



World Tourism Organization

UNWTO

UNWTO: Global economy could lose over \$4 trillion due to COVID-19 impact on tourism

The crash in international tourism due to the coronavirus pandemic could cause a loss of more than \$4 trillion to the global GDP for the years 2020 and 2021, according to an UNCTAD report published on June 30.

The estimated loss has been caused by the pandemic's direct impact on tourism and its ripple effect on other sectors closely linked to it.

The report, jointly presented with the UN World Tourism Organization (UNWTO), says international tourism and its closely linked sectors suffered an estimated loss of \$2.4 trillion in 2020 due to direct and indirect impacts of a steep drop in international tourist arrivals.

A similar loss may occur this year, the report warns, noting that the tourism sector's recovery will largely depend on the uptake of COVID-19 vaccines globally.

Developing countries hurt by vaccine inequity

With COVID-19 vaccinations being more pronounced in some countries than others, tourism losses are reduced in most developed countries but worsened in developing countries.

COVID-19 vaccination rates are uneven, ranging from below 1% of the population in some countries to above 60% in others.

This "asymmetric roll-out of vaccines" magnifies the economic blow tourism has suffered in developing countries, as they could account for up to 60% of the global GDP losses.

The tourism sector is expected to recover faster in countries with high vaccination rates, such as France, Germany, Switzerland, the United Kingdom and the United States, the report says.

But experts don't expect a return to pre-COVID-19 international tourist arrival levels until 2023 or later, according to UNWTO.

The main barriers are travel restrictions, slow containment of the virus, low traveler confidence and a poor economic environment.

Economic losses are mounting in developing countries due to the absence of widespread COVID-19 vaccinations.

Up to \$1.8 trillion loss expected in 2021

A rebound in international tourism is expected in the second half of this year, but the UNCTAD report still shows a loss of between \$1.7 trillion and \$2.4 trillion in 2021, compared with 2019 levels.

The results are based on simulations that capture the effects of international tourism reduction only, not policies such as economic stimulus programs that may soften the pandemic's impact on the sector.

The report assesses the economic effects of three possible scenarios – all reflecting reductions in international arrivals – in the tourism sector in 2021.

The first one, projected by UNWTO, reflects a reduction of 75% in international tourist arrivals – the most pessimistic forecast – based on the tourist reductions observed in 2020.

In this scenario, a drop in global tourist receipts of \$948 billion causes a loss in real GDP of \$2.4 trillion, a two-and-a-half-fold increase. This ratio varies greatly across countries, from onefold to threefold or fourfold.

This is a multiplier and depends on the backward linkages in the tourism sector, including the unemployment of unskilled labor, according to the report.

For example, international tourism contributes about 5% of the GDP in Turkey and the country suffered a 69% fall in international tourists in 2020.

Continued on next page.



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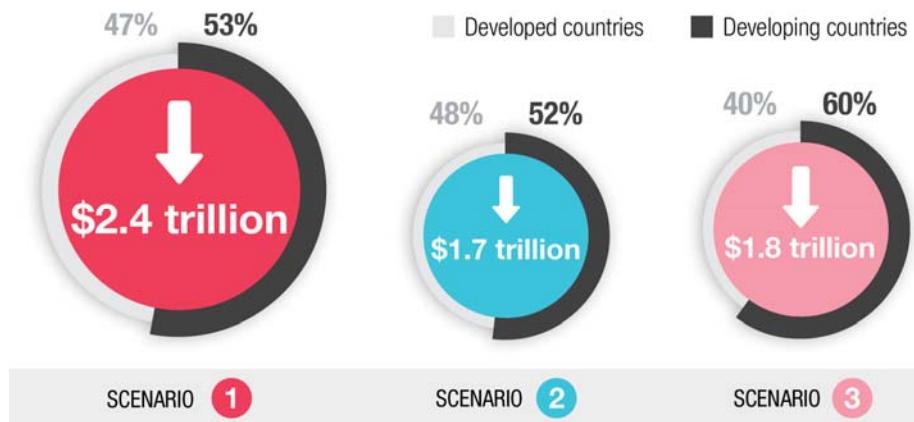
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MEADFA Conference to return to Dubai

The Middle East & Africa Duty Free Association has confirmed that the MEADFA Conference will be held in Dubai on November 21-23, this year. Managed by TFWA and hosted by Dubai Duty Free, the event will be held at the Jumeirah Creekside Hotel near The Irish Village.

Delegates unable to travel to Dubai will have the option to follow the conference through a paid livestream service on the TFWA 365 digital platform. *See more details on page 2.*

As tourism falls world GDP takes a hit in 2021 (3 alternative scenarios)



Source: UNCTAD based on GTAP simulations



UNWTO REPORT:

Global economy could lose over \$4 trillion due to COVID-19 impact on tourism *Continued from page 1.*

The country's fall in tourism demand is estimated at \$33 billion and this leads to losses in closely linked sectors such as food, beverages, retail trade, communications and transport.

Turkey's total fall in output is \$93 billion, about three times the initial shock. The decline in tourism alone contributes to a real GDP loss of about 9%. This decline in reality was partly offset by fiscal measures to stimulate the

economy.

The second scenario reflects a 63% reduction in international tourist arrivals, a less pessimistic forecast by UNWTO.

And the third scenario, formulated by UNCTAD, considers varying rates of domestic and regional tourism in 2021.

It assumes a 75% reduction of tourism in countries with low vaccination rates, and a 37% reduction in countries with

relatively high vaccination rates, mostly developed countries and some smaller economies.

Job losses across countries

According to the report, the reduction in tourism causes a 5.5% rise in unemployment of unskilled labor on average, with a high variance of 0% to 15%, depending on the importance of tourism for the economy.

Labor accounts for around 30% of tourist services' expenditure in both developed and developing economies. Entry barriers in the sector, which employs many women and young employees, are relatively low.

Losses worse than previously expected

In July last year, UNCTAD estimated that a four- to 12-month standstill in international tourism would cost the global economy between \$1.2 trillion and \$3.3 trillion, including indirect costs.

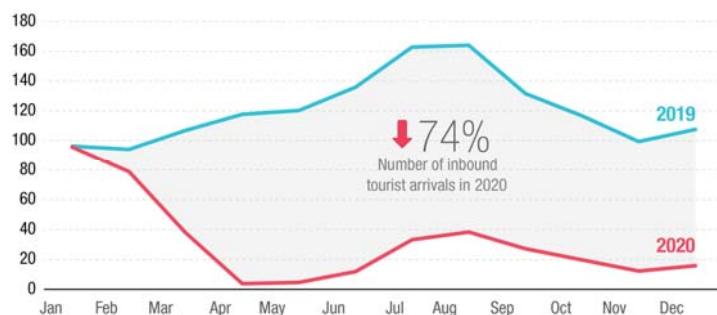
But the losses are worse than previously expected, as even the worst-case scenario UNCTAD projected last year has turned out to be optimistic, with international travel still low more than 15 months after the pandemic started.

According to UNWTO, international tourist arrivals declined by about 1 billion or 73% between January and December 2020. In the first quarter of 2021, the UNWTO World Tourism Barometer points to a decline of 88%.

Developing countries have borne the biggest brunt of the pandemic's impact on tourism. They suffered the largest reductions in tourist arrivals in 2020, estimated at between 60% and 80%.

The most-affected regions are North-East Asia, South-East Asia, Oceania, North Africa and South Asia, while the least-affected ones are North America, Western Europe and the Caribbean.

International tourist arrivals (in thousands)



Source: UNCTAD based on UNWTO

MEADFA to hold Conference in Dubai in November *Continued from page 1.*

Sherif Toulan, MEADFA President comments: "As our industry begins its recovery, the return of the MEADFA Conference will be widely welcomed across the industry as an excellent opportunity to reconnect face to face with the regional industry in the Middle East and Africa.

"Our sincere thanks goes to our host Dubai Duty Free, whose hospitality we have much enjoyed at previous conferences. We are eagerly looking forward to meeting up with our friends and partners once again at what I am sure will prove to be a great reunion for our industry in the region."

"We warmly welcome the return of the MEADFA Conference and are delighted to lend our support once again to this important trade event. Dubai has long been a powerhouse of our market and is the ideal choice to allow as many people as possible to attend the event in person. Our TFWA 365 online platform will also ensure delegates attending virtually will not miss out on a varied and stimulating conference program," added Jaya Singh, TFWA President.

"We are delighted to once again host the MEADFA conference in Dubai and look forward to welcoming so many of our industry friends to the UAE. Having the event staged in Dubai is a great indicator that things are returning to some sort of normalcy and reflects the terrific job that the UAE has done in relation to COVID-19," said Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free.

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ACI World reveals need for trillions in capital expenditure for recovery and long term growth

New Airports Council International (ACI) World forecasts for the global airport sector show that approximately US\$2.4 trillion in airport capital investments will be needed to address the long-term trend in passenger demand to 2040.

The *Global Outlook of Airport Capital Expenditure – Meeting Sustainable Development Goals and Future Air Travel Demand*, published on Wednesday, shows that significant investment in new greenfield airports, as well as significant investment to expand and maintain existing airport infrastructure, is required. The study was supported by Hamad International Airport and developed in collaboration with Oxford Economics.

MIA director Lester Sola resigns

Miami International Airport Director Lester Sola resigned last week, according to a memo to county commissioners from Miami Mayor Daniella Levine Cava dated June 22.

Mayor Cava thanked Sola, who was appointed to his position in February 2018, citing his leadership through the global pandemic and the resulting impacts to travel and tourism.

Ralph Cutié, the aviation department's assistant director for facilities management and engineering, has been named interim director.

Sola will continue through September 1 to assist in the transition, and thereafter in a part-time advisory role until mid-2022, as per the Mayor's memo.

TSA reports more record passenger numbers

TSA reports that it screened 2,167,380 people at airport security checkpoints nationwide on Sunday, June 27. It was the highest checkpoint volume since the start of the pandemic. It also continues the trend of Sundays being the busiest days at TSA checkpoints.

The report estimates that capital expenditure between the pre-COVID-19 baseline year of 2019 and the depth of the global COVID-19 lockdown (2020) declined 33%, or about \$28 billion.

ACI World expects partial recovery in capital investment to about 14% (approximately \$12 billion) below 2019 baseline in 2021. The report believes that as air transport demand recovers to pre-pandemic levels, passenger demand will put increased pressure on airports' infrastructure and failure to invest to address capacity needs will have real socio-economic consequences.

If longer term capacity constraints are not addressed through capital investment, ACI World estimates a reduction of up to 5.1 billion passengers globally by 2040.

For every million passengers airports cannot accommodate due to airport capacity constraints in 2040, 10,500 fewer jobs and \$346 million less in Gross Domestic Product would result.

Airport infrastructure is key to the continued development of air transport which supports millions of jobs and provides social and economic development for the

global communities we serve," ACI World Director General Luis Felipe de Oliveira said.

"ACI World's CAPEX study shows the airport industry's current financial shortfall poses significant challenges to the modernizing of infrastructure to improve sustainability and resilience which will be required if passenger demand into the future is to be met.

"In normal times, addressing the growth of passenger demand in the face of global airport capacity constraints already poses a significant challenge, but the pandemic has dramatically reduced airport revenues, adding even greater challenges to meeting long-term capacity needs."

Greenfield airports critical to achieving sustainability goals

ACI World recently published its long term carbon goal whereby the world's airports are committed to net zero carbon emissions by 2050. To realize this, additional green capital financing will be needed and ACI World believes that, to fully realize positive economic, social, and environmental outcomes, innovative approaches, appropriate incentives, and flexibility in organizing and

securing financing, such as green bonds or public-private partnerships, are required.

Regional breakdown

Reflecting the region's rapid passenger growth and subsequent demand to develop new greenfield airports, ACI World forecasts that **Asia-Pacific** will need about \$1.3 trillion to modernize and expand existing airport infrastructure. The **Middle East** is projected to need about \$151 billion.

Representing 18% of the 2021–2040 global total, **Europe** will need \$427 billion in capital investments. More than half of this investment is expected in terminals to maintain and retrofit the region's infrastructure.

North America will need \$400 billion in investment—representing about 17% of the global total. Projections suggest that new greenfield airports are very minimal or unlikely, as airports have strong geographic coverage in the region.

Latin America-Caribbean will need an investment of about \$94 billion of which an estimated \$41 billion will be for new greenfield development. **Africa**'s needs exceed \$32 billion, with 40% of the investment needed for new greenfield airport development.

GLOBAL CAPEX NEEDS

GLOBAL CAPEX NEEDED 2021–2040



Airport infrastructure investment requires significant capital planning.

GLOBAL CAPEX NEEDS BY INVESTMENT TYPE



Macallan unveils GTR exclusive Concept No. 3

The Macallan has unveiled the global travel retail exclusive Concept No. 3, a collaboration with acclaimed graphic designer David Carson.

Concept No. 3 will be available from July 2021 at The Macallan Boutiques in selected international airports and duty free stores on Hainan Island, before it will be introduced more widely to global travel retail hubs from August 2021.

Concept No. 3 is the third and final release in The Macallan Concept Series, a limited collection of annual release whiskies which fuse the artistry and expertise behind The Macallan's whisky-making with creativity and culture.

The product launch will be supported by imaginative social and digital media activities, which aim to engage global consumers before they travel, followed by eye-catching in-store activations.

Edrington Regional Managing Director Global Travel Retail Jeremy Speirs said: "The Macallan Concept series has resonated strongly with global shoppers looking for something different and collectible in the single malt category. We're delighted to introduce the third and final release in this travel retail exclusive series, partnering with David Carson to deliver a truly standout launch which builds on The Macallan's reputation in travel retail for excitement and flair."

David Carson: Texas designer

Born in Texas in 1954, David Carson, who is also a professional surfer, began his creative career as a magazine designer. In the 1990s he became art director of the magazine Ray Gun, where his experimental page layouts featuring pioneering use of typography revolutionized the field of graphic design.

His work has been displayed in dedicated shows across the world and he is a recipient of the AIGA, which is renowned as the design



profession's highest accolade.

Since establishing his own studio, he has created campaigns for some of the world's leading consumer brands including Nike, Levi, Pepsi and Ray Ban and he was among only two graphic designers selected by Apple as part of its iconic '30 most innovative users' list.

Concept No. 3 is the latest project in a wider collaboration between The Macallan and David Carson, who produced a festive campaign for the brand last year.

To bring his unique perspective to the design of Concept No. 3, Carson visited The Macallan's estate in Scotland's Speyside where he spent time with The

Macallan Whisky Maker Polly Logan.

They discovered that a remarkable number of similarities define their approach to their respective crafts which are reflected in the liquid and packaging.

Concept No. 3 collage

Concept No. 3 features Carson's handmade collage designs and incorporates the letter P for Polly. Many of the colors used are also those found at The Macallan Estate on Scotland's Speyside, with blue representing the River Spey and red reflecting The Macallan's sherry-seasoned oak casks.

Logan drew influence from

Carson's character and career when crafting Concept No. 3, to create an unusually fresh whisky, with a distinctive warm, golden hue that pays tribute to the graphic designer's years on the USA's West Coast.

The ABV was developed specifically to be 40.8%, after the pair realized that eight is their favorite number.

It was crafted from predominantly first fill sherry seasoned American oak casks, enhanced by a selection of European oak casks to add depth and richness. Balance and freshness are achieved by specially selected refill and virgin oak casks.

Concept No. 3 is encased in a presentation box featuring David Carson's designs and each bottle also features labelling designed by Carson along with a chevron symbol bearing his signature.



David Carson



The Macallan's collaboration with David Carson marks the end of the Concept Series. Concept No. 1, released in 2017, was inspired by the discipline of surreal art. Concept No. 2 brought together music and whisky, combining the twin passions of The Macallan Whisky Maker Steven Bremner, who is also a DJ.

MSC Cruises Adrian Pittaway discusses how onboard retail has become more important as sailing resumes

Despite being in the midst of the worst crisis in cruise industry history, Geneva-based MSC Cruises has not only been in the vanguard of returning to sea, but has launched groundbreaking new ships, cut the steel of its second LNG-powered ship, *MSC Euribia*, and unveiled its new luxury cruise line, Explora.

In mid-August 2020, MSC was the first cruise line to resume sailing in Europe when its flagship *MSC Grandiosa* departed from Genoa, Italy for its first 7-night cruise in the West Mediterranean. Under the protection of the company's COVID-19 health and safety protocols, thousands of passengers have safely enjoyed sailings since then.

On May 20, the brand new *MSC Virtuosa* embarked on its maiden voyage from Southampton, England,

the first new ship to depart from the UK in 14 months.

MSC Virtuosa was the third MSC Cruises ship back at sea, joining the *Grandiosa* and *MSC Seaside*, already operating in the Mediterranean. All the MSC ships operate under the same industry-leading health and safety protocols, including universal testing upon embarkation.

MSC Virtuosa boasts the largest shopping area at sea, according to the company. It offers to "spoil guests" with 11 boutiques spread over 1,168 square meters of space, which offer more than 250 brands. Adrian Pittaway, MSC's Head of Retail, spoke to the media about how his staff prepared for the resumption of sailing, and what changes they have seen since then.

What changes did you make to the shops in terms of health and safety measures? Can you specifically talk about how you adapted the shops on board *MSC Virtuosa* — which recently restarted cruising in the UK?

For *MSC Virtuosa*, we were lucky as she is *MSC Grandiosa*'s sister ship, so we were able to take a lot of the learnings from our restart last year and put it in place for our newest flagship.

Fundamentally, one of the most important measures in the shops, from a health and safety point of view, is enforcing social distancing and not allowing too many people in the shops at the same time. We also work with all our different suppliers and brand partners to make sure all guidelines on handling products are done safely, whether it be handling watches, jewelry, clothing, perfumes or make-up. Each of these products has very different and specific guidelines.

Then, we also include signage and information designed to be very easily understandable for guests, so that they understand where to go, where not to go, or what they can do and can't do.

Did the crew receive additional training for operating in the shops?

The most important action for us was training of our Team. We organized multiple sessions on Microsoft Teams with our team on board *MSC Virtuosa* whilst they were in quarantine and went through various trainings with them.

We also teamed up with the [Duty Free World Council](#) and provided a 'best-in-class' academy program to all our team members, making sure they all received certification following the organization's retail guidelines.

Our shop team on board is now doing a weekly refresher training to make sure they are always able to uphold these guidelines, since the health and safety of our guests is



Adrian Pittaway

of the utmost importance. Luckily on our flagship *MSC Virtuosa*, we have a large retail area allowing us to implement these measures with relative ease.

How important is onboard retail for MSC Cruises and have you re-evaluated its importance in recent years, especially since the restart of operations in August 2020? How do you do things differently to other cruise lines?

Since we restarted last year on *MSC Grandiosa*, onboard retail has become more important. *We are seeing guests spending positively and really reacting well to retail on board.*

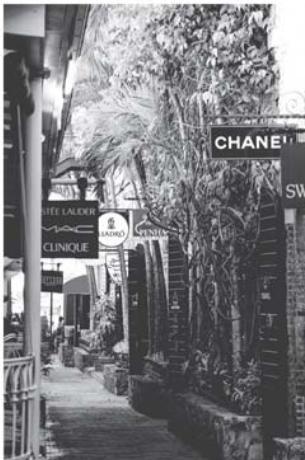
Firstly, guests have stayed at home for a long time, due to lockdown. When they come back on board our ships, guests are provided with numerous entertainment opportunities, such as the Elegant Night, when they may wish to join in the fun and get all dressed up.

By visiting our retail area on board they can pick out new beauty products, a new piece of jewelry or a new dress, allowing them to appreciate the evening to a greater extent. Guests like to buy now to use now, *therefore onboard retailing is very intricately linked to the experience of the cruise.*

The second point is related to our team. Whilst we have fewer guests coming into stores at a time, the time spent per guests is even longer than before.

Continued on next page.

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The AH Riise Mall is located in Charlotte Amalie, St. Thomas, U.S. Virgin Islands

MSC's Adrian Pittaway reviews onboard retail *Continued from page 5*

This allows our teams to offer even better service and to better understand guests' needs through more one-to-one interactions. Ultimately, guests have a great retail experience provided by our team and this is an important reason why they spend money in our shops.

Our guests trust MSC Cruises to offer the perfect holiday cruise, and this sense of trust positively impacts our retail offering as well.

Can you explain what feedback you received from guests regarding their shopping experience? And how do you tailor the retail experience to ship itineraries?

Every week, our teams onboard connect with our team at MSC Cruises Head Office to share feedback from guests, including products requested, items they liked or didn't like, but also items such as promotions, pricing, colors, styles, sizes, etc.

We focus on improving guest feedback and how to connect our learnings to subsequent actions. The beauty of offering in-house retailing at MSC Cruises is our easy connection between the shop floor and the team selecting the products for sale. This streamlined decision-making really helps us to evaluate what product ranges to put in our shops.

What do you think are the motivations that push guests to engage in shopping on board — including British guests sailing on *MSC Virtuosa*? Duty free prices or something else?

We have over 180 nationalities on board MSC Cruises, whether sailing in China, South Africa, Europe or anywhere else in the world. One of the things we do very well is designing our range of products to specific nationalities, everything from the assortment to the price, to promotions, to the way that the service offered by the team on board.

For *MSC Virtuosa*, we created a full training pack for our team, outlining the best service to British guests and including various interesting feedback from our British suppliers. We conducted a Best Practices sharing session with our colleagues, including the ones in operating in our UK market.

With all these ideas and suggestions in mind, we were able to adapt our retail offering, ranging from our special offers, the way we promote the products, where certain products are located, etc.

Things such as language and humor also come into play, because they all have a very tangible effect on guests. We always say 'retail is detail', so by building up these elements, we can offer guest a great experience.

Has retailing evolved in recent years and since the beginning of the global pandemic?

Retailing has evolved, and the pattern and the way that guests are buying is very different from what it was pre-pandemic.

Our experience from *MSC Grandiosa* has allowed us to make sure that the experience on board *MSC Virtuosa* is in line with what guests expect and what they would like to see as we restart. We are a "human power" business in cruise retail — for us it has been about we support and train our team to give the best service.

Guests are buying more areas like fashion, jewelry and perfumery, as they regain their sense of freedom at sea. MSC Cruises logo branded items have also become top sellers on all ships restarting, which in turn has made us invest more into this product area. That unique, service-focused approach is an important reason why people want to shop during their cruise.



MSC Virtuosa arriving in Southampton in England, its homeport for the summer, in May. Virtuosa was the first cruise ship to set sail from the UK since the pandemic began.

Can you give us a hint on future plans for shopping areas on your upcoming new builds, including *MSC Seashore*?

Retail is one of the real, exciting elements for MSC Cruises. We started a different process with *MSC Grandiosa* and *MSC Virtuosa* and we are going to take a further step forward with *MSC Seashore* with a sensational, new, interconnected retail experience. The retail

area will include an array of reimagined, redesigned spaces and will be much larger than her sister ships *MSC Seaside* and *MSC Seaview*.

Looking forward to next year, when it comes to *MSC World Europa*, we have pressed another reset button and we will further elevate our retail standards with an upcoming concept that is completely unique and never-before-seen in cruise retail.

Florida Governor signs bill that overturns Key West voter-approved limits on cruise ships

Florida Governor Ron DeSantis signed Transportation Bill SB 1194 into law on June 30, which will overturn the limits approved by voters in Key West during a referendum last November.

Key West residents had overwhelmingly passed three measures that would limit the size of cruise ships that can dock per day — no ships with more than 1,300 passengers and no more than 1,500 passengers a day could disembark. These restrictions would have seriously hampered cruise ships stopping at Key West, which is the busiest U.S. cruise transit port.

According to the Florida Ports Council, Key West was projecting more than 400 cruise ship calls disembarking 900,000 passengers into the town in the 2019-2020 cruise season. The port normally hosts cruise ships from Miami, Port Everglades, Canaveral, Tampa and Jacksonville.

The Maritime Executive, in July 2020, said that the referenda as written, would have eliminated 95% of the cruise ship calls at Key West in 2019. Just 22 cruise ships would have met the limitations proposed in the referendum. They estimate that it would have resulted in a 98% decline in the number of passengers.

The measures approved by the Key West voters brought into question who has the authority to regulate international shipping in local waters: local government or federal maritime law.

While the new transportation bill puts limits on the ability of local ballot initiatives to modify seaport operations, it allows local control of ports, and local government seaports like the Port of Key West will maintain their ability to operate their own ports based on their own comprehensive plan. Furthermore, these ports will not be preempted from comprehensive master plans that went through a public hearing process.



MONARQ
drinks distribution & marketing group

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■ TRAVEL MARKETS ■
INSIDER

Gosling – Castle Partners and MONARQ Group expand distribution partnership to USA Duty Free

MONARQ Group and Gosling – Castle Partners have expanded their distribution partnership to USA Duty Free. MONARQ has been distributing the Goslings portfolio for the past six years in the Caribbean and Latin America. As of July 1, MONARQ will also be the exclusive distributor for its portfolio in USA Duty Free, including the cruise ship channel.

The portfolio consists of Goslings Rums, Goslings Stormy Ginger Beer, and the RTD Dark 'n Stormy canned cocktail.

A family business for over 200 years, Goslings Rum is Bermuda's largest export product and the only rum that is blended and bottled on the island.

Robert de Monchy, founder and CEO of MONARQ Group, said, "We have been working with the Goslings portfolio in the Caribbean & Latin America for more than six years, which proved to be a very successful and fruitful partnership. Gosling – Castle Partners offers a leading premium - and innovative portfolio of Rum, Ginger Beer and RTD's, which coincide perfectly well with our brand building philosophy and ambitions in the USA Duty Free channel.

"We look forward to working many more years with the Gosling – Castle Partners team and to achieve our mutual goals."

Malcolm Gosling, President & CEO of Gosling – Castle Partners added: "We are delighted to extend and expand our partnership with MONARQ Group. The past six years, MONARQ has been an admirable partner, successfully building the distribution, sales and marketing of the Goslings portfolio in this great but complex region. The consolidation of our business throughout the region with one dedicated partner will certainly

lead to a continued success story of our brand in this part of the world."

The Gosling – Castle Partners portfolio joins MONARQ Group's premium alcoholic beverages portfolio, which includes Jack

Daniel's, Heineken, Woodford Reserve, Asahi, Herradura, Peroni, Bollinger, Licor 43, Villa Massa, Luxardo, Fernet Branca, Barban-court and AIX Rosé, among others.



Nigel Keal re-elected as President of ETRC

Nigel Keal has been re-elected as President of the European Travel Retail Confederation (ETRC).

His unanimous re-election took place during the virtual Annual General Meeting held July 1.

Accepting the position, Keal reflected on the past year saying: "I am extremely pleased to accept this nomination to serve as President of ETRC for another year. The past year has been a tough one for the industry and has highlighted the crucial role that trade associations such as ETRC play in defending our sector in crisis times, and in that respect, we are immensely grateful for the support of our members during this period. I am looking forward to working closely with the Managing and Supervisory boards of ETRC, the national associations, ETRC's corporate members and the wider industry in the year ahead."

Keal also thanked outgoing Vice-President François Bourienne, who is leaving his position to take on a new challenge in the Middle East, for his years of service to the Board of ETRC.

Alongside President Nigel Keal, the Managing Board of ETRC is composed of: Jennifer Cords, Director Corporate Affairs & Compliance, Gebr. Heinemann; Donatiene de Fontaines-Guillaume, Vice President Commercial, Tax Free World Association; Paul Neeson, Director of Retail Ireland, Aer Rianta International; Jacques Parson, President, Benelux Travel Retail Association; and Eva Rehnström, Sales & Purchasing Manager Beauty & Fashion, Viking Line.

Edrington Americas appoints Distribution Spirits Company LLC (DISC) as new strategic partner for key Caribbean markets

Edrington Americas has announced a new route to market in the Caribbean with the start of a new strategic partnership with Distribution Spirits Company LLC (DISC), led by Juan Gentile. Effective July 1, all of Edrington's brands will be distributed by DISC in all Caribbean markets with the exception of Puerto Rico and Dominican Republic.

"This is an exciting development which will allow Edrington to focus its brand building efforts and continue to expand the strategic growth of our luxury portfolio in a key region of the Americas," said Oscar Miranda, Edrington Americas Managing Director Latin America.

DISC is a premium wine and spirits distributor catering to the Caribbean and Duty Free markets with a focus on luxury and super premium brands, which Gentile co-founded in January. Gentile worked for Edrington for almost 20 years most recently as Senior Vice President, Managing Director Americas Travel Retail at Edrington Americas.

As DISC Co-Founder and President, Juan Gentile commented: "We are immensely proud and delighted to be representing in the Caribbean one of the world's greatest Scotch whisky and rum portfolios."

"At DISC we specialize in building brands and getting them into the hands of the right consumers, with a long-standing expertise in luxury brands, we are confident we can take Edrington brands to the next level in the Caribbean," said Gentile.



Juan Gentile

Distribution Spirits Company

DISC operates under the umbrella of Promo International Inc, a 26-year-old well-established international Distributor & Multi-category FMCG operator based in South Miami with strong service capabilities in every island of the Caribbean.

Led by industry veteran Juan Gentile, DISC aims to build premium brands in the region and become the right partner for niche and premium brand suppliers.

The company combines deep local knowledge of the Caribbean islands, an established route to market, and multinational corporate experience on building premium brands. Their wine & spirit portfolio now includes Amber Beverage Group, including Moskovskaya vodka, Tequila Kah and Cosmopolitan Diva brands; Rutini wines; Aguardiente Antioqueno, Generous Gin, Ready to Drink brands Four Loko and Mamitas, and Piper-Heidsieck champagne in select markets.

Amazon-inspired Canaïma Gin launches with Penha Duty Free in the Caribbean

Amazon-inspired Canaïma Gin, in partnership with Penha Duty Free (via Innotri Limited), has launched in multiple locations across the Penha Duty Free retail footprint.

After a successful introduction in the UK, Spain, Italy, France, Denmark, Sweden, Germany and the United States, the brand – which pursues honoring and improving the quality of life of indigenous tribes in order to preserve their legacy -- now expands into Travel Retail/ Duty Free.

Looking to offer something new and exciting as people begin traveling again, Penha is the first retailer in the region to offer Canaïma Gin

in duty free. It is available in the Penha store in Curaçao at Hato International Airport, and in the Penha Duty Free St. Maarten stores, where it helped welcome passengers sailing on the *Celebrity Millennium* in June, the first cruise ship to sail the Caribbean in 15 months.

Canaïma Gin will also be in the assortment in Penha's latest expansion in duty free retail at Ogle International Airport, Guyana. The store will open in Q3 of 2021.

This super premium gin is produced in the Destilerias Unidas. S.A (DUSA) distillery, the same producer of Diplomático Rum. It contains 19 botanicals: 10 from the Amazon, 1 from the distillery region and 8 traditional gin botani-

cals. The Amazonian botanicals are handpicked in collaboration with local communities and the fruits are individually distilled and then blended together to achieve the balance between herbaceous citrus flavors and sweet tropical notes.

From brand to bottle the whole Canaïma project is set on a sustainable base, says the company: 10% of its sales are reinvested in the Amazon to support different NGOs and volunteer networks working to improve the quality of life of the different Amazonian indigenous communities.

The brand also does everything possible to work with non-toxic and recyclable materials and look for alternatives to minimize its ecological footprint.



Canaïma Gin was awarded its first gold medal at the prestigious international Gin Masters 2021.

EMPLOYMENT OPPORTUNITIES



AREA MANAGER

Essence Corp has an immediate opening for an Area Manager

This role reports to the Area Director.

The Area Manager conducts supervisory responsibilities of personnel representing sales, promotional activities, and evaluation of their performance on an annual basis, manages all aspects of relationships with TR clients in area, management of sales and sales targets, monitors client activity (ex-factory & wholesale commitments, forecasts, budget, pricing).

The ideal candidate should be fluent in English & Spanish (French is a plus) with an advanced level of Excel skills. Must be organized, detail oriented, strong analytical skills, self-driven, team player, and the ability to multi-task in a very fast paced environment.

Interested candidates may apply via email to LWade@Essence-Corp.com



Finance Manager - LATAM

The Finance Manager will serve as lead for all Financial aspects of the Latin American Local Markets business. The position is accountable for F,P&A, accounting and reporting, internal control, to include support with the development of financial and operational strategies, metrics, and development/monitoring of control systems designed to preserve company assets, as well as reporting of accurate financial results.

Requirements: Degree in Finance and/or Accounting, CPA and/or MBA preferred; 5+ years experience in a large company; fluency in English & Spanish; advanced skills in Microsoft Office, SAP; excellent management and communication skills.

Sr. Financial Analyst – Travel Retail

This position supports The Finance Director for the execution of the annual budget processes as well as month-end close activities. This position will have exposure to and work with marketing, sales, and demand planning teams as well as accounting and region finance teams. Responsibilities include GL, FP&A,

Requirements: Bachelor's degree in Finance or Accounting preferred; 4 yrs experience in a similar role; advanced skills in Microsoft Office, SAP, and BI; systems savvy with excellent communication skills.

Please send resumes to: gcamplani@sac.shiseido.com (refer to position title on subject line)

Product Manager – (temporary 4-6 mos)

Ideal candidate will support our Travel Retail Marketing Director with all marketing responsibilities (trade marketing, forecasting, advertising, etc.) in order to implement the marketing strategy of our make-up brands throughout the Americas. Must possess strong analytical skills.

Requirements: Graduate-level professional qualification relevant to marketing or business; 2-3 years in Travel Retail industry; fluency in English and Spanish; strong knowledge of Microsoft Office suite and Sketch-Up preferred.

Applicants please send resumes to: gcamplani@sac.shiseido.com & srojas@sac.shiseido.com (refer to position: PMTR0721)