

WTTC unveils the power of Retail Tourism

Retail tourism accounted for 6% of Travel & Tourism's GDP in 2019



The Caribbean is a huge shopping destination. Photo courtesy of Chris Hetzer

“Retail Tourism” is in the news. The World Travel & Tourism Council (WTTC) this week launched “*Global Retail Tourism: Trends and Insights*,” a report exploring the significant untapped potential of retail tourism. With a strong focus on data and insights about shopping tourism, the report seeks to define the future of retail tourism, highlighting the key trends, challenges, and opportunities shaping the sector.

The report highlights emerging themes, including ‘retailtainment’ to incentivize shopping and enhance the customer’s experience, a tool well-used in travel retail.

Retail tourism is playing a pivotal role in the recovery of the Travel & Tourism sector, which saw inbound tourism revenues surging by 82% in 2022. Shopping is no longer just a leisure activity; it shapes travel decisions, enhances destination appeal, boosts foreign exchange earnings, and supports local brands and products, says the WTTC.

In 2019, retail tourism represented a substantial US\$178BN, comprising 6% of the Travel & Tourism sector's value, and exceeding 15% in some destinations.

Despite this significant boost to economies across the globe, it has historically

been under-researched, leading to a lack of critical data for strategic foresight.

The latest WTTC report addresses this gap, offering insights into travelers’ shopping habits, including visits to out-of-town retail destinations, and highlights emerging trends such as sustainable retail.

Shedding light on the immense untapped potential of retail tourism for both destinations and businesses and providing insights into the spending patterns and preferences of today's shopping tourists, the report underscores the merging of experiential tourism with shopping, meeting the demands of retail tourists.

According to the report, this segment began to recover from the COVID-19 pandemic in most markets in 2021, with the Americas and Europe leading the way. Demonstrating remarkable growth, it outpaced overall economies in almost all markets pre-pandemic, showcasing its resilience and future growth prospects.

The joint research between WTTC and the Hospitality & Tourism Research Centre of The Hong Kong Polytechnic University, in collaboration with The Bicester Collection, was published on Sept. 8, during an event which took place at La Roca Village, part of The Bicester Collection, in Barcelona, Spain, to coincide with the Village’s 25th Anniversary.

While high-street shops remain popular shopping destinations, out-of-town retail is also growing in popularity, with around one-third of survey respondents reporting visits to such destinations. Additionally, online shopping complements rather than substitutes traditional retail experiences.

The report also offers valuable recommendations for stakeholders in retail tourism, providing guidance on how to navigate these emerging trends successfully.

While the future of retail tourism looks positive, WTTC says that it's essential to acknowledge and address certain obstacles, including challenges related to labor laws and the impact of tax-free shopping policies.



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Overcoming these barriers will be crucial for the continued growth and sustainability of this dynamic sector.

“Retail tourism is no longer just about buying souvenirs; it's a driving force behind the recovery of the Travel & Tourism sector, contributing significantly to revenue, job creation, and overall economic growth,” says Julia Simpson, WTTC President & CEO.

“This report underscores the untapped potential of retail tourism and the need for stakeholders across the Travel & Tourism sector to adapt to changing traveler preferences. Travelers are looking for authentic brands that capture the culture and uniqueness of their destination, as well as luxury brands in a luxurious setting.”

For more information, go to <https://researchhub.wtcc.org/product/global-retail-tourism-trends-insights-full-report>



Photo courtesy of Rouge Duty Free.

CTO's new Secretary-General shares her vision for regional tourism

Dona Regis-Prosper, the new Secretary-General and CEO of the Caribbean Tourism Organization (CTO), outlined her initial plans for leading the intergovernmental body that serves as the tourism development agency for 25 Caribbean countries and territories. She discussed her vision during a live press briefing streaming from Grand Cayman on Thursday.

Regis-Prosper was appointed as Secretary-General in July. She is the first woman to assume leadership of the organization. Her term officially began on September 1.

Regis-Prosper brings more than 22 years of experience to the role. Originally from St. Lucia, she has lived and worked in multiple Caribbean destinations. She has served as director of marketing and product development for St. Lucia Air and Seaport Authority; director of business development for Margaritaville Caribbean Group in Jamaica; CEO of the Tortola Pier Park in the British Virgin Islands; and general manager of Antigua Cruise Port.

Regis-Prosper takes over the head position from Acting Secretary General and CEO Neil Walters, who is CTO's Director of Finance and Resource Management, and has been filling the position following the retirement of Barbadian Hugh Riley in 2019.

Previous to Riley, the late tourism stalwart Jean Holder and Vincent Vanderpool Wallace, former Bahamas Director General and Bahamas Minister of Tourism,



Dona Regis-Prosper

held this top tourism post.

As Secretary-General, Regis-Prosper is charged with providing strategic direction and leadership to the CTO staff, collaborating with more than two dozen member countries and territories, and working closely with partners and stakeholders to advance the organization's mission.

In addition to re-imagining and transforming the organization, Regis-Prosper's role also involves addressing a range of pressing issues facing the Caribbean's tourism industry, including advocacy, research, airlift, sustainability, and resilience.

Regis-Prosper pledged to have open ears for members' concerns.

"My first order of business has been and will continue to be listening in the coming months. I intend to learn and be informed as much as possible about the challenges faced by each member and to develop workable solutions that will be beneficial nationally and regionally," she assured.



Left: Carlos Loaiza Keel, who will succeed Donagaray as Executive Secretary of ASUTIL, at the Association's Conference earlier this year. Below: Jose Luis Donagaray at last year's Border Conference.



Jose Luis Donagaray steps down from ASUTIL after more than two decades

It is the end of an era at ASUTIL – the South American Duty-Free Association (ASUTIL) – with the announcement this week that Jose Luis Donagaray is stepping down from his role as Secretary General after more than 20 years in October.

Donagaray will be succeeded by another familiar personality working in support of South America's duty free and travel retail business-- Carlos Loaiza Keel has been named Executive Secretary, and will assume his new position in October.

Donagaray – dedicated, affable, hard-working and always accessible to those of us in the media who needed assistance or information – was praised by ASUTIL's Board of Directors for his "unwavering service."

In the official announcement, the Board said: "José Luis has played a fundamental role in the success and sustained growth of ASUTIL during his tenure. His visionary leadership, tireless dedication, and unwavering commitment to the organization's mission have been exemplary and have left a legacy that will guide us in future challenges and opportunities.

"Donagaray led the Association through some of its most formative and memorable endeavors, and always maintained the very special spirit in which the group had been created.

Carlos Loaiza Keel – who has been instrumental in the development of Uruguayan border duty free association CEFSU (the Uruguayan Chamber of Entrepreneurs of Free Shops) since its establishment in 2010, has worked closely with ASUTIL over the years. As General Secretary at CEFSU he has developed a productive relationship with authorities from Uruguay and Brazil as well as with the different companies involved in the sector.

We at *Travel Markets Insider* join with the ASUTIL Board in thanking Jose Luis Donagaray for his exemplary leadership and wish him a well-deserved retirement.

"His legacy will endure in ASUTIL and continue to inspire us in our commitment to being the association that achieves the highest degree of excellence, influence, and international representation for all companies and institutions within the Travel Retail market," concluded the statement from the Board.

ASUTIL Conference Update

In related news, Donagaray also announced that the 2024 ASUTIL Conference most likely will be held in Bogota. This would be the first time the event would be staged in Colombia. The city now has two hotels capable of hosting a conference, as well as good air connectivity, he said.



From left: Dona Regis-Prosper, CTO's new Secretary-General and CEO; Kenneth Bryan, Minister for Tourism & Ports, Cayman Islands and Chairman, CTO's Council of Ministers and Commissioners of Tourism; and Rosa Harris, Director of Tourism, Cayman Islands and Chairman, CTO Board of Directors.

The Bahamas is enjoying “explosive” growth in visitor arrivals

Tourism is booming in the Bahamas, with visitor numbers outpacing projections for the first seven months of 2023, and far surpassing 2019, which was the Bahamas’ busiest year on record.

The Bahamas recorded more than 5.89 million arrivals from January through the end of July and is projected to close out the year at 8 million plus visitors, reports the Ministry of Tourism.

Of the 5,893,118 total visitors who visited The Bahamas in the first seven months of the year, 1,133,494 arrived by air and 4,759,624 by sea. July year-to-date overall arrivals are pacing 59% ahead of 2022 and 30% ahead of 2019, the busiest year on record.

Comparing 2023 overall arrivals by month, March arrivals peaked at 951,311, making it the busiest arrivals month in Bahamas history.

Overall tourist spending is also up significantly. Major large New Providence hotels experienced increased occupancy and length of stay rates for 2023, eclipsing corresponding periods for 2019 and 2022. Average Daily Rate (ADR) is up an average of 59% compared to 2019 and Room Revenues are up 42% for the same period.

More than 60% of visitors came to The Bahamas for the first time,

with arrivals from every region showing an increase over the same period last year.

The Port of Nassau welcomed the largest share of cruise arrivals, followed by The Berry Islands (Coco Cay), Bimini (Mainland and Ocean Cay), Half Moon Cay, Grand Bahama and Abaco (Castaway Cay), respectively. Overall, Cruise arrivals January through July, are up 72.1% over the corresponding period last year, and 43% ahead of the 2019 historic cruise arrivals figures.

Overall Air stopover arrivals, which represent “heads in beds”, surpassed same period 2022 numbers by 24%, and matched 2019 figures.

The destination’s biggest market for visitors remains the United States, representing 90% of overall visitor arrivals, followed by Canada and UK/Europe.

The Latin America market is gaining momentum in its steady return to pre-pandemic stopover levels.

From January through July, 70% of all stopover visitors came to The Bahamas primarily for a vacation, 15% for weddings and honeymoons, 6% to play in casinos, 4% for business and 5% for “other/undisclosed” reasons.

Lagardère Travel Retail to acquire Tastes on the Fly

Paradies Lagardère announced this week that its parent company, Lagardère Travel Retail, has signed an agreement to acquire award-winning airport restaurateur Tastes on the Fly.

After completion of the transaction, Paradies Lagardère will become the second-largest operator in the North American airport travel retail and restaurant industry with operations in more than 90 airports, and overall annual sales exceeding \$1.5 billion.

Tastes on the Fly will bring its recognized expertise in operating 25 concepts across five major airports, including San Francisco, Denver, New York’s JFK, Boston, and Vancouver.

The combined companies will have more than 100 brand partners and proprietary concepts ranging from full service to fast casual and quick serve. The combined brand portfolio represents a vast and attractive array of brands, including Starbucks, Chick-fil-A, P.F. Chang’s, Vino Volo, Beercode, Berkshire Farms Market, Mercantile Provisions, Napa Farms Market, Bobby Van’s Steakhouse, San Francisco Giants Clubhouse, and much more.

Paradies says that the experienced and talented Tastes on the Fly management team led by Executive Chairman and Co-founder Michael Levine, CEO Edie Ames, and CFO Luke

White House nominates Michael Whitaker to head FAA

U.S. President Joe Biden this week announced his intent to nominate Michael G. Whitaker to serve as Administrator of the Federal Aviation Administration.

Whitaker is currently the chief operating officer of Supernal, a Hyundai Motor Group company designing an electric advanced air mobility (AAM) vehicle. In this role, Whitaker oversees all commercial and key business operations.

Whitaker served as Deputy Administrator at the Federal Aviation Administration (FAA) from 2013–2016. There, he brought industry and government together to drive the successful transition of the nation’s air traffic control system from radar to a satellite-enabled surveillance technology (ABS-B).

Whitaker also has experience on the airlines side of the business, including 15 years at United Airlines in a variety of senior roles. His broad portfolio at the airline included commercial alliances and joint ventures, international and regulatory affairs, and strategic counsel to the Chairman and CEO on international matters.

Whitaker’s nomination must now be confirmed by the U.S. Senate.

Both Airports Council Airports Council International – North America (ACI-NA) and the U.S. Travel Association have urged the Senate to approve the nomination.

U.S. Travel Association EVP of Public Affairs and Policy Tori Emerson Barnes issued a statement saying:

“The FAA is long overdue for a permanent leader in this critical role, and we welcome progress toward that end. While this position has remained vacant, aviation policymaking has largely remained at a standstill. The U.S. Senate must work quickly to confirm an administrator and extend vital FAA programs—and Congress must come together to avoid a disastrous government shutdown, which would only exacerbate existing frictions across the travel system.”

ACI-NA President and CEO Kevin M. Burke said:

“The aviation industry is navigating multiple challenges presented by our industry’s ongoing recovery, changing customer demands, and mounting infrastructure needs.

“As Washington grapples with important policy discussions around FAA reauthorization and reducing flight delays, the FAA needs permanent leadership at the top.

“Mike Whitaker brings immense experience in aviation—including his tenure as the FAA’s Deputy Administrator—that will allow him to engage immediately in important policy, regulatory, and infrastructure funding priorities we continue to confront. We encourage the Senate to prioritize Whitaker’s confirmation, and we look forward to continued partnership with FAA as everyone works to ensure a safe, secure, and efficient air travel experience for all passengers.”

Torres will remain at the helm of the company, facilitating its successful integration.

Dag Rasmussen, Chairman and CEO of Lagardère Travel Retail comments: “This acquisition strongly reinforces the presence of Lagardère Travel Retail in the Foodservice industry and is in line with our strategy to grow in the three segments of Travel Retail: Duty Free & Fashion, Travel Essentials and Foodservice. We are very pleased to welcome Tastes on the Fly into our group. Together, we will aim to create a regional leader and break new ground.”

The deal is subject to regulatory approval and third-party consents and is expected to close during the fourth quarter of 2023.





LOCH LOMOND
GROUP

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Loch Lomond Group appoints Luke Maga to spearhead growth in Global Travel Retail



Independent distiller, Loch Lomond Group has appointed well-known industry executive Luke Maga to the role of Managing Director, Global Travel Retail & Africa, Middle East & Indian Subcontinent.

A veteran of the travel retail spirits category, Maga joins Loch Lomond Group from CVH Spirits – formerly Distell International – where he spent a decade building distribution and marketing programs for brands including Amarula, Deanston and Bunnahabhain.

Based out of Loch Lomond Group's Scottish head-office at Loch Lomond Distillery, Maga will be responsible for implementing and executing a global growth strategy centered on premiumization and market expansion. The GTR team within Loch Lomond Group will be focusing efforts on driving distribution of the portfolio into Asia-Pacific and the Americas in the near future.

Loch Lomond Group's travel retail business centers primarily on its three single malt brands, Loch Lomond, Glen Scotia Single Malts, and Littlemill.

Loch Lomond Single Malt recently announced that it had renewed a five-year partnership with The Royal & Ancient Golf Club (The R&A) as the Official Spirit of The Open – the oldest golf tournament in the world. Already a large amount of activation for Loch Lomond has taken place within the GTR space, with its sponsorship of

The Open in July celebrated across UK airports.

The GTR business will also continue to have access to small parcels of luxury brand Littlemill, a silent distillery rich in history and highly prized by connoisseurs.

The company also recently launched exciting niche spirits brands Noble Rebel Blended Malt Whisky, Spearhead Blended Grain Whisky and Ben Lomond Gin, all of which showcase the creativity and commitment to quality that is at the heart of Loch Lomond Group's ethos. In 2021, the company expanded beyond spirits with the acquisition of Champagne Piaff, a young, dynamic and highly distinctive brand in a growth category within travel retail. Champagne Piaff is set to launch with World Duty Free in October.

Colin Mathews, Loch Lomond Group CEO, commented: "The global travel retail channel as well as our business in the domestic markets of Africa, The Middle East and The Indian Sub-Continent is of significant strategic importance to the Loch Lomond Group as a platform for recruitment, brand-building and geographical expansion. Luke's appointment is an important step as we look to further strengthen our presence around the world and bring to life our amazing portfolio of brands for both global travelers and domestic market consumers."

Luke Maga comments: "I'm delighted to join Loch Lomond Group and play a part in the growth of its multi-awarded portfolio of brands in global travel retail and across the IAMEA region. The company strongly believes in the importance of the channel and has ambitious investment plans around brand-building and consumer engagement, so it's an exciting time to be coming onboard. I'm looking forward to reconnecting with industry peers and partners at TFWA in October."

Loch Lomond will exhibiting in Cannes at Bay 31, Bay Village.

Justin Weston joins Duty Free Global as SVP Middle-East and Asia Pacific and CMO

Duty Free Global has appointed Justin Weston to the dual role of Senior Vice President Middle-East and Asia Pacific and Chief Marketing Officer, effective September 1, 2023.

Weston brings an impressive resume to his new positions. He is an experienced luxury sales and marketing executive with a long career spent living and working across Europe, the U.S., the Middle East and Asia Pacific, a region where he has particularly long-standing working relationships and contacts. He moved to Dubai in 2022, a return to a region he knows well from his childhood spent accompanying his British Diplomat father.

Previous positions include working with British conglomerate Jardine Matheson in Australia, Hong Kong and Japan; with LVMH Group in France; and in the Napa Valley wine country in the U.S.

After this he joined the Remy-Cointreau Group, initially as the effective CMO of the Liqueurs & Spirits brands and then as CEO of Cointreau.

In 2014, Weston moved to Singapore to set up the global duty free operations for William Grant & Sons. Next came four years as Managing Director, Asia for Campari, where he set up a new RTM across the region. In 2021, Justin joined Actavia, a consulting firm specializing in RTM and brand building, initially in Singapore, before moving in August of 2022 to Dubai to set up their office there.

"I am delighted at this opportunity to work with Barry and his team at Duty Free Global, both as their 'man-on-the-ground' in the re-accelerating of Middle East and Asia Duty Free markets and to support more broadly the many excellent global brands that DFG represents," commented Weston.

"I have always believed that Duty Free can play a key role in wider brand building efforts as well as afford numerous opportunities for interaction with consumers.



Justin Weston

Barry and DFG have an enviable reputation in Duty Free and I look forward to building on that."

Barry Geoghegan commented: "On behalf of all the team at Duty Free Global (DFG) we extend our warmest welcome to Justin. We believe with Justin's vast 25-year experience in building luxury global liquor brands he will add a huge amount of knowledge to our channel dedicated team at DFG.

"In his dual role with DFG we are delighted to have Justin head up the strategically crucial Middle East and Asia Pacific region. Justin's many years living in the region in Hong Kong, Japan, Singapore, Australia and Dubai give him a first-hand understanding of the nuances and culture of the region which will be a huge asset to the DFG team.

"Allied to his regional role Justin's many years as a luxury marketer in the wines and spirits business will prove invaluable to our brand partners as we jointly develop the best in class marketing approach to succeed in the channel."

The Duty Free Global team will be exhibiting in Cannes at stand J35 in the Green Village.



DUTY FREE GLOBAL

Ian Macleod Distillers eyes Americas expansion and appoints DISC Americas TR distributor

Ian Macleod Distillers (IMD) has appointed premium wines & spirits distribution business, Distribution Spirits Company (DISC), as its exclusive distribution partner for Americas Travel Retail.

This appointment comes as IMD expands its Global Travel Retail presence beyond EMEA and Asia Pacific, where it is already well established.

In line with IMD's domestic presence, DISC will initially focus on the U.S. Travel Retail market, in particular key airport hubs and cruise ships.

Over the past six years, IMD has focused on building a strong presence in EMEA and Asia Travel Retail with its award-winning brands, including Edinburgh Gin, Glengoyne Highland Single Malt, Tamdhu Speyside Single Malt, Rosebank Lowland Single Malt, King Robert II, the number one value whisky in Global Travel Retail and IMD's Speciality Malt Collection. The company has a particularly strong franchise in UK Travel Retail with Edinburgh Gin.

"We have had a great deal of interest in our brands from key operators in the region and we are now ready to step into Americas Travel Retail via our partnership with DISC," says Ian Macleod Distillers' Global Travel Retail Director, William Owens. "This is a hugely exciting new chapter for IMD and the development of our Global Travel Retail business. We see great potential for our brands in this market; there is a lot of experience within the DISC team and we look forward to building the business together."



William Owens



Juan Gentile

Based in Miami, DISC was established in 2021 by Juan Gentile (formerly SVP Americas Travel Retail with Edrington) in partnership with regional distribution company, Promo International Inc.

DISC operates in both the Caribbean domestic markets and the Travel Retail channel, where the business leverages Juan Gentile's extensive knowledge, proven track record in building

premium brands and excellent industry relationships.

"We are delighted to partner with IMD," says Juan Gentile. "There is strong synergy between our companies and we look forward to bringing its exceptional portfolio of premium brands to Americas Travel Retail and to building a great partnership in the future."

Haleybrooke to rollout 6 SKUs of Centinela Tequila inbond from Miami

After a "soft launch" for Centinela Tequila at the Summit of the Americas in April 2023 the brand is now ready for a full launch in travel retail and duty free in the region, according to Patrick Nilson at Haleybrooke International, the agency for Centinela in Travel Retail and Duty Free.

"At the Summit we featured only three SKUs, but from the interest in the brand during our meetings, we decided to include all six SKUs in our launch," Nilson told *TMI*.

The initial three SKUs included Centinela Classico Blanco and Reposado, along with Centinela Eterno Cristalino, which Nilson says can light up and is "one of the most beautiful bottles in the tequila category."

Haleybrooke is now offering Centinela Premium Blanco, Reposado and Anejo in addition to the initial three. The six SKUs in the launch have very attractive suggested duty free retail price points that range from US\$29 to US\$65.

"All six SKUs are now available not only EXW Mexico but also inbond from the ICDF warehouse in Miami. Our focus for the launch will start in the USA since 60% of all tequila is consumed in the USA but tequila is growing worldwide so we will be looking to partner with select key Travel Retail and Duty Free operators around the world," noted Nilson.

"Tequila is the fastest growing liquor category in Travel Retail and we are very pleased that Centinela

is a very big brand in Mexico and that they have the largest inventory of aged tequilas in the world with over 69,000 oak barrels of tequila aging in their warehouse in Mexico which guarantees supply for our duty free customers.

Casa Centinela, founded in 1904, is one of the oldest distilleries in Mexico. The company owns its own agave fields in the highlands of Jalisco, and has one of the largest inventories of aged tequilas in the world.

Besides producing for their own brands, including Cabrito Tequila, which is one of the top 5 selling tequilas in Mexico, they supply to well-known super premium tequila producers.

For more information contact p.nilson@haleybrooke.com.



The Macallan launches new GTR exclusive Colour Collection

The Macallan has introduced The Macallan Colour Collection, a new range of age statement whiskies which celebrate the brand's commitment to natural color and reflect the influence of sherry seasoning.

The GTR exclusive Macallan Colour Collection comprises five age statement single malt Scotch whiskies. From the gold oak of the Colour Collection 12 Years Old to the burnished chestnut of the Colour Collection 30 Years Old, the range spans the radiant tones of the whisky spectrum, to showcase the natural tones derived from maturation in The Macallan's sherry seasoned oak casks.

The Macallan Colour Collection marks the return of age statement whiskies to The Macallan's global travel retail offering.

New visual look

The Collection also features a new visual identity inspired by the brand's heritage and spiritual home, The Macallan Estate, and highlighting its intrinsic connection to nature.

Jeremy Speirs, Regional Managing Director, Edrington Global Travel Retail said: "The Macallan Colour Collection is a visual representation of our acclaimed Six Pillars, and allows travelers to explore our commitment to natural color and the influence of sherry seasoning in a rich and compelling way.

"The range is a prism through which travelers can immerse themselves in the craftsmanship of The Macallan, exploring the characteristics which make our single malt whiskies so unique, while underpinning our renowned quality and character."

Influence of oak casks

Crafted predominantly from sherry American oak casks the Colour Collection includes a subtle touch of European oak which the company says achieves a harmonious and beautifully balanced range of whiskies.



Kirsteen Campbell, Master Whisky Maker at The Macallan, said: "The Macallan Colour Collection is a visual celebration of our commitment to natural color and sherry seasoning, with each of the five distinctive whiskies taking travelers through a compelling sensory journey of the remarkable spectrum of natural hues derived from maturation in The Macallan's sherry seasoned oak casks.

"It is these exceptional oak casks which are the single greatest contributor to the quality, flavors and distinctive aromas at the heart of our single malts.

"Deepening in color with age, each expression tells its own story and is a prism through which consumers can explore the unique characteristics which underpin the exceptional craftsmanship, renowned quality and rich character of our single malt whisky."

David Carson art

The Macallan Colour Collection is a collaboration with U.S. graphic designer David Carson, who took inspiration from Jerez, a land of historic vineyards and fine wines where The Macallan's sherry

seasoned oak casks are crafted.

A series of immersive digital exhibitions celebrating The Macallan's exclusive partnership with David Carson will take place in London, Shanghai, Dubai, Singapore and Los Angeles, allowing The Macallan community to be immersed in David's creativity and experience the elements that inspired the Colour Collection.

The Colour Collection will be available in The Macallan Global Boutiques and in key airports and travel destinations around the world from September 2023.

The London launch

The Macallan unveiled an immersive, experiential event at London's Somerset House Embankment Galleries to mark the launch of **The Macallan Colour Collection** in an event which was open to the public from August 29 to September 2.

The London event is the first of five happening in key cities globally over the next few months to promote this new range.

Through a combination of art, storytelling and sensory experiences, the event set guests on a path to explore the emotional complexity of the collaboration with David Carson, which brings to life two of The Macallan's Six Pillars – Natural Colour and Sherry Seasoned Oak Casks.

The event introduced guests to the Colour Collection through a series of different spaces. Highlights include: Time Tunnel – a portal through whisky maturation of The Colour Collection Carson's Studio – a theatrical rendition of Carson's studio Exploration of Colours – an immersive and textural showcase of Carson's work on printed light boxes which has the bar, the tasting room and two poly sensory experiences at the heart of the experience.

Selected media and KOLs attended a VIP event where they discovered The Macallan Colour Collection through a collection of food and drink linked to Jerez, Spain, and the natural colours found in the Colour Collection whiskies – a result of maturation in sherry seasoned oak casks.