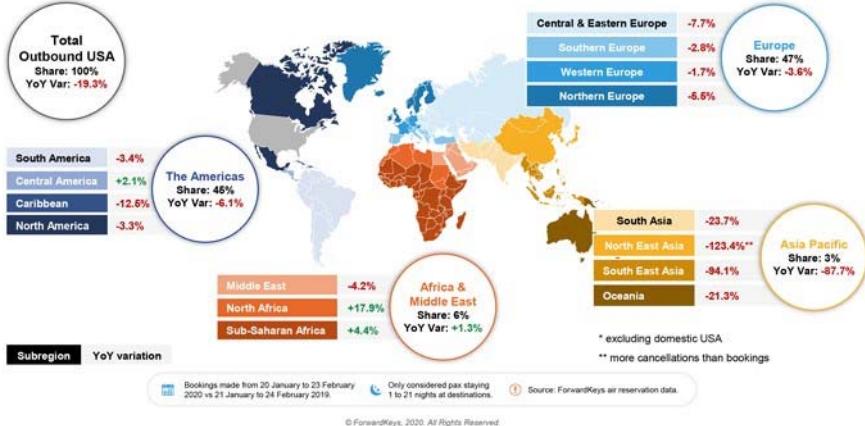


## COVID19 impacts aviation sector worldwide

Bookings made for departures from the USA to worldwide destinations since 20 January\*

20 January to 23 February 2020. Market shares by region and Year-on-Year variations



### ForwardKeys: COVID-19 causes US outbound flight bookings to slump

The travel setback caused by the coronavirus outbreak has now hit the United States, which is the world's second largest outbound travel market after China.

In the five weeks following the imposition of travel restrictions on outbound travel from China (Jan. 20 – Feb. 17), there was a 19.3% decline in the number of bookings made for travel from the U.S., reports travel analytics company ForwardKeys. The majority of the decline has been caused by a collapse in bookings for travel from the U.S. to the Asia Pacific region, down by 87.7%.

The setback in outbound bookings from the U.S. during that time has affected other parts of the world too.

Bookings to Europe have fallen by 3.6%, and bookings to other markets in the Americas have

fallen by 6.1%. However, bookings to Africa & the Middle East, which has only a small (6%) share of outbound U.S. travel, had increased by 1.3%.

In the past five weeks bookings from the U.S. in all but three of 15 regional destinations fell. The exceptions were North Africa, Sub Saharan Africa and Central America, where bookings rose by 17.9%, 4.4% and 2.1% respectively.

*Continued on page 3.*

**U.S. COVID-19 update:** As of today, March 6, the U.S. has recorded 233 cases across at least 21 states, reports USA Today. Worldwide cases surpass 100,000 and more than 3,400 have died, including 14 in the United States.



Global TR contact: Zack Boiko, [zboiko@Actium.us](mailto:zboiko@Actium.us)

### IN CASE YOU MISSED IT SUMMIT OF THE AMERICAS CANCELED

The 2020 Summit of the Americas scheduled for March 30 – April 2 in Orlando, Florida has been canceled.

ASUTIL & IAADFS, the show organizers, said that they made the “difficult decision” after careful consideration.

The official announcement sent to exhibitors follows:

After careful consideration, IAADFS and ASUTIL have made the difficult decision to cancel the 2020 Duty Free & Travel Retail Summit of the Americas, scheduled for March 30 – April 2 in Orlando, Florida.

The organizations have been monitoring developments regarding the coronavirus (COVID-19) and have been following the information about this outbreak from the World Health Organization (WHO) and the US Centers for Disease Control and Prevention (CDC), among others. The associations have also been in contact with a number of exhibitors, attendees, and other stakeholders.

The duty free and travel retail industry is a vibrant and close-knit community that is dependent on international travel, and the associations' priority is to always act in the best interests of all of their partners. The ongoing spread of COVID-19 has resulted in mounting concern over health safety, along with increased travel advisories and government health warnings – including the State of Florida's March 1 declaration of a public health emergency. It has become clear that the most responsible path forward is to cancel the 2020 Summit of the Americas.

IAADFS and ASUTIL regret that they have had to come to this decision, and they appreciate the understanding and the ongoing support that their members, exhibitors, and attendees have shown for the 2020 Summit of the Americas. They will be issuing full refunds of all exhibit space rental fees and registration fees and expect to have this refund process completed by Friday, March 13 for refunds of payments that were received by credit card, with refunds via check or electronic transfer to take up to an additional two weeks. They encourage anyone who has booked room reservations for the 2020 Summit of the Americas to submit their cancellation of these reservations as soon as possible to minimize any cancellation penalties that may apply.

The announcement was signed by Rene Riedi, IAADFS Chairman of the Board; Michael Payne, IAADFS President & CEO; Gustavo Fagundes, ASUTIL President and José Luis Donagaray, ASUTIL Secretary General

## Geneva Watch Days 2020 instigated by Bulgari CEO, Jean-Christophe Babin

*A comment and an analysis by watch industry specialist, Mark Lewis-Jones*

Amid fears of a likely imminent global pandemic of COVID-19 Coronavirus, all of the upcoming watch industry events in Switzerland have seemingly prudently been canceled or postponed.

Swatch Group's Time To Move, Watches & Wonders (formerly SIHH), Movado Group's Davos-based gathering, and finally Baselworld all announced they would hold off until 2021. The Federal Swiss Council has called for a temporary obligatory ban on gatherings of more than 1,000 people.

Some opined that the cancellations, apart from being an intelligent public health/epidemiological decision, would give the watch industry -- including groups, brands, suppliers, intermediaries, retailers, and press -- a chance to clarify their vision going forward. They would have an opportunity to reset their strategic business planning, and take advantage of the expense savings this year, at a time when many in the industry find their business and bottom line under siege from the disruption of traditional distribution paradigms, the impact of online sales and a fast-growing certified pre-owned

industry (CPO), and for some, the impact of wearables (e.g., Apple Watch, Fit Bit, Garmin, etc) on the fashion/entry level segment.

However, as some say, "*The show must go on!*," and so with confidence, Bulgari CEO Jean-Christophe Babin proactively instigated a new approach to these large events, by announcing the initiative called Geneva Watch Days, from April 26-29, 2020.

While some well-capitalized brands have already organized their own road shows and events, it is widely recognized that a global meeting or event is still very important to independent, smaller, and start-up brands, that may not currently have the budget for such ambitious independent undertakings.

According to a report by *Monochrome* online magazine, the collective gathering in Geneva will have each brand organize its own showroom, mainly in Geneva's city center hotels. A steering committee involving all brands coordinates all activities, including a press dinner and a retailer party. The committee is also in charge of negotiating preferential hotel rates for all attendees and to eventually open the

Geneva Watch Days to additional brands, if they deem it interesting.

Babin was quoted, saying, "This Geneva Watch Days event has been created by a group of brands not resigned in view of the recent events. It is an innovative concept that is light and flexible. It is an optimistic message, a collective and positive initiative that will benefit the industry."

Babin also adds that the organizers "are currently in advanced discussions with several other important names including Chopard and H. Moser & Cie., which we hope will be confirmed very soon."

Until now, these brands have already confirmed participation, and expect more to come:

Breitling, Bvlgari, Gerald Genta, Girard-Perregaux, MB&F, Ulysse Nardin, De Bethune and Urwerk.

George Kern, the charismatic CEO of Breitling, posted his comments about the initiative, declaring, "Let's do something modest, reasonable, responsible and meaningful against the gloominess of the industry in the current situation. Small and decentralized gatherings. No big groups. Very personal."



**Mark Lewis-Jones**

*Board of Advisors, Watch Trade Academy, Neuchatel, Switzerland Regional Representative, Watch Distributors Directory, Neuchatel, Switzerland Alpha Afluerond, www.BA111OD.com*

*Chief Connecting Officer, CTD Marketing, Panama City, Panama*

The State of Geneva was fast to give the initiative its stamp of approval. As the Federal Swiss Council had just banned public and private events gathering more than 1,000 persons, this decentralized Geneva Watch Days 2020 would not infringe the prohibition. Still, for those considering attending, it makes good sense that we remain vigilant about the aggressive spread of virus and take decisions accordingly.

More details about the event will be released as they become available by participating brands.

## Duty Free Dynamics adds Frederique Constant to its watch portfolio

Duty Free Dynamics continues to expand its brand portfolio, most recently integrating Frederique Constant into its medium and high-end watch portfolio.

The accessible luxury Swiss brand will be available for the LATAM travel retail market through exclusive distribution by Duty Free Dynamics.

Shown in preview in TFWA Cannes, the brand had already obtained a number of listings, reports DFD.

Frederique Constant watches are fully conceived, developed, produced, assembled, adjusted and encased in their workshops in Plan-les-Ouates, Switzerland.

The manufacturing process of the Manufacture Collection timepieces requires extensive work, which is done mostly by hand. With a team of highly skilled watchmaking specialists, the brand started this development back in 2001. Now, more than eighteen years later, Frederique Constant is able to manufacture twenty-nine different in-house calibers within its workshops.



  
**FREDERIQUE CONSTANT**  
**GENEVE**

With most pieces produced as limited editions, the Frederique Constant Manufacture Collection is the most prestigious and technologically advanced range from the brand.

For more information, please contact Brand Developer – Brand Manager for Frederique Constant:  
[maria.villarreal@dutyfreedynamics.com](mailto:maria.villarreal@dutyfreedynamics.com)

## IATA: COVID-19 hits January passenger demand

Even though major travel restrictions in China did not begin until January 23, global passenger traffic in January delivered its slowest traffic growth in nearly a decade, reports the International Air Transport Association (IATA).

Global passenger traffic for January 2020 climbed 2.4% compared to January 2019, reports IATA. This was down from 4.6% year-over-year growth for the prior month and is the lowest monthly increase since April 2010, when the volcanic ash cloud crisis in Europe led to massive airspace closures and flight cancellations.

“January was just the tip of the iceberg in terms of the traffic impacts we are seeing owing to the COVID-19 outbreak...,” said Alexandre de Juniac, IATA’s Director General and CEO.

### International Passenger Markets

January international passenger demand rose 2.5% compared to January 2019, down from 3.7% growth the previous month. With the exception of Latin America, all regions recorded increases, led by airlines in Africa and the Middle East that saw minimal impact from the COVID-19 outbreak at that time.

### ForwardKeys: COVID-19 impacts U.S. outbound flight bookings

*Continued from page 1*

In the order of least to worst affected, bookings were down as follows: to Western Europe down by 1.7%, to Southern Europe down by 2.8%, to North America down by 3.3%, to South America down by 3.4%, to the Middle East down by 4.2%, to Northern Europe down by 5.5%, to Central/Eastern Europe down by 7.7%, to the Caribbean down by 12.5%, to Oceania down by 21.3%, to South Asia down by 23.7% and to South East Asia down by 94.1%. In the case of North East Asia, there were more cancellations than new bookings. (\*these numbers pre-date the rise of COVID-19 cases in Italy and the growing number of cases in the U.S.)

**Asia-Pacific airlines’** January traffic climbed 2.5% compared to the year-ago period, which was the slowest outcome since early 2013 and a decline from the 3.9% increase in December. Softer GDP growth in several of the region’s key economies was compounded by COVID-19 impacts on the international China market.

**European carriers** saw January demand climb just 1.6% year-to-year, down from 2.7% in December. Results were impacted by slumping GDP growth in leading economies during the 2019 fourth quarter plus flight cancellations related to COVID-19 in late January.

**North American airlines’** international demand rose 2.9% compared to January a year ago, which represented a slowdown from the 5.2% growth recorded in December, although there were no significant flight cancellations to Asia in January.

**Latin American airlines** saw a 3.7% demand drop in January compared to the same month last year, which was a further deterioration compared to a 1.3% drop

in December. Traffic for Latin American carriers has now been particularly weak for four consecutive months, reflecting continued social unrest and economic difficulties in a number of countries in the region unrelated to COVID-19.

**Middle Eastern airlines** posted a 5.4% traffic increase in January, the fourth consecutive month of solid demand growth, reflecting strong performance from larger Europe-Middle East and Middle East-Asia routes, which were not significantly impacted by route cancellations related to COVID-19 at that time.

**African airlines’** traffic climbed 5.3% in January, up slightly from 5.1% growth in December.

### Domestic Passenger Markets

Demand for domestic travel

climbed 2.3% in January compared to January 2019, as strong growth in the U.S. helped mitigate the impact from a steep decline in China’s domestic traffic.

**Chinese airlines’** domestic traffic fell 6.8% in January, reflecting the impact of flight cancellations and travel restrictions related to COVID-19. China’s Ministry of Transport reported an 80% annual fall in volumes in late January and early February.

**U.S. airlines** saw domestic traffic climb 7.5% in January. Although this was down from 10.1% growth in December, it represented another strong month of demand growth reflecting supportive business confidence and domestic economic outcomes at the time.

## Coronavirus to wipe US\$8.3bn off APAC duty free market in 2020, says GlobalData

The recent coronavirus scare has dramatically altered the dynamics of the APAC duty free market, according to research from GlobalData.

GlobalData expects the APAC duty free sales to reach US\$35.2bn, which is 19.1% lower than the original (pre-coronavirus) forecast. They forecast that US\$5.5bn will be lost from South Korea’s 2020 forecast and US\$1.5bn from China over the course of 2020.

While it is difficult to forecast the full impact that coronavirus will have on the APAC duty free market, the research company says that in the short term, sales in China and other markets in the region such as South Korea, Macao, Hong Kong, Thailand, Taiwan and Japan will be significantly hit in Q1 due to the high level of Chinese tourism in these locations.

Key airports in the APAC region, including all domestic and international airports in China, South Korea’s Incheon Airport, Singapore’s Changi Airport, Hong Kong International Airport, Haneda Airport and Narita Airport in Tokyo, are hit. Many downtowns, ports and cross-border duty free stores in the region have temporarily closed.

The crisis will force major duty free operators in the region such as Shilla, Lotte, Shinsegae and China Duty-free Group to re-evaluate strategies and identify other consumer groups and markets to help offset a weakening in revenue. Luxury brands and cosmetics operators in major duty free markets will be the biggest losers given their reliance on high spending Chinese consumers, highlighting how over-exposed the duty free channel is to one key purchaser group.

Authorities have come up with measures to control the losses to retailers. For instance, concessionaires at Singapore Changi Airport will receive rental assistance — 50% rebate on their monthly basic rental charges for six months effective February 1, 2020.

## A4A launches *AirlinesTakeAction.com* website with updates on COVID-19

Aviation industry group Airlines for America (A4A) has launched a new webpage, that will serve as a streamlined resource on COVID-19 for air travelers, government agencies, Congress and the general public:

[www.AirlinesTakeAction.com](http://www.AirlinesTakeAction.com)

The webpage will access links from U.S. carriers detailing actions that airlines are taking to help contain and eliminate COVID-19.

It also contains tips for travelers from the CDC, HHS and DHS, and a link to the CDC's Frequently Asked Questions about COVID-19.

The webpage includes news updates from the President's Task Force, including clips from the

White House briefings.

"The safety, health and well-being of travelers are always the top priorities of U.S. carriers," said Rebecca Spicer, SVP of Communications.

"That's why airlines are working collaboratively with the Administration, CDC, HHS, DOT, DHS and other federal agencies to identify and implement pragmatic effective solutions during this public health crisis."

The webpage will be updated regularly with new information to ensure that the latest updates are available to help all constituencies make informed decisions.

## WSJ looks at duty free shops in "crisis"

An article by Esther Fung in the March 3 edition of *The Wall Street Journal* discusses the impact that the coronavirus is having on a number of duty free stores.

Airport foot traffic in San Francisco fell 15% in February, compared with a year earlier, and declined 20% at Los Angeles International Airport, according to geolocation data platform Advan Research, wrote Fung.

At Terminal 1 at New York's John F. Kennedy International Airport has been particularly hard hit due to a concentration of Asia-based airlines, including China Eastern Airlines, Air China, Korean Air and Japan Airlines. The WSJ says that passenger traffic has plunged and food-court vendors and retailers such as Hudson News report daily revenues have fallen as much as 50% in recent weeks. The duty free operator in Terminal 1 is International Shoppes.

## IATA forecasts as much as US\$113 billion losses in passenger revenues for airline industry

IATA this week estimated that global aviation will suffer revenue losses of between US\$63 billion and US\$113 billion, depending on whether the world experiences a "limited spread" scenario of the COVID-19 virus or an "extensive spread" scenario. These numbers are from drops in passenger traffic alone, not cargo, says IATA.

Airline share prices have fallen nearly 25% since the outbreak began, some 21 percentage points greater than the decline that occurred at a similar point during the SARS crisis of 2003. To a large extent, this fall already prices in a shock to industry revenues much greater than our previous analysis.

"These are extraordinary times," said Alexandre de Juniac, IATA's Director General and CEO, and called on governments to offer tax breaks and other financial assistance to the industry.

## The IWSR announces plans to launch a Risk Assessment Model for the Coronavirus

IWSR Drinks Market Analysis has revealed plans to launch the IWSR Coronavirus Risk Assessment Model (CRAM).

Available from Q2 2020, and up-dated quarterly, the IWSR Coronavirus Risk Assessment Model will quantify the virus' impact to the global beverage alcohol market, including scenario forecasts for the short, medium, and long-term.

IWSR will leverage its footprint of global analysts and its extensive network of over 1,600 local on-the-ground industry contacts, to quantify and forecast the impact of the coronavirus on beverage alcohol consumption by key categories, markets, price segments and channels.

This local market knowledge will be bolstered by IWSR's access to industry insights, historical trends & data from the impact of previous global crises, and consensus forecasts from financial institutions.

Mark Meek, IWSR CEO, said: "In this rapidly evolving situation, the IWSR Coronavirus Risk Assessment Model will give

industry leaders the clarity needed to confidently respond to a serious event with global implications.

"Early reports indicate that the revenue and profit impact to the industry will be in the billions of dollars.

"Initial signs are that Global Travel Retail and on-premise sales in China have suffered a severe downturn, and that other affected regions, such as Northern Italy and South Korea, are starting to see a similar impact," said Meek.

Meek adds that IWSR will be producing and providing the IWSR Coronavirus Risk Assessment Model at no additional cost to its customers.

"We will work with brand owners, financial institutions, retailers, and industry agencies to provide a comprehensive understanding of the current and future impact of the coronavirus, with the aim of helping to see industry leaders through the threat."

Initial market coverage include Global Travel Retail, China, South Korea and Italy, with other key markets to be added if required.

For more information, please contact [enquiries@theiwsr.com](mailto:enquiries@theiwsr.com).

### More news shorts re: COVID-19

Norwegian is canceling 22 flights between Europe and the U.S. as a result of reduced demand, which the airline has blamed on coronavirus. The cancellations will be effective from March 28-May 5 and affected customers will be contacted by Norwegian and offered a new itinerary.

Cruise lines are also easing their cancellation policies, reports *SeaTrade Cruise News*.

The new 'Cruise With Confidence' policy allows travelers on four Royal Caribbean brands to cancel up to 48 hours before sailing.

Carnival Cruise Line revised its policies to allow flexibility for passengers who wish to reschedule for departures through May.

And Princess Cruises modified its cancellation policy for cruises and cruise tours departing through May 31, with details varying by departure date.

## Royal Caribbean buys Grand Lucayan resort from The Bahamas

The Government of The Bahamas has sold the Grand Lucayan to a partnership between Royal Caribbean International and ITM (Bahamas Port Investments Ltd.).

Royal Caribbean's new joint venture, called Holistica Destinations, said it will invest as much as \$300 million in Freeport, Grand Bahama to redevelop the Freeport cruise ship terminal.

The project will also include a new one-of-a-kind hotel, convention center, water adventure park and more.

The Heads of Agreement Signing Ceremony was held on Monday, March 2, 2020, on the Great Lawn of the property, some 11 months following the signing of the Letter of Intent on Wednesday, March 27, 2019.

The project includes two locations – the port terminal, to be called Harbour Village, and the current Grand Lucayan resort.

The first phase of the Lucaya Property includes a 526-room hotel, shopping village, spa and wellness center, a water and ad-

venture theme park, a 40,000-square-foot convention center, adventure activities such as zip lines and off-roading, restaurants and bars, entertainment and nightlife.

Harbour Village will be nine miles west of the Lucaya Property, at the cruise terminal in Freeport Harbor.

The project will include multiple shopping and dining venues, beach areas, shore excursions and more.

The new project is slated to be finished in winter 2022.

The new cruise port will accommodate three ships in Phase One and up to seven ships in subsequent phases.

The government of The Bahamas originally purchased the resort in 2018 from Hong Kong-based Hutchinson Whampoa.

Dr. Hubert Minnis, Prime Minister of The Bahamas, says that discussions are also currently ongoing to determine the best way to redevelop the Grand Bahama International Airport, which will require a major investment.

## New \$1 billion hotel project breaks ground in Jamaica

In what is considered one of the largest investment in Jamaica's hotel business ever, Karisma Hotels and Resorts has officially broken ground on a massive new destination hotel complex in Jamaica's parish of St Ann.

At an estimated investment of US\$1 billion the multi-hotel Sugarcane Bay Jamaica project will have approximately 4,700 hotel rooms built over a period of 10-years, according to Jamaica Tourism Minister Edmund Bartlett.

The new project is part of Jamaica's plan to add 15,000 new hotel rooms over the next three to five years, according to Bartlett.

Karisma first opened in Jamaica in 2013 with a 148-room luxury boutique property, Azul Beach Resort, in Negril. Within a few years, the hotel doubled its room stock.

It also could create as many as 10,000 jobs, according to Jamaican officials.

Karisma also plans to debut a major new all-inclusive resort in Cancun later this month in partnership with Margaritaville.

In addition, the company has broken ground on a Margaritaville Island Reserve property in Cap Cana, Dominican Republic.

## Caribbean Tourism and Health stakeholders forge alliance to safeguard visitors and residents from Covid-19

NOTE: As we prepare to "go to press", the first two cases of the coronavirus COVID-19 in the Caribbean have been confirmed on the island of French Saint Martin. These persons are currently in isolation at the hospital on the French side and will remain there for 14-days according to the Prefecture. Prime Minister Silveria Jacobs on Sunday morning activated the Emergency Operations Center (EOC) in connection with two on French Saint Martin, and screening processes at the ports of entry have been stepped up in cooperation with the airlines who are also following their own screening protocols based on World Health Organization (WHO) recommendations, reports government officials.

The leaders of the Caribbean tourism and health sectors are working together to prevent the spread of the COVID-19 virus throughout the region, and have implemented readiness and response measures to prevent and contain the virus.

The recently established COVID-19 Caribbean Tourism Task Force comprises representatives from CARPHA, the Caribbean Hotel and Tourism Association (CHTA), the Caribbean Tourism Organization (CTO), and the Global Tourism Resilience & Crisis Management Centre (GTRCMC).

Due to the current increased risk of importation of COVID-19 to the region, the Caribbean Public Health Agency (CARPHA) has upgraded the risk of Coronavirus disease transmission from "low" to "moderate to high".

In a statement issued by the leaders of the task force member organizations, they indicated that a Memorandum of Understanding has been agreed upon by the organizations to foster closer collaboration.

Acknowledging concerns that the high level of misunderstanding about the virus has elevated the panic at the global level and resulted in the dissemination of a high level of misinformation, the CCTTF will focus on raising awareness and sharing accurate information; strengthening monitoring at airports, seaports, and hotels and accommodations; improving coordination among stakeholder organizations and locally between tourism and health officials; sharing best practices; training, education and capacity building; and conducting tourism impact research.

The establishment of the Caribbean COVID-19 Tourism Task Force follows a Special Emergency Meeting of the CARICOM Heads of Government with health and tourism officials and cruise associations in Barbados last weekend, where they agreed to set up a regional protocol with the cruise industry.



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

## EMPLOYMENT OPPORTUNITIES

**MARKETING CLERK**

Essence Corp has an immediate opening for a Marketing Clerk.

The ideal candidate has proven abilities working in a fast-paced, results driven environment with strong organization/prioritization skills, a keen attention to detail and possesses fluency in both written and oral English and Spanish.

This individual will be responsible for inventory & purchasing (creating new references, preparing purchase orders, following through to delivery and launch on markets), updating of price lists and databases, updating of launch calendar and creation of Digital Outreach calendars for Key Retailers, communication of merchandising guidelines to Commercial & Training teams and ordering/coordination of visuals.

Proficiency in Microsoft Excel, Outlook and PowerPoint required. Interested candidates may apply via email to

[LWade@Essence-Corp.com](mailto:LWade@Essence-Corp.com)

**ACCOUNT EXECUTIVE**

Essence Corp. has an immediate opening for an **Account Executive**.

The ideal candidate must have 2 years of retail sales experience preferably within the luxury brand industry.

Willing to travel 50% to 60% of the time.

Strong communication and presentation skills.

Team player with the ability to motivate sales.

Must be organized, detail oriented, and possess strong analytical skills.

This individual will be responsible for counters, beauty advisors, sell-outs and in store events and promotions. Coordinate the organization of travel schedule in conjunction with Area Managers.

Must have a high level of skills using Excel, PowerPoint and other MS Office applications.

Fluent in English and Spanish both written and oral.

Interested candidates may apply via email to

[LWade@Essence-Corp.com](mailto:LWade@Essence-Corp.com)

**ACCOUNT MANAGER**

This role will oversee a defined territory in the Caribbean with quantitative and qualitative objectives to ensure the success of our brands.

The position reports directly to the Sales Director.

The ideal candidate should be fluent in English & Spanish (French is a plus) with an advanced level of Excel skills.

Must possess strong organizational 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](mailto:LWade@Essence-Corp.com)

**Areas wins new F&B tender at Los Cabos airport**

Global Food & Beverage and Travel Retail company Areas has taken over 80% of the Los Cabos airport's gastronomic offer following a restaurant tendering process.

Under the new tender agreement, Areas was awarded 8 of the 10 outlets tendered under a 5-year contract. The outlets cover a surface area of 1,800 square meters. The terminal is being refurbished along with the airport's culinary options, which through Areas, means rolling out a unique, innovative range of offerings. This is the largest, most important contract that Areas has secured in the country, and involved an investment of \$US4.7 million, said the company.

The new F&B proposal includes a range of concepts. These include the **STK** steakhouse, debuting at a Mexican airport, the Pacific **Grill by Boa Steak House**, the sandwich franchise **Subway**, the pizza and pasta restaurant chain **Sbarro**, the co-branding with **Corona Sport Bar**, the **José Cuervo** tequila bar, and the **Carl's Junior** hamburger restaurant. These are scheduled to open from July onwards, to be all open by February 2021.

**Areas leads sector in Mexico**

With these awards, Areas has become one of the main operators in the F&B and Travel Retail sector in Mexico, where the company manages 200 restaurants and locals between airports and hotels. In the airport sector, Areas is the main operator in the 24 main airfields in the country, including managing 22 points of sale in Guadalajara airport and a total of 62 points of sale in Puerto Vallarta, Los Cabos and Monterrey.

In Mexico, Areas' airport business turnover is divided 40% in convenience stores, and 60% in F&B.

According to Eduardo Uribe, Latam CEO: "We're extremely happy that Areas' presence in Latin America is growing increasingly stronger. We've been operating in the Los Cabos International Airport for more than 10 years, strengthening our knowledge to respond to the demands of international contracting authorities, submitting innovative, quality gastronomic tenders focused on service for users."

"This contract strengthens our leading role in the international restaurant tender market," Uribe added.

**Retail Manager /Account Executive  
for North America - Southeast region**

Shiseido Miami office is looking for a Retail Manager, based in Miami. Ideal candidate will have a minimum of 2-3 years experience in the Travel

Retail luxury goods market.

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

Experience in retail sales is a plus.

Must be able to travel 40 to 50% of the time.

Applicants please send resumes to:  
[gcamplani@sac.shiseido.com](mailto:gcamplani@sac.shiseido.com)