

Travel stocks respond to positive COVID-19 vaccine news

Shares of travel companies and cruise operators soared last Monday, Nov. 9, as investors reacted to the news that Pfizer Inc.'s and BioNTech Inc.'s COVID-19 vaccine candidate was more successful than anticipated in an interim analysis from a Phase 3 study. The positive reaction portends faith that the beginning of a recovery could be in sight.

Just a week later, on Nov. 16, news of a second highly effective vaccine against COVID-19 from Moderna Inc. triggered another sharp rally in travel stocks as markets in the U.S. opened for the week.

As reported in *MarketWatch* on Nov. 9, Carnival Corp.'s stock led the surge, rising 29.5% in active premarket trading, Royal Caribbean Group shares was up by 21.1% and Norwegian Cruise Line Holdings Ltd. were up 24.6%. Cruise operators have been among the hardest hit by the COVID-19 pandemic, as they have struggled to resume operations amid government restrictions in the U.S. and abroad.

U.S. airline stocks also boomed: share prices of United Airlines, Delta Air Lines and American Airlines all increased between 23-27% at intra-day highs, said media reports. JetBlue Airways, Spirit Airlines, Southwest and Allegiant Travel were all up at least 20%.

Photo courtesy of Delta News Hub



Cruise shares slip temporarily

After the upsurge, cruise stocks felt a slight hiccup on November 12 after a passenger onboard a small cruise ship in the Caribbean tested positive for COVID-19. By the next day, five passengers on the *SeaDream* Yacht Club voyage had tested positive despite all apparently returning a negative test prior to boarding earlier in the week. It is believed that all those testing positive were part of the same group. The cruise company was getting a positive response to how it was handling the outbreak, however, but has since canceled further sailings for the year.

Cruise line stocks Royal Caribbean, Carnival and Norwegian Cruise Line Holdings were already lower on the day before the COVID case was reported.

As of Nov. 13, stocks had again recovered, albeit at a more measured rate. Most of the cruise and

airline stocks rose between 5-7%.

2nd vaccine proves successful

Following last week's strong market, news of a second vaccine on Nov. 16 allowed U.S. airlines to start this week still on an upward trend. Cruise companies including Carnival Corp., Royal Caribbean Cruises Ltd. and Norwegian Cruise Line Holdings Ltd. all also jumped in early trading Monday.

Among the more active air carrier stocks at the open on Nov. 16, American Airlines Group Inc. ran up 6.4%, Delta Air Lines Inc. climbed 4.6%, United Airlines Holdings Inc. rose 7.5%, JetBlue Airways Corp. was up 8.1%, Southwest Airlines Co. jumped 5.5% and Spirit Airlines Inc. advanced 8.2%.

Moderna said its COVID-19 vaccine was 94.5% effective in a preliminary analysis of a large late-stage clinical trial.

UPDATE TIFFANY AND LVMH DEAL IS ON AGAIN

Following a contentious few months of legal posturing, threats and name-calling, LVMH's on-again, off-again acquisition of iconic New York jeweler Tiffany is back on track.

In a joint announcement by the two parties at the end of October, the companies said that they have modified the terms of last year's merger agreement, lowering the price per share that LVMH will pay from \$135 to \$131.50. The move now values Tiffany at \$15.8 billion, \$400 million less than the \$16.2 billion originally agreed upon. It also ends a legal battle over the deal, which was pending in the Delaware Chancery Court.

The Boards of Directors of LVMH and Tiffany have approved the terms of the transaction and all required regulatory approvals have been obtained.

The modified Merger Agreement provides that the regularly scheduled Tiffany quarterly dividend of \$0.58 per share due to be declared on November 19, 2020 will be declared and paid. The merger is expected to close in early 2021, subject to Tiffany shareholder approval and customary closing conditions.

Bernard Arnault, President and CEO of LVMH, commented: "This balanced agreement with Tiffany's Board allows LVMH to work on the Tiffany acquisition with confidence and resume discussions with Tiffany's management on the integration details. We are as convinced as ever of the formidable potential of the Tiffany brand and believe that LVMH is the right home for Tiffany and its employees during this exciting next chapter."

The LVMH acquisition of Tiffany is said to be the biggest luxury goods deal in history.



**HAND CLEANING
WET WIPES**

For refreshing on-the-go cleaning
Without drying your hands



CONTACT [KAREN.GRANIT@UNILEVER.COM](mailto:karen.granit@unilever.com)

TIFFANY & CO.

WTTC: U.S. could lose 9.2 million jobs in 2020 due to COVID-19 and travel restrictions

As much as 9.2 million jobs could be lost in the U.S. Travel & Tourism sector in 2020 if barriers to global travel remain in place, warns the World Travel & Tourism Council ([WTTC](#)).

According to the latest WTTC data, 7.2 million jobs in the U.S. have been impacted. If there is no immediate alleviation of restrictions on international travel, as many as 9.2 million jobs – more than half of all jobs in the sector in the U.S. in 2019 – would be lost.

WTTC has identified the four top priorities which should be addressed, including the adoption of a comprehensive and cost-effective testing regime at departure to avoid transmission, the re-opening of key ‘air corridors’ such as between New York and London, and international coordination.

The challenge of restoring safe travels in the new normal is one of the biggest issues facing the U.S. as it grapples with a depressed economy devastated by the COVID-19 pandemic, which has hit the Travel & Tourism sector particularly hard.

The WTTC Economic Impact Report for 2019 revealed that Travel & Tourism contributed \$1.84 trillion to the U.S. economy and was responsible for more than one in 10 (10.7%) American jobs.

Gloria Guevara, WTTC President & CEO, congratulated U.S. President-elect Joe Biden and Vice President-elect Kamala Harris and stated: “The U.S. government has a real opportunity to lead the international coordination and save millions of jobs globally and across the U.S.

“In 2019, Travel & Tourism was responsible for almost 17 million jobs, which is more than one in every 10 jobs across the U.S., so it’s vital we recover as many as possible to power the economic recovery of the country.”

Across North America, WTTC research shows that between 10.8 million and 13.8 million jobs within Travel & Tourism are at serious risk.

Globally, Travel & Tourism was responsible for one in 10 jobs (330 million in total) worldwide in 2019, making a 10.3% contribution to global GDP and generating one in four of all new jobs.

According to WTTC, the resumption of international travel will act as a catalyst to re-energize the global economic recovery. The organization is focusing on four

main priorities for the new U.S. administration should be:

The re-opening of ‘air corridors’ on vital routes, especially those across the Atlantic to re-establish crucial business travel between major economic hubs;

The introduction of a testing regime at airports, with globally recognized standards to avoid exporting and importing the virus;

A commitment to ensure safe and seamless travel, with enhanced health and hygiene measures as well as contactless touchpoints;

Ensure international coordination to adopt standards that will allow international travel to restart and rebuild consumer confidence.

Grab – now with more than five million transactions -- and HMSHost partnership expand into eight new airports

The push by airport e-commerce platform Grab continues unabated in North America. This week the provider of contactless and safe order and pay technology solutions announced that it was expanding its partnership with global restaurateur and travel dining leader HMSHost across eight new airports.

The HMSHost announcement comes on the heels of Grab reaching a milestone of transacting five million orders on Nov. 4. That order was placed by a guest at Dallas Fort Worth International Airport (DFW) using the American Airlines app.

Grab’s deal with HMSHost includes restaurants at Los Angeles International Airport (LAX), and it will further expand with HMSHost at Minneapolis-Saint Paul International, New York LaGuardia, Tampa International, Montréal-Trudeau International, Miami International, Boston Logan International and Austin-Bergstrom International before the end of the year.

Some of the restaurants that will feature the new Grab service include Chili’s, P. F. Chang’s, Pei Wei, Shake Shack, and Shula’s Steak House.

In addition to ordering for pick up at the restaurant, travelers in select airports will be able to order and have food and beverages delivered to them, eliminating the need to leave their gate, through Grab’s strategic partnership with AtYourGate.

Jeff Livney, Chief Experience Officer at Grab, said: “We’re glad to be partnering with one of the world’s leading airport restaurateurs to expand contactless order and pay solutions for guests. These services are particularly important in the current climate, where reassuring travelers is our priority. Our partnership with HMSHost dates back to 2017 when we began operating at Dallas Fort Worth International Airport and we couldn’t be happier to continue working with them as we collectively help ease day of travel

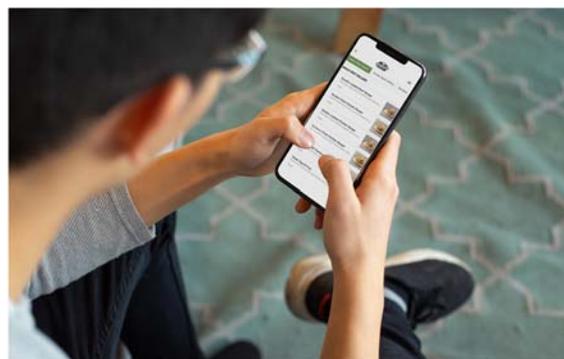
safety concerns and improve the guest experience.”

“HMSHost has a strong history of innovation to continuously improve the guest experience and that has been accelerated to meet the challenge of operating during a global pandemic. Expansion in more airports with Grab creates meaningful change and opportunity to position us to meet those challenges,” said HMSHost Executive Vice President & Chief Operating Officer Joe Thornton.

“We are thrilled to grow our partnership

with Grab and further our commitment to safeguard traveling passengers.”

Commenting on what this venture means for Minneapolis-St. Paul International Airport, Metropolitan Airports Commission CEO Brian Ryks said, “This expanded partnership and the introduction of touchless ordering and payment technology adds another layer of convenience and safety for travelers at MSP Airport. We strongly support collaboration and innovation that helps ensure travelers have a great experience at our airport.”



Using the Grab app to contactlessly order food at the airport.



DFS launches 2020 “Give Love” Holiday Campaign

DFS Group launched its annual ‘Give Love’ holiday campaign on November 14. The campaign is available at selected downtown T Galleria locations, as well as online at DFS.com.

The campaign celebrates the “Season of Gratitude” with an array of products available across DFS’ luxury pillars – Beauty and Fragrances, Fashion and Accessories and Watches and Jewelry.

The love and appreciation theme is also carried through with specially created Gift of Gratitude holiday stickers.

DFS has also provided a list of organizations that it supports around the world so that customers may donate a Gift of Kindness to a charity of their choice.

“This holiday season in particular, it is especially important to remember and appreciate those around us,” said DFS Group Executive Vice President Global Marketing and Beauty Merchandising Christophe Marque.

“At DFS, our own wish is to inspire our customers to give the gift of gratitude to their loved ones no matter how near or far they may be. And, as we think of those less fortunate around the world this year, we also offer many ways to support them as well.”

The holiday program is taking place in 14 DFS Galleria locations in Auckland, Hong Kong, Macau, Okinawa, Sydney, and at the T Fondaco dei Tedeschi by DFS in Venice.



Gifts for Her, Gifts for Him and the “Give Love” motif from DFS’ 2020 Holiday Campaign.



Bacardi creates world’s first 100% biodegradable spirits bottle

In a major move in the company’s fight against climate change and plastic pollution, Bacardi has unveiled plans to put the world’s most sustainable spirits bottle on shelf by 2023. The new 100% biodegradable bottle will replace 80 million plastic bottles – 3,000 tons of plastic – currently produced by Bacardi across its portfolio of brands every year.

Bacardi is partnering with Danimer Scientific, a leading developer and manufacturer of biodegradable products. Petroleum-based plastics used by Bacardi today will be replaced by Danimer Scientific’s Nodax PHA, a biopolymer which derives from the natural oils of plant seeds such as palm, canola and soy.

While a regular plastic bottle takes more than 400 years to decompose, the new spirits bottle made from Nodax PHA will biodegrade in a wide range of environments, including compost, soil, freshwater and sea water, and after 18 months disappear without leaving behind harmful microplastics.

Bacardi rum will be the first spirit to appear in the new bottle, before the plant-based material is rolled out to replace single-use plastic across the entire Bacardi supply chain and the company’s 200 brands and labels.

As well as the new 100% biopolymer spirits bottle, Bacardi is also creating a sustainably sourced paper bottle by integrating the Nodax PHA polymer.

Jean-Marc Lambert, Senior Vice President, Global Operations for Bacardi, said: “When we set ourselves the goal of being 100% plastic free by 2030, we knew that it would take ground-breaking advances in packaging design to make it achievable, and that’s exactly what’s happening through our partnership with Danimer.”

The innovative new material will also replace the plastic lining of bottle closures.

“It may sound small,” says Lambrecht, “but add that up across every bottle produced globally and we’re talking many tons of plastic every day. Once we’ve fixed the

problem, we’ll be open sourcing the solution for the entire industry to use. This isn’t about competitive advantage it’s about doing the right thing for the planet.”

This announcement represents a major step towards Bacardi achieving its goal of being 100% plastic-free in the next 10 years. In addition to launching the new biopolymer bottle in 2023, the company has also committed to removing all its non-essential, single-use plastic, including all plastic gift box materials and plastic point-of-sale materials, in the next three years.



Above: Bacardi Superior in innovative paper bottle.



Right: Full Bacardi range in paper bottles.

Click to see LGA's signature "Iconic New York" show.

<https://lnkd.in/gtKUTZE>

LaGuardia unveils state-of-the-art water feature in new Arrivals and Departures Hall of Terminal B

LaGuardia Gateway Partners (LGP) has unveiled another stunning element in the re-imagine LaGuardia Airport -- a state-of-the-art water feature that is the centerpiece of Level 4 of the new Arrivals and Departures Hall at Terminal B.

Developed by French company Aquatique Show, the LGA installation is the only one located in the Americas, and the only one located within an airport globally.

The water feature system creates a stunning show for passengers as they are moving through the terminal, providing them with entertainment and tranquility as they prepare for their travels.

It circulates 4,000 gallons of water through nozzles that are

programmed to release the water to form different shapes and patterns.

The piece is suspended 25-feet off the ground and includes two large rings – one inside of the other – with water dropping from nozzles in both rings to create a water curtain. The water drops into a pool and is then recirculated through the system.

LGP has added lighting, projection, and audio to the water feature, enabling the system to allow for a series of shows. Using three laser projectors, two media servers and a talented team of content designers, virtual artists, and sound engineers, LGP has created shows that celebrate New York City, as well as themed shows for holidays and events.



The Arrivals and Departures Hall for the new Terminal B is where passengers check-in, pass through security, shop and eat, and pick up checked baggage. The building connects directly to the new eastern concourse gates via a pedestrian bridge built over top of the original terminal – an innova-

tive design incorporated in the new terminal to ensure that the original facility remained operational throughout construction.

A second bridge is currently under construction leading to the western concourse.

The Terminal B project is now over 80% complete.

Tito's releases 2020 Ugly Sweater



Tito's Handmade Vodka has just released its annual Ugly Sweater for the holidays. This year's bottle sweater is an all-new design, and marks the first time for a crew neck. Outside of the U.S., the Tito's Ugly Sweater, now in its 4th year, is exclusively available at global duty free.



Coty launches Escada's first winter fragrance

Coty has launched Escada Candy Love, a new limited edition fragrance for women. Described as a playful new fragrance created for fun-loving flirtatious girls, Escada Candy Love is billed as the House of Escada's first "winter" fragrance.

The immersive universe of the Escada Candy Love is Candyland, a colorful indoor playground made of sweet candies. This theme is carried out in the gourmand notes of the fragrance: top notes of candy apple lead to a delicate, floral heart of rose centifolia, with base notes of vanilla whipped cream.

A glossy, tactile bottle in vivid pink and red comes in the shape of the iconic Escada heart, presented in a color-coordinated box with candy-striped edges. Candy Love is available in the full range of 30ml, 50ml and 100ml sizes, and comes with its own campaign on Instagram. The fragrance will be available in TR Americas and Europe as of November 1.

*Stansfeld
Scott*

*Accelerate
Your Career!*



Caribbean Area Manager

Wine & Spirits Division

Stansfeld Scott is seeking an energetic and proactive Caribbean Area Manager to manage and promote a portfolio of products within the Wine & Spirits Division.

[CLICK HERE FOR MORE INFO](#)

stansfeldscott.com/careers  

SHISEIDO

SHISEIDO

Has an immediate opening for a

Retail Manager /Account Executive

North America - Southeast Region

Shiseido Miami office has an immediate opening for a Retail Manager (Account Executive), based in Miami. Ideal candidate will have a minimum of 2-3 years experience in the Travel Retail luxury goods industry.

Responsibilities include developing sell-out figures for its cosmetics and fragrance brands through supervision of salespeople and implementation of the brands' merchandising and promotion guidelines.

Experience in retail sales is a plus. Must be able to travel 40 to 50% of the time.

Applicants please send resumes to: gcamplani@sac.shiseido.com

or

srojas@sac.shiseido.com