

## FDFA, border mayors, implore Canadian government to eliminate COVID-19 testing requirements

Imploring Canada's federal government to "follow the science" which says that travel restrictions are now obsolete, a group of US/Canada mayors and tourism officials held a virtual press conference led by the Frontier Duty Free Association calling on Canada to eliminate Covid testing at the border.

Moderator **Barbara Barrett, FDFA Executive Director**, reiterated that 90% of virus transmission is now community driven and that travel is no more dangerous than other activities.

The Canadian government has eased restrictions slightly, eliminating the pre-arrival PCR test requirement for fully vaccinated travelers starting Feb. 28. However, even fully vaccinated travelers are still required to take a pre-arrival antigen test no more than one day before their scheduled arrival at the land border in order to return to Canada.

This is an expensive and inconvenient impediment to the travel recovery, and remains a barrier to the flow of traffic over the border, to re-uniting families and to business recovery, protested the speakers.

With business at the Canadian land border stores either closed or down by 95% for two years now, Barrett points out the hardship to the land border stores, which sell only to cross-border traffic, while planes are able to fly over the borders.

Tourism is the life blood of many of these border communities.

"Here in Niagara alone, we've got 40,000 people that count on tourism to feed their families," said **Jim Diodati, Mayor of Niagara Falls, Ontario**. "Help us sustain our recovery," he added, noting that Niagara Falls in New York and Niagara Falls in Canada are really one city divided by a border, and that many families straddle the two borders.

His counterpart in New York, **Mayor Robert Restaino**, agreed, adding that the rules keep changing, and that people traveling by car are facing more restrictions than those who fly.

Saying that travel needs to depend on vaccinations and not testing, the two mayors joined the call to make land border crossing easy.

**Susie Grynal**, president of the Hotel

**Association of Canada**, stressed that "Canada is not open for business."

Americans traveling by car are by far Canada's biggest customers, she said, and with the country closed to tourism for the past two years, the industry will not survive a third summer of restrictions.

"It could cause the industry to collapse," she pleaded, saying that the government must make the change now so that the tourism industry can prepare for the reopening.

**Beth Potter**, President and CEO, **Tourism Industry Association of Canada**, underlined that tourism was the first hit, the hardest hit and will be the last to recover from the pandemic.

"Tourism has lost hundreds of thousands of jobs," she pleaded.

"Governments worldwide are ending travel restrictions and it is pointless to keep testing at the land borders. Especially since Canada has one of the highest vaccination rates in the world."

Windsor **Mayor Drew Dilkens** discussed how difficult it is to meet the testing requirement for Canadians making a brief cross-border visit. A Canadian can get a test upon arrival in the U.S., then go to a shopping mall or hockey game with 60,000 people, catch Covid, but still show as negative when he returns home, said Dilkens.

"The need for testing at the land border is over," he said.

The new testing requirement went into effect March 1. The Canadian government has committed to constantly re-assess its regulations, but the speakers say they cannot wait another month for a reassessment if they are to begin staffing and preparing for the summer.

"Border cities and border businesses have already lost too much," they said.

*Following last week's press conference, 15 elected mayors from Canada's land border communities in British Columbia, the Prairies, Ontario, Quebec, and Atlantic Canada banded together to urgently ask that the federal government drop all testing requirements for all fully-vaccinated travelers at the Canada/US land border. In an open letter to Prime Minister Justin Trudeau, the border mayors called to end the testing now. See page 2 for more details.*



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## Dag Rasmussen revealed as Keynote Speaker at Summit of the Americas

Dag Rasmussen, Chairman and Chief Executive Officer of Lagardère Travel Retail, will deliver the keynote address at the start of the 2022 Summit of the Americas on Monday, April 11.

Rasmussen has more than three decades of travel retail experience at Lagardère Travel Retail and has served as Chairman and Chief Executive Officer since 2011. He has been instrumental in working with his teams to turn travel retail into a core activity for the Lagardère Group.

"I am delighted that Dag will be joining us as our keynote speaker to kick off our excellent conference program," said IAADFS Chairman Rene Riedi. "His depth and breadth of experience in travel retail will allow him to share some unique perspectives for our attendees."

Michael Payne, IAADFS President and CEO, commented, "Lagardère Travel Retail has been a key industry player, and I know our attendees will benefit from Dag's insights. We are honored to have him as our keynote."

Rasmussen is expected to share his thoughts on the status of the industry and its recovery from the COVID crisis, and provide information on how Lagardère Travel Retail has weathered the crisis, and what the industry can expect to see from his company in the near future.

## IATA: Air passenger recovery to be led by North America

The International Air Transport Association (IATA) expects overall traveler numbers to reach 4.0 billion in 2024 (counting multi-sector connecting trips as one passenger), exceeding pre-COVID-19 levels (103% of the 2019 total).

**North America is showing the strongest resiliency, and IATA forecasts full recovery in the region in 2023, ahead of the rest of the world.**

After a resilient 2021, traffic to/from/within North America will continue to perform strongly in 2022 as the U.S. domestic market returns to pre-crisis trends, and with ongoing improvements in international travel. In 2022, passenger numbers will reach 94% of 2019 levels, and surpass 2019 levels (102%) in 2023.

IATA has shifted its expectations for the near-term recovery, reflecting the evolution of government-imposed travel restrictions in some markets. IATA's overall long-term forecast is unchanged from what was expected in November, prior to the Omicron variant, which did not materially

change the trajectory for the recovery in passenger numbers from COVID-19.

"People want to travel. And when travel restrictions are lifted, they return to the skies. There is still a long way to go to reach a normal state of affairs, but the forecast for the evolution in passenger numbers gives good reason to be optimistic," said Willie Walsh, IATA's Director General.

IATA's latest update to the long-term forecast reports that:

In 2021, **overall traveler numbers** were 47% of 2019 levels. This is expected to improve to 83% in 2022, 94% in 2023, 103% in 2024 and 111% in 2025.

In 2021, **international traveler numbers** were 27% of 2019 levels. This is expected to improve to 69% in 2022, 82% in 2023, 92% in 2024 and 101% in 2025.

This is a slightly more optimistic near-term international recovery scenario compared to November 2021, based on the progressive relaxation or elimination of

travel restrictions in many markets, and reflects improvements in the major North Atlantic and intra-European markets, strengthening the baseline for recovery.

But Asia-Pacific is expected to continue to lag the recovery with the region's largest market, China, not showing any signs of relaxing its severe border measures in the near future.

**Domestic traveler numbers** in 2021 were 61% of 2019 levels. This is expected to improve to 93% in 2022, 103% in 2023, 111% in 2024 and 118% in 2025.

The outlook for the evolution of domestic traveler numbers is slightly more pessimistic than in November, reports IATA. While the U.S. and Russian domestic markets have recovered, the same is not true for the other major domestic markets of China, Canada, Japan and Australia.

"The biggest and most immediate drivers of passenger numbers are the restrictions that governments place on travel. Fortunately, more governments have understood that travel restrictions have little to no long-term impact on the spread of a virus. And the economic and social hardship caused for very limited benefit is simply no longer acceptable in a growing number of markets. As a result, the progressive removal of restrictions is giving a much-needed boost to the prospects for travel," said Walsh.

IATA reiterates its call for:

- \*The removal of all travel barriers (including quarantine and testing) for those fully vaccinated with a WHO-approved vaccine
- \*Pre-departure antigen testing to enable quarantine-free travel for non-vaccinated travelers
- \*Removing all travel bans, and
- \*Accelerating the easing of travel restrictions in recognition that travelers pose no greater risk for COVID-19 spread than already exists in the general population.



### March 8 WiTR webinar explores "Finding your Purpose"

Women In Travel Retail (WiTR) will be holding a series of webinars during 2022. The first take place on March 8 – International Women's Day - with two speakers from Diageo: Amy Mooney (Head of Brands, Diageo Global Travel) and Sandra Tassilly (Commercial Director APAC, MENA and India, Diageo Global Travel).

These highly experienced industry women will explore the topic 'Finding Your Purpose' and share how this philosophy has guided their career paths. Subjects covered will include leading with purpose and passion, empowering teams to deliver the best possible results and achieve a common vision and putting purpose to good use in delivering a company's mission.

The session will start at 12:00 UK GMT and end at 13:30 (07:00 – 08:30 USA EST / 13:00 – 14:30 CET (Europe) / 16:00 - 17:30 Dubai / 20:00 - 21:30 Singapore).

Please register via this link: [https://us02web.zoom.us/webinar/register/WN\\_q1jP1DCRuqRdGAKQUxUWQ](https://us02web.zoom.us/webinar/register/WN_q1jP1DCRuqRdGAKQUxUWQ)

## Canada's land border community mayors send open letter to Prime Minister Justin Trudeau to end testing at the Land Border



In an open letter to Prime Minister Justin Trudeau dated March 3rd, Canada's border mayors called to end the testing now.

According to the open letter signed by 15 Canadian mayors, "border communities have been at the forefront of the federal strategy and have paid a heavy price with the land border being closed to all but essential travel for 20 months.

"Even now, the land border remains under very strict testing guidelines that are not justified by current science and are out of line with public health officers' mandates."

The letter highlights that in March, Canadians will have full

capacity in NHL games with 20,000 fans with no vaccine passport, or testing requirement, but fully-vaccinated American tourists will not be able to cross over the border in their own family car without unnecessary, expensive tests administered by a health professional.

The letter makes clear that "border communities have suffered greatly during this pandemic and that the government acted quickly to put these measures in place, and must act quickly to remove them in these early days of March."

**IATA's regional breakdown of air passenger recovery follows on the next page.**

## IATA: Air passenger traffic to recover in 2024

### Regional Variations

*Continued from page 2.*

Not all markets or market sectors are recovering at the same pace, reports IATA.

"In general, we are moving in the right direction, but there are some concerns. Asia-Pacific is the laggard of the recovery. While Australia and New Zealand have announced measures to reconnect with the world, China is showing no signs of relaxing its zero-COVID strategy.

"The resulting localized lockdowns in its domestic market are depressing global passenger numbers even as other major markets like the U.S. are largely back to normal," said Walsh.

**Asia-Pacific:** The slow removal of international travel restrictions, and the likelihood of renewed domestic restrictions during COVID outbreaks mean that traffic to/from/within Asia Pacific will only reach 68% of 2019 levels in 2022, the weakest outcome of the main regions. 2019 levels should be recovered in 2025 (109%) due to a slow recovery on international traffic in the region.

**Europe:** In the next few years, the intra-Europe market is expected to benefit from passenger preferences for short-haul travel as confidence rebuilds. This will be facilitated by increasingly harmonized and restriction-free movement within the EU. Total passenger numbers to/from/within Europe are expected to reach 86% of 2019 values in 2022, before making a full recovery in 2024 (105%).

**Africa:** Africa's passenger traffic prospects are somewhat weaker in the near-term, due to slow progress in vaccinating the population, and the impact of the crisis on developing economies. Passenger numbers to/from/within Africa will recover more gradually than in other regions, reaching 76% of

2019 levels in 2022, surpassing pre-crisis levels only in 2025 (101%).

**Middle East:** With limited short-haul markets, the Middle East focus on long-haul connectivity through its hubs is expected to result in slower recovery. Passenger numbers to/from/within the Middle East are expected to reach 81% of 2019 levels in 2022, 98% in 2024 and 105% in 2025.

**Latin America:** Traffic to/from/within Latin America has been relatively resilient during the pandemic and is forecast to see a strong 2022, with limited travel restrictions and dynamic passenger flows within the region and to/from North America. 2019 passenger numbers are forecast to be surpassed in 2023 for Central America (102%), followed by South America in 2024 (103%) and the Caribbean in 2025 (101%).

#### Note: Russia-Ukraine Conflict

The IATA forecast does not calculate the impact of the Russia-Ukraine conflict. In general, air transport is resilient against shocks and this conflict is unlikely to impact the long-term growth of air transport. It is too early to estimate what the near-term consequences will be for aviation, but it is clear that there are downside risks, in particular in markets with exposure to the conflict.

Pre-COVID-19, Russia, was the 11th largest market for air transport services in terms of passenger numbers, including its large domestic market. Ukraine ranked 48.

The impact on airline costs as a result of fluctuations in energy prices or rerouting to avoid Russian airspace could have broader implications. Consumer confidence and economic activity are likely to be impacted even outside of Eastern Europe.



Signs directing passengers to the new TSA PreCheck lane at Lynden Pindling International Airport in Nassau, Bahamas. (Photo by Dwaine Murray.)

*Below: TSA International Operations Western Hemisphere Regional Director Karen Hanlon (2nd from left) cuts the ribbon with government officials including Bahamas Deputy Prime Minister Chester Cooper (3rd from right) at the inauguration of the first international TSA PreCheck lane in the Bahamas. (Photo by Daniel Durazo)*

## First international TSA PreCheck lanes launch in Bahamas

The Transportation Security Administration launched the first TSA PreCheck capability deployed to an international airport at Lynden Pindling International Airport in Nassau, Bahamas on February 25, 2022.

TSA's biometrics-backed expedited travel service is currently available at more than 200 airports in the U.S.

TSA PreCheck is the U.S. program that offers eligible low-risk travelers expedited security screening at airports. The program joins the existing U.S. Customs and Border Protection Preclearance at Nassau's airport, where travelers pass through customs before they get on their plane back to the United States.

The Bahamas has a strong compliance oversight, is relatively low-risk and recently installed multi-million dollar technology upgrades to the checkpoint and baggage screening areas, according to TSA

Representative for the Bahamas, Dwaine Murray.

Upgrades include a new advanced imaging technology machine, computed tomography X-ray, explosive trace detector and bottle liquid scanner.

A large percentage of U.S. citizens who travel to Nassau are eligible for TSA PreCheck, said Murray. Nearly 4 million visitors travel to the Bahamas yearly, with about 2 million flying to Nassau. Roughly 85% are U.S. citizens and 23% have Known Traveler Numbers (KTNs) through the DHS Trusted Traveler Programs.

A permanent dedicated TSA PreCheck lane allows low-risk travelers with a KTN the opportunity to receive expedited screening for flights leaving NAS on nine participating airlines.

TSA officials hope the first international TSA PreCheck lane will serve as a model for the expansion of TSA PreCheck at other Preclearance locations.



## Hudson expands Food & Beverage portfolio with Starbucks

Hudson will begin operating licensed Starbucks stores in U.S. airports beginning this summer when it opens its first two locations pre and post-security in LaGuardia Airport (LGA) Terminal B.

Each Hudson-operated Starbucks location will offer a wide selection of food and beverage items, which travelers can purchase either in-store or by using the mobile order functionality on the Starbucks app.

With the recent opening of Hudson's first-ever restaurant and bar, Plum Market, and now the addition of Starbucks to its quick-service restaurant offerings – including Dunkin', Baskin-Robbins, Pinkberry, Jason's Deli, and Joe & The Juice – food & beverage continues to be a key growth area for Hudson, says the company.

These first two stores will be operated by HG LGA Retailers JV, a joint venture of Hudson and ACDBE partners Branded Works, Inc., Byrd Retail Group, LLC, and Kellee Communications Group, Inc.

These will be the first Starbucks operating in the new terminal.

Following a successful launch at LGA, Hudson will then introduce the brand to additional U.S. airport locations. "We've worked very hard over the years to provide travelers with the leading brands they're used to enjoying, whether at home or heading to their next destination," said Evan Schut, Senior Vice President, Food & Beverage of Hudson.

"The addition of Starbucks as our premium coffee brand is the natural progression as we work to elevate the guest experience in our new food and beverage locations."

"Our partnership with Hudson is another example of how we provide our guests with a best-in-

class experience," said Frank Scremen, Chief Executive Officer of LaGuardia Gateway Partners, the manager and developer of LaGuardia's Terminal B. "We're thrilled to add Starbucks to the growing list of amenities available in the new Terminal B."

"We are excited to have Hudson join our list of partners," said Henry Klein, Starbucks Travel Channel. "With more than 1,000 stores in airports, commuter hubs, landmarks and tourist destinations across North America, we believe the Hudson/Starbucks relationship will deliver the safe, familiar, and convenient *Starbucks Experience* our customers know and love."



## Stellar Partners and BuzzFeed to develop branded airport stores

Airport retailer Stellar Partners and digital media company BuzzFeed have signed an exclusive agreement to bring premium news convenience stores to airports across the United States. The first two BuzzFeed stores will open in LaGuardia Airport's (LGA) newly built Terminal C in the spring of 2022.

The agreement will bring a new, data-driven travel experience to U.S. airports and tap into BuzzFeed's consumer insights to elevate the merchandise strategy, say the companies.

The LGA BuzzFeed stores will carry travel supplies, snacks, magazines, beauty and lifestyle items,

and offer speedy self-checkout. BuzzFeed will broadcast its latest news and entertainment on monitors throughout the stores.

The BuzzFeed stores will also support local businesses and carry products for purchase that will vary by region.

"We are incredibly proud of this collaboration to develop exciting retail stores that bring the power of BuzzFeed news and entertainment to airports nationwide," said Stellar CEO Padraig Drennan. "Stellar's retail expertise combined with BuzzFeed's trendsetting appeal will help redefine newsstands and convenience for the modern traveler."

"We are thrilled to build a long-term partnership with Stellar and extend the BuzzFeed brand to airports across the country," said SVP of Consumer Products, Melanie Summers. "We'll utilize our data-driven research and insights to give consumers a curated travel experience with the products they want most."

The new LGA news convenience stores and partnership with BuzzFeed, Inc. represent Stellar's vision to introduce exciting new concepts to airports. These locations will be the latest in Stellar's portfolio of news convenience stores across 21 U.S. airports

### Airport Restaurant & Retail Association elects new Board Chair

The Airport Restaurant & Retail Association (ARRA) has elected **Brian Quinn** to serve as new board chair. Quinn is EVP and deputy chief executive officer of Hudson, where he has worked for more than 30 years in roles of growing responsibility for the travel retailer.

Quinn succeeds **Patrick Murray**, deputy chief executive officer of SSP America, who will now serve as immediate past chair for ARRA.

"We're thrilled to have Brian guide ARRA in his new role as chair," said **Andy Weddig**, executive director of ARRA. "He has committed decades to shaping the retail experience in airports and will be invaluable in guiding our mission to support airport concessionaires and the millions of passengers we serve each year."

The association board also re-elected three current officers. **Judy Byrd**, president and CEO of Byrd Retail Group, will continue to serve as vice chair. **Nick Crews**, president and CEO of Crews Hospitality, will continue as the association's secretary. **Bryan Loden**, VP of business development for HMSHost, will continue to oversee the financial transactions and records as treasurer.

Two new directors were elected to the board as well, including **Greg Plummer**, CEO of Enjoy Repeat, Inc., and **Kevin Westlye**, president and CEO of High Flying Foods.

"As we look ahead to the future of ARRA, I want to especially thank Pat for his outstanding contributions as chair during the formation of the association, as well as outgoing members **George Tinsley II** and **Kirk Weiss** who played important roles in the growth of the association," said Weddig. "Our board has always featured the most distinguished executives within our industry, and our new group will continue to lead our association in innovating a sustainable and resilient future for the airport restaurant and retail business."

## Stoli Group GTR Director Jean-Philippe “JP” Aucher seeks new role after business restructure

Highly-respected executive Jean-Philippe Aucher is seeking a new senior role in the travel retail industry after the closure of Stoli Group’s dedicated travel retail division.

Aucher assumed his GTR Director position with Stoli Group – whose brand portfolio includes Stolichnaya Vodka, Kentucky Owl Bourbon, Bayou Rum and Kah and Cenote Tequila – in March 2010. He previously was Global Travel Retail Director with Altadis/Imperial Tobacco.

“Stoli Group has taken the big decision of winding up its dedicated GTR division and reorganizing responsibilities for the channel to other teams,” says Aucher.

“I had a great nearly twelve years with the company in which our GTR team achieved so much in bringing the Stoli Group spirits



portfolio to new markets in travel retail across the world. It culminated in a record year in 2021, despite the most difficult circumstances. Of that, I am very proud.

“While I wish success for all at Stoli Group in the future, it is now time for me to take on a new challenge in travel retail. I would be delighted to discuss any

opportunities with any interested parties. I have much to bring to the table, with a strong track record of success in a retail channel which I know inside out.”

Aucher was tasked with building the presence of Stoli’s portfolio in the GTR market. In the years which followed, he and his team (which had seven full-time members by the time COVID-19 struck) significantly grew Stoli brand distribution in airport, cruise and across all sales channels.

Under Aucher’s leadership, Stoli’s sales in travel retail doubled during the period, including sales rising by 250% in Middle East airports including consistently strong results at Dubai International.

*Jean-Philippe “JP” Aucher can be contacted at: [JPaucer.GTR@gmail.com](mailto:JPaucer.GTR@gmail.com)*

## DFA launches medical aesthetic brand SkinCeuticals in Macau

Duty Free Americas (DFA) has launched the highly acclaimed SkinCeuticals brand in its flagship 11,500 square foot store at the Venetian Macau Resort Hotel, becoming the first travel retailer to do so in Asia outside of mainland China. The launch took place at the end of January.

SkinCeuticals is the foremost medical aesthetic brand in the world dedicated to protecting and improving skin health. With its advanced science-backed formulations, the brand’s product philosophy is designed with an integrated skincare approach around three fundamental pillars: Prevent, Protect and Correct; Prevent future signs of aging with the brand’s hero Anti-oxidants, Correct previous damage and visible skin concerns, and Protect healthy skin with sunscreen, as a complete skincare regimen.

Used as daily homecare, several SkinCeuticals products can also be used as complements to clinical in-office procedures and professional treatments.

Jerome Falic, Chief Executive Officer of Duty Free Americas, said: “DFA is proud to expand SkinCeuticals’ reach in Asia by adding it to the world-class beauty brands offered in our store at The Venetian Macau. The company’s outstanding support, attention to detail, and continued education will ensure that our staff and customers obtain the expert skin care knowledge that goes along with its advanced skincare products. We are grateful to the entire L’Oréal team for this strategic collaboration and for working creatively with us to make this launch so successful.”



Michael DiCosola Paul McGinn

### MarketPlace Development: Michael DiCosola named new president as Paul McGinn retires

Boston-based MarketPlace Development has appointed Michael DiCosola as president. DiCosola will replace Paul McGinn, the current president and co-founder, who retires from the role effective March 31, 2022.

As President of MarketPlace Development, DiCosola will direct the development, management and leasing for all MarketPlace Development projects, including Boston Logan International Airport, Philadelphia International Airport, Washington Dulles International Airport and Ronald Reagan Washington National Airport.

DiCosola brings more than 30 years of experience in retail real estate to the new role. He has been with MarketPlace Development since 2001. During his time at MarketPlace, he has been responsible for directing new business development, merchandising, leasing, and strategic planning. He continues to be involved with finance and acquisitions, along with project management.

Having served as the company’s President since 2003, McGinn will continue to support MarketPlace Development in an advisory capacity.

“As a member of the original team that founded MarketPlace Development, Paul has been instrumental in the growth and success of the company and I am thankful for his long standing leadership and commitment to MarketPlace,” said Stephen R. Karp, Chairman of parent company New England Development.

## Puig reaches 10 million passengers with Carolina Herrera Very Good Girl and Bad Boy Le Parfum campaign in TR Americas

Puig Travel Retail Americas' extensive omnichannel campaign to promote **Carolina Herrera's Very Good Girl Eau de Parfum** and **Bad Boy Le Parfum** fragrances reached an estimated 10 million passengers across 18 countries and 68 airport doors in the Americas.

According to Puig, the campaign enabled Carolina Herrera to consolidate its leadership position in the Americas and generated significant awareness of the brand's Good Girl and Bad Boy universe.

The consumer-centric campaign ran at major South and North American airports, including São Paulo Guarulhos, Buenos Aires-Ezeiza, Panama-Tocumen, Miami, Cancun, New York-John F. Kennedy (JFK) and Chicago O'Hare during November, December and January.

### 'Very bad with a good heart'

Centered on the playful theme of 'Very bad with a good heart', the campaign brought to life Very Good Girl and Bad Boy Le Parfum in striking red and black in-store activations decorated with the iconic Bad Boy lightning bolt and Good Girl stiletto. The activations, located in high traffic areas, invited travelers to discover the two fragrances via fragrance bars, touchless testing totems, sampling and a selfie area.

### Touchpoints across the passenger journey

The animation amplified awareness of Very Good Girl and Bad Boy Le Parfum through extensive social and digital media activity across airports, inflight and on retailers' platforms – reaching passengers at all touchpoints in their journey.

To maximize visibility across the airport journey, impactful media takeovers encompassing digital screens at check-in, departures, arrivals, geo-targeted social media content and inflight

advertising ran at Ezeiza, Tocumen, São Paulo Guarulhos, Cancun and JFK international airports.

In addition, an OOH media campaign added visibility at high-traffic locations such as baggage reclaim and departures. At Cancun and Ezeiza airports, Very Good Girl and Bad Boy Le Parfum advertising appeared on 105 screens and 92 screens respectively.

### Influencers

In a first for Carolina Herrera in travel retail Americas, Puig partnered with local influencers in North and South America for a campaign that targeted travelers departing from 14 airports. Influencers posted attractive travel-themed content on Instagram that maximized brand awareness and drove traffic to duty free stores. The campaign reached more than 7.5 million consumers and generated 260,000 interactions.

Puig generated further awareness via a paid social media campaign, including geo-targeted 'drive-to-store' content at 15 airports, and a digital media campaign comprising dedicated brand pages and advertising on Attenza and International Shoppes' websites.

**Felipe Grant**, Puig Travel Retail Americas General Manager, commented: "This exciting omni-channel campaign for two of Carolina Herrera's powerful launches got pulses racing during the busy holiday travel period in the Americas when gifting was a key purchase driver. The campaign reaffirmed Carolina Herrera's leadership position in the Americas and Puig's commitment to creating disruptive activations in travel retail."

*Below: JFK Terminal T5; Tocumen Airport, Panama; and reaching travelers at all travel touchpoints with outside signage – Ezeiza..*



*Carolina Herrera's Good Girl/Bad Boy campaign in Ezeiza International Airport, Buenos Aires.*



*In a first for Carolina Herrera in travel retail Americas, Puig partnered with local influencers in North and South America, as shown here in the Rotunda in Cancun Airport in the selfie area.*