

U.S. travel industry could lose \$100 million a day during shutdown

The partial federal government shutdown could reach a cost of more than \$100 million daily for the U.S. economy just through the impact on travel, according to a preliminary calculation by the U.S. Travel Association's economic research department.

This includes a daily cost of nearly \$50 million in direct domestic travel spending, plus more than \$50 million in indirect and induced travel-related output, caused by suspended national parks visitor services as well as the standstill of travel related to government business.

The figure assumes that the shutdown has not affected Customs and Border Protection operations, visa processing or air transportation, which we now know is not the case.

The partial government shutdown, which is now in its 4th week, has hit the aviation industry hard.

Airports ranging from Atlanta, Miami, Washington Dulles, Baltimore and more have all reported high numbers of absentee TSA workers and huge back-ups at security checkpoints.

The travel and tourism industries generate about \$1.6 trillion in U.S. economic activity — one-twelfth of the economy — and one in 20 jobs, according to the Commerce Department.

A report this weekend from CBS News points out that with the federal holiday of Martin Luther King Jr. Day on Monday, the Transportation Security Administration predicts it will screen over 8 million passengers between Friday and Monday, up 10.8% from last year's MLK weekend. And it will do so with fewer screeners.

In a press release issued on Saturday, TSA reported a national rate of 7% of unscheduled absences compared to a 3% rate one year ago on the same day, Jan. 18, 2018; many employees are reporting that they are not able to come to work due



Essence Corp. brings its spirit to the beach. Community-minded Essence Corp. once again used its annual team building initiatives to also benefit local organizations. On Jan. 17, the Miami-based distribution company worked with the Surfrider Foundation Miami Chapter to restore the dunes, protecting the ocean from plastic and the coastline from rising water, noted Essence Corp.'s Patricia Bona.

to financial limitations, said TSA.

Average wait times at the top 42 U.S. airports are "within normal TSA times of 30 minutes for standard lanes and 10 minutes for TSA Pre✓," said the TSA, but indicated that ATL, DEN, EWR and SEA had waits longer than 30 minutes on Friday; another 13 major airports had waits from 20-20 minutes. Waits at Pre-TSA lanes were significantly shorter.

In an interview on CNBC, Delta's chief executive Ed Bastian said that the government shutdown will see the airline lose revenue amounting to \$25 million in January, due to fewer government officials traveling.

The TSA website said that the Jan. 19 update will be the last one it issues until funding is restored.

Stellar Partners: Susan Stackhouse retires; Padraig Drennan named President and CEO

Stellar Partners, Inc. founder & Chief Executive Officer Susan Stackhouse is retiring after leading the company for 30 years and Padraig Drennan, President and Chief Operating Officer since 2017, will take over the role of President and CEO for the organization.

"I am proud of Stellar's success over the years. Now the time is right for me to step down. We recruited Padraig for this role because of his years of retail management experience. The company has grown under the leadership of a seasoned executive team and is poised to do great things in the industry with Padraig at the helm," said Susan Stackhouse.

"I am confident that he will lead Stellar to new heights."

Padraig Drennan is a veteran of the travel retail industry with an extensive career encompassing over 25 years of retail experience and over 10 years in airport retail. Prior to joining Stellar, Drennan was COO of DFASS Group and also served as President of World Duty Free North America where he was responsible for that company's three segments, News & Gifts, Duty Free, and Specialty Retail. Drennan has also held the position of Chief Financial Officer of World Duty Free UK.

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3Sixty and Avianca Holdings sign agreement for On Line Market Platform for Latin American airline network



3Sixty (formerly DFASS) and airline group Avianca Holdings (AVH) have signed an agreement to convert the current inflight concessions with AVH's controlled airlines into an innovative pre-order duty free and duty paid platform.

The new Joint Business Agreement (JBA) will start with Avianca (Colombia), Aerogal (Ecuador), TACA (Peru), and LACSA (Costa Rica), and will service up to 6,000 weekly flights serving more than 100 destinations in 27 countries. The On Line Market Platform will allow more than 30 million passengers to pre-order goods and services with on board and ground-based deliveries.

The JBA says that it also intends to expand the platform to AVH's other partner airlines in the Americas Region, which cover Nicaragua, Honduras, Guatemala and El Salvador.

The technological platform will be developed in conjunction with 3Sixty strategic partner, digitalization company AOE, and provide passengers with an unparalleled range of shopping and delivery options, said the company.

"Consistent with our vision, we are continuing to innovate the

Travel Retail Industry and to put consumer experience at the heart of our strategy," said 3Sixty Executive Vice Chairman Roberto Graziani, who added "We are very excited to develop this initiative with the Avianca Holdings airlines in the Americas and to offer more than 30 million passengers on the continent a state-of-the-art technology and the convenience of having our duty free and duty paid goods delivered at home or on board of our airline partners."

"AVH strongly believes in its digital transformation strategy, thus, the development of its duty free offer is an example of it," said Gerardo Grajales, Executive Vice President of Strategic Business Units for Avianca Holdings.

"We are extremely excited to enter into this new partnership with the opportunity to leverage our extensive customer base and 3Sixty's retail expertise to deliver to our customers a tailored and innovative offer of goods and services."

The partners have already set up common teams to develop the joint business and the new On Line Market Platform is expected to be operational later this year.

Newark Liberty Airport selects Munich Airport Int'l to operate Terminal 1

The Port Authority of New York and New Jersey (PANYNJ) Board of Commissioners has selected Munich Airport International GmbH (MAI) to operate and maintain the new \$2.7-billion Terminal One at New Jersey's Newark Liberty Airport, which is replacing outmoded Terminal A. The vote took place at the December meeting.

Beginning in 2019, MAI will manage operations, maintenance and concessions functions in the existing Terminal A, where it also will make short-term customer enhancements until the terminal's closure. MAI then will operate the new Terminal One as part of a 15-year agreement. MAI is a subsidiary of Flughafen München GmbH (FMG), which operates Munich International Airport.

The firm's selection followed a rigorous competition and review process, based on global presence, customer experience rating and concession management expertise.

MAI's parent company has a unique full-service business model, in which the business activities and practices of the airports it manages are covered by its own departments or subsidiaries. These include airport operations, IT, engineering, real estate services, facility management, fleet management, a training academy, ground transportation services, rentals, hotels and catering, as well as retail.

Terminal One is scheduled to be fully operational by 2022.

It will feature cutting-edge digital technology, superior dining and retail options in approximately one million square feet of space and be able to accommodate 13.6 million passengers on three levels.

The new terminal will have 33 common-use gates to handle larger aircraft and modernized check-in, security and baggage claim areas.

Munich International Airport ranked fourth among global airports worldwide in the most recent study by Skytrax, and has been voted Europe's best airport 10 out of the last 12 years. Over the last decade, MAI has maintained a **5-Star rating**, awarded to airport managers that achieve superior customer service performance through its facilities, services, amenities and level of customer hospitality.

Pernod Ricard GTR names new VP marketing

Craig Johnson, currently Vice President Global Marketing, Absolut Vodka at The Absolut Company, has been appointed to the position of Vice President Marketing of Pernod Ricard Global Travel Retail (PR GTR) from January 2019. Johnson reports to Mohit Lal, CEO of Pernod Ricard Global Travel Retail, and will be based in Pernod Ricard Global Travel Retail's London headquarters.

He will also become a member of the PR GTR Executive Team.

Nodjame Fouad moves from her current position of Vice President Marketing of Pernod Ricard Global Travel Retail to another position within the group.

Johnson's career in the spirits industry started when he joined Allied Domecq Spirits USA in 1999 as Brand Director, Innovation & Advantage. He joined the Group at Pernod Ricard USA in 2004 as Brand Director and became Vice President Marketing, Spirits in 2010. He joined The Absolut Company in 2013 as Global Brand Director, Malibu, and was promoted to Global Marketing Director in late 2015.

Indy Airport names Hudson Group and Paradies Lagardère as new retailers in first phase of “Concessions Refresh” bids



Rendering of new Natalie's Candy Jar stores in IND.

The Indianapolis Airport Authority Board approved five new contracts for specialty retail and services vendors last week during the monthly board meeting at the Indianapolis International Airport (IND), with Hudson Group and Paradies Lagardère both winning multi-store contracts.

These contracts are the first round of approvals the Indy airport will make as part of its Concessions Refresh initiative launched in 2016 to address the pending expiration of 43 existing retailer, services, and food and beverage locations. The new retailers will provide a mix of national and local brands, many of which will feature locally sourced products in their stores, and reflect the culture and community of Indianapolis and the state.

The new contracts cover 23 retail and services locations, some with expanded storefronts that exist today, and others through new construction. The contracts represent a 45% increase in local sourcing, a 40% increase in retail concepts that represent the Indianapolis culture, and a 92% increase in diverse business participation.

“We’ve been talking about the Concessions Refresh with the community and hundreds of diverse business vendors for more than two years, and today is the next big step in significantly enhancing a sense of place at the airport and elevating our guests’ shopping experience in the terminal,” said Indianapolis Airport Authority Executive Director Mario Rodriguez.

Five of the retail locations are expected to open in 4Q 2019 and the Concessions Refresh initiative will include a phased three-year construction plan.

Hudson Group

Hudson Group will open a total of four news and convenience shops in Civic Plaza, Concourse A and Concourse B, two of which will feature Indiana themed names and designs and all featuring locally crafted goods and products.

There will also be a retail bookstore in Concourse A, a Tumi luggage, handbags and travel accessories in Concourse B and Vineyard Vines apparel in Concourse A.

Hudson also will open Tech on the Go in a newly constructed space in Concourse B with a virtual reality/gaming station and a FAO Schwarz shop in Civic Plaza to offer passengers the ability to shop for toys in an “experiential” and iconic space.

Paradies Lagardère

Paradies Lagardère will open three news and convenience shops that will offer locally crafted goods; two of the stores -- Fountain Square Market and Mass Ave Essentials -- will be Indiana themed.

In addition, No Boundaries, will offer men’s and women’s sports clothing; and Esavvy/The Scoreboard will offer gaming and electronic products, and logoeo sporting attire. Both stores will be located in Concourse A.

In Concourse B, Paradies Lagardère is also opening a MAC cosmetic store and Brighton accessories store, which will be in newly constructed space.

Existing brands expand

Just Pop In!, a locally owned and operated gourmet popcorn shop, will enhance its current location in Concourse B to include a bubbles bar that will feature popcorn and wine pairings, and add two kiosks in Concourse A and Civic Plaza.

Local long-standing airport service provider **Enroute Spa** will enhance its locations in Concourse A with a lounge and in Concourse B with a full spa menu.

Natalie’s Candy Jar will move from its current location to open new stores in both Concourse A and B. The store designs will feature iconic Indianapolis landmarks to create a “Sense of Place”, and also incorporate Natalie’s commitment to featuring local brands and locally sourced confections.

Susan Stackhouse retires; Padraig Drennan named President and CEO of Stellar Partners

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Susan Stackhouse



Padraig Drennan

Padraig Drennan has held management positions with Marks and Spencer, Gap, and Disney Stores, after starting his career with Arthur Anderson. Drennan serves on the Board of the International Association of Airport Duty Free Stores.

Susan Stackhouse started Stellar Partners, Inc. with one duty free store at Tampa International Airport over 30 years ago and led the company to its current position as a top airport retailer in the country.

During her career, she has served at the local and national level for economic development and airport concessionaire organizations in roles such as: Vice President for the International Association of Airport Duty Free Stores; Greater Tampa Chamber of Commerce Executive Committee; Board of Trustees of University of Tampa, and Chairwoman of the American Heart Association’s Go Red for Women campaign.

She is a respected member of the Tampa Bay business community, as well as the airport concession industry and was named the 2015 Business Woman of the Year by the Tampa Bay Business Journal.

“Susan is a visionary in travel retail and her leadership has positioned Stellar to do even more great things in the future. I personally thank Susan for her guidance during our time together at Stellar and wish her well in retirement,” said Stellar President and CEO Padraig Drennan.

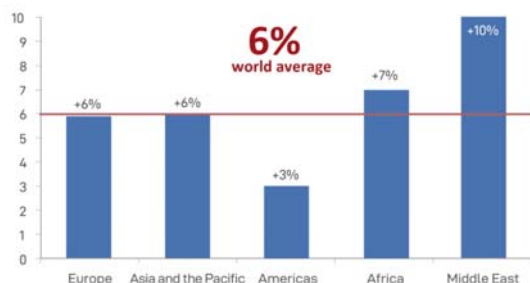
“During this very exciting time, I am looking forward to continuing to expand Stellar’s impact. Our company is experiencing great growth, and we are eager to reach travelers in new airports with the industry’s best retail brands and experiences.”

Drennan will continue to reside in Tampa, where Stellar is based.

UNWTO: International tourist arrivals reach 1.4 billion two years ahead of forecasts

Middle East, Africa & Asia Pacific lead

International tourist arrivals, growth (in %)



Source: World Tourism Organization (UNWTO), January 2019

International tourist arrivals grew 6% in 2018, totaling 1.4 billion according to the latest UNWTO World Tourism Barometer. UNWTO's long term forecast issued in 2010 estimated the 1.4 billion mark would be reached in 2020, yet the "remarkable growth" of international arrivals in recent years has brought it two years ahead, says the organization.

International tourist arrivals up 6% in 2018

UNWTO estimates that worldwide international tourist arrivals (overnight visitors) increased 6% to 1.4 billion in 2018, above the 3.7% growth registered in the global economy.

In relative terms, the Middle East (+10%), Africa (+7%), Asia and the Pacific and Europe (both at +6%) led growth in 2018. Arrivals to the Americas were below the world average (+3%).

UNWTO credits stronger economic growth, more affordable air travel, technological changes, new businesses models and greater visa facilitation around the world for the accelerated growth in recent years.

Results by region

The Americas (+3%) welcomed 217 million international arrivals in 2018, with mixed results across destinations. Growth was led by North America (+4%), followed by

South America (+3%), while Central America and the Caribbean (both -2%) reached very mixed results, the latter reflecting the impact of the September 2017 hurricanes Irma and Maria.

International tourist arrivals in **Europe** reached 713 million in 2018, a notable 6% increase over an exceptionally strong 2017. Growth was driven by Southern and Mediterranean Europe (+7%), Central and Eastern Europe (+6%) and Western Europe (+6%). Results in Northern Europe were flat due to the weakness of arrivals to the United Kingdom.

Asia and the Pacific (+6%) recorded 343 million international tourist arrivals in 2018. Arrivals in South-East Asia grew 7%, followed by North-East Asia (+6%) and South Asia (+5%). Oceania showed more moderate growth at +3%.

Data from **Africa** points to a 7% increase in 2018 (North Africa at +10% and Sub-Saharan +6%), reaching an estimated 67 million arrivals.

The **Middle East** (+10%) showed solid results last year, consolidating its 2017 recovery, with international tourist arrivals reaching 64 million.

Growth expected to return to historical trends in 2019

Based on current trends, economic prospects and the UNWTO Confidence Index, UNWTO forecasts international arrivals to grow

3% to 4% next year, more in line with historic growth trends.

The stability of fuel prices tends to translate into affordable air travel while air connectivity continues to improve in many destinations, facilitating the diversification of source markets, says WTO. Trends also show strong outbound travel from emerging

markets, especially India and Russia but also from smaller Asian and Arab source markets. At the same time, the global economic slowdown, the uncertainty related to the Brexit, as well as geopolitical and trade tensions may prompt a "wait and see" attitude among investors and travelers, said the WTO statement.

Record year for Jamaica's tourism

Preliminary figures from the Jamaica Tourist Board show a new record of tourism arrivals and spend.

Tourism Minister Edmund Bartlett says Jamaica saw an 8.6% increase to \$3.3 billion in tourism revenue in 2018, and reached 4.31 million visitors at the end of December.

This was the second year in a row that the country has had over 4.3 million visitors in a single year.

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NAD issues Airport Hotel RFP



Officials at the Nassau Airport Development Company (NAD) are seeking proponents to design, finance, construct and operate an on-site hotel at Lynden Pindling International Airport. On Monday, January 21, the company issued a Request for Proposal (RFP) document outlining details required to bid on the proposed airport hotel project. Final proposal submissions will be due on Friday, May 24, 2019.

NAD anticipates bids from a range of capable proponents and encourages interested parties to consider forming teams to respond to the opportunity. Respondent teams may be assembled through contracts, partnerships or joint ventures.

The winning proponent will design, finance, construct and operate a hotel of three-stars or higher at Lynden Pindling International Airport under a long-term lease. The proposed hotel must include architectural details that are consistent with or enhance the existing terminal buildings.

The site for the hotel project is 4.68 acres of vacant land just northeast of the existing US Departures Terminal building. The space is adequate to accommodate a hotel facility with the option to include additional amenities like meeting spaces with conferencing technology, restaurants, a fitness center, sundries store, laundry facilities and others.

Vernice Walkine, President & CEO of NAD, said the proposed airport hotel project is an exciting next step in LPIA's continued development.

"This Request for Proposals represents an opportunity to build a hotel to service our unique market of domestic and international passengers.

"An on-airport hotel at LPIA will enhance the experience of the customer and other airport stakeholders by offering convenient accommodations and quality amenities for travelers to Nassau/Paradise Island or for those connecting through LPIA for domestic or international travel."

Walkine continued: "We have built LPIA to the standards of an award-winning airport, with operations efficiency, passenger experience and sustainability in mind. We are seeking proponents who are capable of constructing and managing a hotel to those same standards."

NAD is a Bahamian company owned by the Government of The Bahamas and operated by Vantage Airport Group, a Canadian airport development and management firm. In April 2007, NAD signed a 30-year Lease with the government to manage and operate LPIA on a commercial basis while providing Bahamians with opportunities for business and investment. In 2019, the Lease was extended a further 20 years to 2057.

Speakers, more sponsors announced for TFWA China's Century Conference

Pre-registration for the 2019 TFWA China's Century Conference, which will be held in partnership with APTRA at the Grand Hyatt hotel in Sanya, Haitang Bay from March 5-7, is now open at www.tfwa.com.

China Duty Free Group (CDFG), Central Japan International Airport Co. (Nagoya), Alibaba, Ctrip.com and Lagardère Travel Retail are among those companies taking to the stage at the Conference. The Department of Commerce and Department of Finance of Hainan Province will Co-Host the event with TFWA and Sanya Phoenix International Airport is the Official Airport of this year's event. CDFG has also confirmed its support as Diamond Sponsor; Cartier and Interparfums have joined as Platinum Sponsors.

Among the highlights of the conference on Day 1, CDFG President Charles Chen will share his vision of the future of travel retail in China. Kevin Guo, General Manager of Strategic Cooperation and Marketing Innovation for Ctrip.com, will examine the latest travel and shopping trends among Chinese tourists, while Masanao Tomozoe, President and CEO of Central Japan International Airport Co. (Nagoya) and Eudes Fabre, CEO of Lagardère Travel Retail China will discuss the changing tastes of Chinese travelers.

The conference will preview highlights from an exclusive research study commissioned by TFWA and APTRA and conducted by Counter Intelligence Retail, which looks at new trends and perceptions among young Chinese consumers. Speakers including Mirko Wang, CEO of popular shopping comparison app Jessica's Secret will offer additional insight. A panel of senior executives from WeChat and Alibaba will offer their perspectives on the rise of e-commerce and resulting changes to consumer behavior.

Day two of the conference will explore further core themes affecting the Chinese market, ranging from the growing influence of Key Opinion Leaders (KOLs) to new opportunities arising from the growth in the cruise market in China. Economist and author Ann Lee will explore how the world is conducting business with China, and Dr. Eve Ren, President of the Institute for Tourism Studies, and Andrea Belardini, CEO Asia, ME and Australia at Dufry, will analyze the future of Chinese domestic tourism and resulting opportunities in travel retail.


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Haleybrooke International to launch Penderyn Whisky in Americas for Travel Retail

Haleybrooke International will represent Welsh distiller Penderyn in the Americas and other selected markets, collaborating with Richard McGratty of McG Consultants on the agreement for Penderyn Single Malt Whiskies.

Penderyn Single Malt Welsh Whisky is made at the Penderyn Distillery located in the southern foothills of the famous Brecon Beacons National Park in Wales in the UK. Each cask is nosed and tasted individually by an all-female distilling team and the whisky is typically finished in ex-Madeira barriques.

Stephen Davies, Chief Executive of Penderyn Distillery stated, "With the increase of international travel, Penderyn together with McG Consultants, are delighted that Haleybrooke, an agency that has decades of experience in travel retail and a solid history of strong relationships with duty free customers has agreed to represent the Penderyn Single Malt brand in these markets."

"We believe there is a great opportunity for Penderyn Whisky from Wales especially for Travel Retailers that feature whiskies of the world. Early discussions with customers have been very positive," noted HI president Patrick Nilson.

Haleybrooke VP Roger Thompson says that the priorities to start will be the Penderyn Madeira Finish 70cl which will retail in Travel Retail at US\$ 65.00 and Penderyn Faraday which will be a Travel Retail exclusive at US\$ 75.00.

Penderyn Whiskies has won many awards across its single malt range including in 2019 two gold medals (one outstanding gold) in the International Wine and Spirits Competition plus 6 gold medals in the World Whisky Masters and one gold medal in Spirits Business Asia.

In 2018 one of Penderyn's special edition whiskies was named European Whisky of the Year in Jim Murray's "Whisky Bible."

Bottega gains new airline listings for prosecco 'minis' range

Bottega Spa continues to gain airline listings, and is now available on 27 carriers. In 2018 alone, the famed prosecco producer introduced 20cl bottles of its Bottega Gold and Bottega Rose Gold to 13 airlines around the world.

Bottega's small format bottles have also been taken on by several rail operators last year, including Virgin Trains, Great Western, Rail Gourmet Retail and Serco Caledonian Sleepers in the UK and TGV in France, said the company.

Sandro Bottega, owner and managing director of Bottega Spa, said: "Our 20cl bottles are proving a valuable addition to our range."

"They tap into the increasing trend for 'treating' and 'instant gratification' and have particular appeal to the all-important millennial consumer. They are of course ideally suited for the travel market as they are easy to handle and serve on board and are perfect for passengers looking for a single serving of Prosecco."

Bottega offers four wines in the smaller 20cl format – Bottega Gold, Bottega Rose Gold, Il Vino dei Poeti Prosecco DOC Brut and Il Vino dell'Amore Petalo Moscato – which are available in a range of pack sizes holding two, four and six bottles.

Swatch welcomes Chinese New Year with special Gem

The Year of the Pig is said to be filled with curiosity, luck and generosity... just like those born under the sign itself.

This February, Swatch is celebrating Chinese New Year with the release of Gem of New Year - a salute to the pig and the positive effect it will have on 2019. Gem of New Year features a sophisticated two-color scheme: in Chinese culture, red traditionally represents good luck and positivity, while gold symbolizes nobility and fortune. A brushed, gold-colored dial is etched with a sweet sow and a red and gold patterned bracelet reminiscent of ink blot art completes the look.

The Gem is presented in special packaging in the shape of a red geometric pig.



IGL sells US\$44K Glenfiddich 50 YO



Canadian land border operator Importations Guay Ltée sold a bottle of Glenfiddich 50 YO in November, IGL Vice President Justin Guay tells *TMI*.

"Our whiskey category is continuously expanding. We have added new SKUs due to increased demand and concentrated on multi-pack sales as people are moving towards whiskey and want to discover more. Many of these buyers were not whisky consumers previously," says Guay.

"We are now actively buying Ultra-Rare Bottles above the US\$100K mark."

The Glenfiddich 50 YO sold for \$59,800 CAD // \$43,900 USD. The store previously sold a bottle of Balvenie 50 YO.

TFWA reveals speaker lineup for 2019 China's Century Conference

Continued from page 4.

Other confirmed sponsors include luxury travel retailer DFS who will sponsor the Gala Dinner and fashion accessories brand Furla, for the day one lunch. Coccinelle is Lanyard Sponsor and Shiseido is Conference App Sponsor, while Mondelez will support the coffee break on the first day of conference and jointly sponsor delegate gifts alongside Rituals. Also supporting the conference are Guangzhou Feishang as Conference Portfolio Sponsor and PVH brands Calvin Klein and Tommy Hilfiger are sponsoring the Hostess Outfits.

Attendees can register for TFWA's ONE2ONE personalized appointment service, and get details on social activities at TFWA.com.

Alain Maingreud, TFWA President, said: "As we mark the 40th anniversary of the Chinese duty free and travel retail industry, TFWA China's Century Conference looks set to be as compelling as ever."

"I'd like to thank all our sponsors and speakers for supporting the event, which will provide delegates with exclusive insight into this fascinating and fast-evolving market."



Has the following positions available:

Regional Sales Director – Travel Retail North America

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

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

Submit resumes

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

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

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

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

Submit resumes

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

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

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

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

Submit resumes

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

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

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

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

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

TEMP TO PERMANENT POSITIONS (MIAMI-BASED)

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

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

Submit resumes for Miami-based positions

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



Hershey's The World Travel Retail (WTR) group has an immediate opening for an Associate Customer Marketing Manager.

Based in Miami, Florida, or London, U.K., the ideal candidate will be responsible for projects and activities in support of specific WTR geographic regions and Commercial Sales Team. The Associate Customer Marketing Manager should possess strong marketing and analytical skills with previous experience in brand or customer marketing with a top tier consumer products company.

Key Responsibilities:

- Develop region specific customer account marketing plans aligned to the global marketing principles, corporate strategic imperatives and WTR global strategy for design and promotions.

- Manage all coordination of promotional elements for activations to include POP Material, GWP's, Sampling Stock, and Displays.

- Support commercial team needs in development of merchandising units at retail in collaboration with creative design agency.

- Support for implementation, planograms, customer training decks, and presentations to support the commercial team selling initiatives.

Qualifications:

- Superior strategic thinking and planning
- Retail travel experience

Overall business knowledge and holistic general management approach

- Demonstrated strong organization skills and ability to multi task
- Understands how strategies and tactics work in the marketplace. Maintains working knowledge of competitors as well as current and possible future policies
- Pushes self and others to exceed goals and achieve breakthrough results
- Establishes and maintains constructive and effective relationships built upon trust

Experience requirements:

Education: Bachelors Degree in Marketing, Business Administration or related fields; MBA degree preferred

Experience: Minimum of 3-5 years' experience in marketing or sales role working with cross-functional

Please apply at -

<https://careers.thehersheycompany.com/us/en/job/HERSA005H5037/Assoc-Mgr-Customer-Marketing>