The rating system considers four environmental impact criteria for each material used in the design implementation process:

**Recyclability** (ease of which it can be recycled), **Reusability**, (ease of which it can be reused), **Manufacture & Availability** (environmental impact of manufacture and ease of procurement) and **End of life** (environmental impact at point of disposal).

Each component material is scored out of five against the criteria to deliver an average rating that provides a comparable score and an immediate understanding of the sustainable credentials of a retail unit to guide greener choices.

Mondelez WTR, the confectionery category leader, and CircleSquare have applied the **Sustainable DNA Rating** in their approach to the new Toblerone redesign in-store.

In assessing previous units, the partners used the scorecard to look at how they could reduce or remove plastics entirely; increase the quantity of biodegradable or

raw materials, metals and wood; promote the use of mechanical fixings to replace glue bonds; and reduce power consumption where possible. The result is a new look and feel that captures the spirit of the Toblerone brand while also setting a new standard for sustainable design in travel retail.

In addition to the DNA rating system, the partners are tracking, **upcycling and repurposing** existing POS material to prolong life and encourage circularity while also innovating with new technologies to reduce their environmental footprint.

These in-store initiatives form part of a broader sustainability roadmap that Mondelez WTR is undertaking that comprises corporate-wide and industry-specific commitments. Key areas of focus also include developing more ethical promotional activities that embed sustainability in their in-store brand engagement; the ingredients for their products; as well as packaging innovation and recyclability.

99% of Mondelez WTR's travel retail chocolate product portfolio currently uses cocoa that is sustainably sourced through their Cocoa Life program, with the ambition of achieving 100% by 2025.

The majority (93.3%) of its product packaging is already designed to be recyclable, with Toblerone already achieving the 100% recyclability target and the remainder on track to be recyclable or recycle-ready by 2025.



## InnoTRI opens in new Brazilian Cell Shop Duty Free on Brazilian border in Iguazu

Miami-based specialist distribution company InnoTRI has partnered with Cell Shop Duty Free for the opening of the largest land-based free shop in Brazil this month.

Christoph Henkel, InnoTRI co-founder and manager, tells *TMI* the collaboration with the Brazilian land border operator for its new 2,000 sqm store located in the Catuai Palladium Shopping Mall in the center of Foz de Iguazu, Brazil was born at the end of last year at the Moodie Davitt Virtual Expo.

"As a result of our participation at the first digital convention (Moodie Davitt Virtual Expo) in October 2020, we were able to agree with Cell Shop Duty Free on the listing of several of our products we distri-

bute in TR in their new location in Foz do Iguacu, Brazil - the largest land-based free shop in the country. Amongst the listed brands are Cihuatan (Limited Editions Sahumerio, Nikte and Nahual as well as TR Exclusive Obsidiana and Xaman XO), Kimerud (Wild Grade Gin) and Big Cypress Distillery (Magic City Gin)," says Henkel.

"We are pending to incorporate additional items in the coming weeks such as the portfolio from Altia (Koskenkorva Vodka and Nordic Spirits Lab). The team from Cell Shop has been extremely professional to work with and we are happy to be part of this modern store that can keep up with most airport environments."



The Sustainable DNA Rating scorecard can be downloaded [here](#).

## EMPLOYMENT OPPORTUNITIES



**MONARQ**  
THE ASSOCIATION OF AMERICAS

### MONARQ Miami

Has an immediate opening for the following position:

#### CARIBBEAN AREA MANAGER (based in the Miami office)

We are seeking a resourceful, energetic and proactive person to join our commercial team to manage the sales and promotions of a portfolio of Spirits, Wines and Beer in select Caribbean markets. The Area Manager will be working closely with the colleagues throughout the different office locations as well as our distributors to inspire and motivate their teams to execute marketing strategies and increase sales.

#### REQUIREMENTS

- Working knowledge of international trade practices with minimum 3 years' experience in sales and marketing of alcoholic beverages.
- Resourceful with strong social, organizational and time management skills.
- Excellent negotiation, communication and presentation skills.
- A degree in Management, Marketing or International Business.
- Proficiency in English required, Spanish a plus.
- Based in Miami area and open to travel frequently.

Applicants please send resume + covering letter to:

[careers@monargroup.com](mailto:careers@monargroup.com)

### Large DF/TR Distributor and 3PL Provider

Has an immediate opening for a **Finance Manager based in Miami**

We are looking for a professional in mid-level career

Responsibilities include preparing monthly / quarterly and year-end closings, reporting to Headquarters, preparation of budgets and forecasts, controlling AR+AP, and coordination with banks.

#### Requirements

- Minimum bachelor's degree in accounting / business administration, 5 years + of experience, CPA a plus
- Fluent in English and Spanish
- Knowledge of IFRS a plus
- High analytical skills
- Availability per direct

Competitive salary and compensation.

Please send resume to:  
[hr@ssupport.com](mailto:hr@ssupport.com)

### Essence Corp

has an immediate opening for a **Marketing Coordinator.**

The ideal candidate has proven abilities working in a fast-paced, results driven environment with strong organization/prioritization skills, a keen attention to detail and possesses fluency in both written and oral English and Spanish. This individual will be responsible for Inventory & Purchasing (creating new references, entering purchase orders, following through to delivery and launch on markets), updating of price lists and inventory database, updating of launch calendar and creation of Digital Outreach calendars for Key Retailers, maintenance of point of sales photo archive, communication of merchandising guidelines to Commercial & Training teams and ordering/coordination of visuals, and processing marketing related invoices and reimbursable requests.

Proficiency in Microsoft Excel, Outlook and PowerPoint required.

Interested candidates may apply via email to  
[LWade@Essence-Corp.com](mailto:LWade@Essence-Corp.com)

Essence Corp. has an immediate opening for a **Brand Manager.**

This role reports to the Marketing Director and supervises a Marketing Coordinator.

The Brand Manager will oversee the Implementation of the Marketing Strategy of existing and new products in different markets while adhering to Brands' guidelines. Must be self-motivated, very organized and detail oriented with strong prioritization, communication, and presentation skills.

This individual will be responsible for Forecasts and Purchases, Assortment and Inventory Management, Business Reviews and Reporting to Brands directly, Implementation of Merchandising guidelines, Development and Monitoring the A&P Budgets, while working very closely with the Sales Teams at all levels. The ideal candidate is proficient in Microsoft Excel and Power Point, fluent in English and Spanish, while French is a plus.

Interested candidates may apply via email to  
[LWade@Essence-Corp.com](mailto:LWade@Essence-Corp.com)

Essence Corp. has an immediate opening for a **Planner.**

The ideal candidate can work in a very fast-paced environment with strong sales analysis skills and a keen attention to detail. As a planner you will be responsible for sales and procurement forecasting activities, inputting data and some order processing. This role requires an advanced knowledge of Excel and large data tables.

Fluency in both written and oral English and Spanish is a must. Ideally a strong communicator and team player, this candidate must be able to interact with a collaborative approach with colleagues and clients.

Highly responsible candidate who can work as part of a team with the ability to focus independently as needed.

Appreciated previous titles include Demand Planner, Supply Chain Manager, Buying/Purchasing Manager, Procurement Manager, Customer Care Specialist.

Interested candidates may apply via email to  
[LWade@Essence-Corp.com](mailto:LWade@Essence-Corp.com)