



IAADFS & ASUTIL announce impressive roster of speakers for Virtual Summit of the Americas in April

The International Association of Airport and Duty Free Stores (IAADFS) and South American Duty Free Association ASUTIL have unveiled the first line-up of speakers for the Summit of the Americas – A Virtual Experience, which takes place on April 5-9, 2021.

The list of speakers includes a roster of leading airport and border travel retailers from North and South America, including Paradies Lagardère President & CEO **Gregg Paradies**, Dufry General Manager Sub-Cluster South America **Enrique Urioste**, Neutral by Luryx Duty Free Shop CEO **Marcelo Montico**, Windsor-Detroit Tunnel Duty Free President **Abe Taqtaq**, Stellar Partners CEO **Padraig Drennan** and Matthew



The Virtual Summit of the Americas takes shape as it prepares for its April 5 launch.

Greenbaum, Director of International Shoppes, Duty Free Americas (speaker to be confirmed) will also take part in the Knowledge Hub sessions.

The cruise channel will be represented by Starboard Cruise Services President & CEO **Lisa Bauer**, Harding Retail Deputy Managing Director **Mark Birnie**, and Heinemann Americas CEO **Nadine Heubel**.

Keynote addresses and panel sessions will take place at the virtual Knowledge Hub each day, focused on the recovery in the Americas market.

Additional presentations will explore reshaping of the airport experience, changing consumer demand, digitalization, sustainability, diversity and inclusion, alongside sessions that analyze travel prospects for the region and the economic outlook.

IAADFS Chairman (and Dufry Central and Latin America Executive Advisor) **René Riedi** and ASUTIL President (and Dufry Chief Operating Officer South America) **Gustavo Fagundes** will welcome visitors to the Knowledge Hub on Day 1.

ASUTIL Secretary General **José Luis Donagaray** said: "This is a

crucial year for travel retail in the Americas. As we look to drive recovery in the region it is vital that we share insights and best practices to help accelerate these efforts. The Knowledge Hub program will feature a wide variety of conference sessions with educational content from top-class speakers. Keynote speakers and panels representing suppliers, airports, airlines and cruise lines will discuss leading topics such as innovation, digitalization and consumer adaptation."

IAADFS President and CEO **Michael Payne** added: "Industry executives from all around the world will be able to take advantage of relevant, engaging and informative Knowledge Hub sessions from the comfort of their office or home. Another added benefit is that each and every element of the program will also be available via the On Demand feature."

Visitor registration, which is free to all travel retailers, airport companies and exhibitors, is open at the official event website: virtualamericassummit.com.

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DFWC Webinar on the State of the Duty Free and Travel Retail industry on Feb. 3

The Duty Free World Council (DFWC) will host a webinar on February 3, to give an update on the current state of the industry as we enter the new year.

Titled **2021 – The Year of Recovery?**, the webinar will follow similar formats to the well-received episodes held last year and will feature estimated air traffic data for 2020 courtesy of ACI World.

Updates on the most recent measures taken by the Council and all regional associations, and by TFWA, to garner support for our industry through these exceptional challenges will also be provided.

The webinar will be held on Wednesday February 3rd from 14.00 – 15.30 hrs CET.

After an introduction by DFWC President Sarah Branquinho, the keynote presentation will be given by Patrick Lucas, Director Economics, ACI World. The presidents of the industry's regional associations will also present detailed updates on what is happening in their respective regions.

The webinar will cover the status of air traffic levels globally, with regional breakdowns, and provide the most up to date forecasts from ACI World on the aviation recovery trajectory.

Additionally, briefings will be given on the efforts undertaken to ensure the importance of the Duty Free & Travel Retail industry to the broader travel & tourism, aviation and maritime industries ecosystems is widely understood by global, regional and national authorities who are drawing up recovery plans for these industries.

To register, please go to <https://us02web.zoom.us/webinar/register/2021 - Year of Recovery?>

CDC mandates all air travelers to the U.S. must have negative COVID test

The U.S. Centers for Disease Control and Prevention this week issued a measure to require all international air travelers to obtain a negative COVID-19 test before flying to the United States.

The new directive applies to returning U.S. citizens as well as foreign travelers.

The order becomes effective on January 26, 2021.

The order covers nine pages of detailed explanation, but the gist of the directive is summarized on the CDC website with this message:

To reduce introduction and spread of new variants of SARS-CoV-2, CDC issued an Order effective January 26, 2021. It requires all air passengers arriving to the US from a foreign country to get tested for COVID-19 infection no more than 3 days before their flight departs and to provide proof of the negative result or documentation of having recovered from COVID-19 to the airline before boarding the flight.

BY THE NUMBERS

IATA: Passenger demand recovery grinds to a halt in November

The International Air Transport Association (IATA) reports that the recovery in passenger demand, which had been slowing since the Northern hemisphere's summer travel season, came to a halt in November 2020.

In month-on-month terms, there was a small rise in passenger volumes, but much slower than in the previous months. October and November seasonally adjusted results confirm that the summer recovery stagnated in Q4.

Total demand was down 70.3% compared to November 2019, virtually unchanged from the 70.6% year-to-year decline recorded in October. November capacity was 58.6% below previous year levels and load factor fell 23.0 percentage points to 58.0%, which was a record low for the month.

International passenger demand in November was 88.3% below November 2019, slightly worse than the 87.6% year-to-year decline recorded in October. Capacity fell 77.4% below previous year levels, and load factor dropped 38.7 percentage points to 41.5%. Europe was the main driver of the weakness as new lockdowns weighed on travel demand.

Recovery in domestic demand, which had been the relative bright spot, also stalled, with November domestic traffic down 41.0% compared to the prior year (it stood at 41.1% below the previous year's level in October). Capacity was 27.1% down on 2019 levels and the load factor dropped 15.7 percentage points to 66.6%.

Alexandre de Juniac, IATA's Director General and CEO, cites the imposition of more severe travel restrictions and quarantine measures by many governments following new outbreaks of COVID-19 for the collapse in the recovery in air travel. IATA is a strong proponent of vaccines and testing rather than quarantines to protect travelers.

November 2020 (% year-on-year)	World share ¹	RPK	ASK	PLF (%-pt) ²	PLF (level) ³
Total Market	100.0%	-70.3%	-58.6%	-23.0%	58.0%
Africa	2.1%	-75.6%	-63.6%	-23.4%	47.4%
Asia Pacific	34.6%	-61.6%	-52.9%	-15.0%	66.4%
Europe	26.8%	-82.2%	-71.6%	-31.2%	52.3%
Latin America	5.1%	-59.8%	-55.3%	-8.3%	74.0%
Middle East	9.1%	-84.5%	-69.5%	-36.1%	37.2%
North America	22.3%	-67.6%	-48.7%	-30.1%	51.8%

November International air passenger numbers by region

Latin American airlines demand fell 78.6%, compared to the same month last year, improved from an 86.1% decline in October year-to-year. This was the strongest improvement of any region. Routes to/from Central America were the most resilient as governments reduced travel restrictions—especially quarantine requirements. November capacity was 72.0% down and load factor dropped 19.5 percentage points to 62.7%, highest by far among the regions, for a second consecutive month.

North American carriers had an 83.0% traffic drop in November, versus an 87.8% decline in October. Capacity dived 66.1%, and load factor dropped 40.5 percentage points to 40.8%.

Asia-Pacific airlines November traffic plunged 95.0% compared to the year-ago period, barely changed from the 95.3% decline in October. The region continued to suffer from the steepest traffic declines for a fifth consecutive month. Capacity dropped 87.4% and load factor sank 48.4 percentage points to 31.6%, the lowest among regions.

European carriers saw an 87.0% decline in traffic in November versus a year ago, worsened from an 83% decline in October. Capacity fell 76.5% and load factor was down by 37.4 percentage points to 46.6%.

Middle Eastern airlines' demand plummeted 86.0% yoy, which was improved from an 86.9% demand drop in October. Capacity fell 71.0%, and load factor declined 37.9 percentage points to 35.3%.

African airlines' traffic sank 76.7% in November, little changed from a 77.2% drop in October, but the best performance among the regions. Capacity contracted 63.7%, and load factor fell 25.2 ppts to 45.2%.

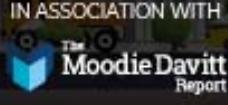
Passenger seat capacity climbs back only slowly

Due to faltering air travel demand, airlines have been cautious about adding more capacity back to the market. Industry-wide available seat-kilometres (ASKs) fell by 58.6% yoy in November, just a 1ppt smaller decline than in October. Apart from Europe, all regions reported smaller capacity contractions. Latin American airlines added the capacity back at the fastest pace (+8.2ppts, at -55% yoy) to match swiftly recovering demand. The industry-wide passenger load factor remained at record lows across most regions and at the industry level (58%). The only outlier was Latin America with PLF at a relatively strong 74%.



SUMMIT OF THE AMERICAS
 A VIRTUAL EXPERIENCE
 5-9 APRIL 2021

IN ASSOCIATION WITH

Hudson introduces Amazon's Just Walk Out Technology to first airport store

Hudson has announced the opening of its first store using Amazon's "Just Walk Out" technology.

This first location is opening in Dallas Love Field Airport (DAL) in the first quarter of 2021. The company has plans to introduce the concept to additional airport locations later in the year.

With "Just Walk Out," travel retailer Hudson has embarked on the next phase in its digital transformation journey. It will roll out the new technology in select travel convenience stores under the name of Hudson Nonstop.

Hudson says that its selection of Amazon's Just Walk Out technology highlights its ability to adapt to new ways of retailing, while understanding and embracing the need to use technology to redefine travel retail following challenges posed by COVID-19. The concept is said to offer the ultimate in convenience and contactless shopping.



"Today's traveler is progressively more connected, mobile, and time sensitive – and they have higher expectations for convenience, safety, and speed during their shopping experiences," said Brian Quinn, EVP and Chief Operating Officer of Hudson. "The addition of Amazon's Just Walk Out technology perfectly complements our current digital footprint, providing travelers with yet another quick, secure, and

contactless shopping experience that meets their needs."

Just Walk Out technology allows travelers to enter the Hudson Nonstop store using their credit card, take the products they're looking for, and then walk out of the store, offering shoppers an innovative walk-through experience. After they leave the store, shoppers are charged for the items they selected and walked out of the store with.

Customers will be able to purchase Grab & Go food and beverage selections, along with other products, including travel convenience essentials, electronics, and personal protective equipment (PPE) under Hudson's proprietary "Traveler's Best" line.

The elimination of the checkout line will also allow purchases to be made at the speed and convenience that best fits the shopper's travel schedule.

Hudson selected Dallas Love Field as the first location for a Hudson Nonstop store due to the airport's strong connectivity and passenger flow. It is the first store to offer the technology in the Southwest.

Following implementation at Dallas Love Field, Hudson plans to work with Amazon to expand its use of Just Walk Out technology across additional stores in its North American footprint.

MSC Cruises announces ambitious 2022 summer program

In a strong indication that the cruise channel is planning for better days ahead, MSC Cruises recently unveiled details of its Summer 2022 season.

In what Adrian Pittaway, Head of Retail at MSC Cruises calls "a real game changer and a clear commitment to lead in the Chinese cruise market," MSC Cruises also announced that it will operate two ships in China for the first time next year, with the *MSC Virtuosa* scheduled to join her sister ship *MSC Bellissima*, which will begin sailing in China this year. Previously, MSC had operated one ship in China, where it first launched in 2016.

Outside of China, the MSC Summer 2022 program (April to November) offers 124 ports of call, in 47 countries with 83 Mediterranean, Caribbean and Northern Europe itineraries.

Five ships will spend the summer in Northern Europe. Ten ships will be deployed in the Mediterranean. In the U.S. MSC

will offer two ships and two homeports with Miami and Port Canaveral embarkations.

The Caribbean

MSC Seashore, an MSC flagship, will homeport in Miami and offer two alternative itineraries to Eastern or Western Caribbean offered every other week. *MSC Divina* will homeport in Port Canaveral, sailing to Ocean Cay, Nassau with 2, 3- or 4-night cruises and Ocean Cay and Mexico with 7-night cruises.

Both MSC Cruises ships will call at Ocean Cay MSC Marine Reserve, the company's private island destination in The Bahamas. *MSC Divina* will also offer a 12-night cruise at the start of the summer season, embarking in Miami, visiting Jamaica, Aruba, Colombia, Panama, Costa Rica, Honduras, and Ocean Cay before finishing at Port Canaveral.



Virtual Summit of the Americas takes shape as exhibitors & buyers pledge support

Continued from page 1.

The Summit of the Americas - A Virtual Experience is being organized by IAADFS and ASUTIL in partnership with *The Moodie Davitt Report*. Integrated retail design & marketing agency FILTR has been appointed as the event's Virtual Stand & Experience partner.

The event has already attracted the commitment of many leading travel retailers to attend including: 3Sixty Duty Free, Aer Rianta International, Carisam/Samuel Meisel, Dufry, Duty Free Americas, Harding Retail, Heinemann Americas, International Shoppes, Island Companies, Lagardère Travel Retail, Motta Internacional, Neutral by Luryx Duty Free Shop, Paradies Lagardère, Provimex, Sineriz Free Shop, Starboard Cruise Services, Stellar Partners, Top Brands International, Windsor Tunnel Duty Free Shop and Zeinal Hermanos, with more to be announced soon.

For more information, please visit virtualamericanasummit.com or contact Irene Revilla (Irene@MoodieDavittReport.com) / Steven Antolick (info@2021summitoftheamericas.org).

Aveda removes all bee-derived ingredients from formulas to create 100% vegan brand

The Estee Lauder Companies kicked off 2021 by announcing that Aveda, its high performance, plant-based hair care brand, is now 100% vegan. The milestone achievement covers all of Aveda's hair care, hair color, body care, make-up and aroma products, and emphasizes its commitment to sustainability.

Aveda has been cruelty-free since the brand was founded in 1978 and was largely vegan with the exception of some products that contained honey, beeswax and beeswax-derived ingredients. Today, all products, globally, available on Aveda.com, in Aveda partner salons and in Aveda Experience Centers are now 100% vegan.

Eliminating animal ingredients

Vegan products are defined as those that are created without any animal or animal-derived ingredients. Some of the animal-derived ingredients used in beauty include silk, keratin, glycerin, non-vegetal squalene, lanolin, collagen and carmine, in addition to beeswax and honey. Aveda only used honey

and beeswax-derived ingredients in a limited number of products, but the company says it was difficult to remove them.

"Removing beeswax was one of the biggest challenges for Aveda formulators because it helps to create texture, structure, color payoff, and smoothness," explained Christine Hall, Aveda's VP of Research and Development.

Because one common alternative to beeswax for lip products specifically is a petroleum derived synthetic beeswax, Hall says that Aveda opted instead to create a unique blend of plant-based butters and waxes that are "strong enough for application, but also feel good on your lips."

Aveda's Feed My Lips Collection now includes lipsticks, glosses and liners with no beeswax.

Decades in development

In accordance with Aveda's founding mission to care for the world we live in, the brand has pioneered new benchmarks of environmental responsibility in beauty for decades.

Aveda was the first company to sign the Ceres Principles for corporate responsibility, which calls for the safeguarding of the Earth and its inhabitants. While this was in 1989, Aveda's commitment remains strong; protecting the Earth's inhabitants by eliminating animal and animal-derived ingredients from its products was vitally important to the brand.

A more sustainable future

Aveda's headquarters are situated on a 58-acre campus in Blaine, Minnesota. The land is National Wildlife Federation Certified, and the main office building has an emphasis on sustainability: it is powered by solar and wind energy, is carpeted with recycled fibers, has composting and recycling bins throughout the building and an organic cafe on the first floor.

This year, Aveda launched its online *Ingredient Glossary*, which details what the brand's key ingredients do and what they are sourced from. Additionally, Aveda "flipped the switch" on a new 3.6 acre, 900kW ground-mounted solar array at its headquarters in June 2020. The new array is part of the brand's vision to be a renewable energy generator.



World Navigator to feature first at-sea luxury SeaSpa by L'Occitane

Atlas Ocean Voyages and L'Occitane en Provence will launch the first-at-sea Luxury SeaSpa by L'Occitane.

The new SeaSpa by L'Occitane will be featured aboard *World Navigator* when the new ship launches her inaugural Holy Land and Black & Mediterranean Seas season in July 2021.

Located on the main deck, Deck 4, the new 947 sq. ft. SeaSpa by L'Occitane has two treatment rooms. After the treatment, guests can use the SeaSpa's infrared sauna or relax on plush loungers in the spa's serenity lounge.

All staterooms and suites will also include complimentary L'Occitane shampoo, hair conditioner, body wash, and handwash.

"Our two companies have already been working well together for Mystic Invest's hotel brands and river vessels, and this is a positive, organic next step," said Mário Ferreira, Chairman of Mystic Invest, parent company of Atlas Ocean Voyages.

"We are delighted to go further in our partnership with Mystic Invest and bring Spa L'Occitane unique experience to sea with Atlas Ocean Voyages," said Frederic Darque, L'Occitane Global B2B & Spa General Manager.

"Travelers at sea can enjoy the same high-quality treatments as they do on land, a fully integrated wellbeing journey to the sunny soils of the South of France."



The Serenity room within the new L'Occitane SeaSpa on Atlas Ocean Voyages' new World Navigator.

SeaSpa by L'Occitane treatments are all hand-performed, and feature an innovative 90-minute massage designed to improve sleep quality, called the "Sleep & Reset Massage." The treatment won the Destination Deluxe 2020 award.



SHISEIDO Miami
has immediate openings for the following positions:

**Commercial Assistant/Market Coordinator
(based in the Miami office)**

Position is responsible for the processing and follow-up of orders, customer service, as well as assisting Area Managers with day to day tasks and various projects.

The ideal candidate is fluent in English and Spanish (French, a plus).

Must possess exceptional customer service, organizational skills and strong proficiency of all MS Office applications, mainly Excel. SAP knowledge is a plus.

Use reference "MC-NAM2021" when submitting resume.

**Two Account Executives/Retail Managers - South America
(1 based in Brazil; 1 based in Argentina)**

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

Experience in retail sales is a plus.

Must be fluent in English and Spanish.

For the position based in Brazil, Portuguese is also a must.

Candidates must have a minimum of 2-3 years' experience in the Travel Retail luxury goods industry, have strong analytical skills and be proficient in Excel.

50-60% travel required throughout South America.

Use reference "RM-SAM2021" when submitting resume.

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

HEALTHY & SAFETY



GMAX to launch Taffix anti-viral protective spray into TR

Garry Maxwell of GMAX Travel Retail is launching the highly rated Taffix Nasal Spray into the global travel retail market as an effective personal anti-viral protection against coronavirus and other viruses.

Taffix is produced by Nasus Pharma and is the latest weapon in the war against the global pandemic. The unique powder spray gently shifts the PH level in the nose by creating a micro-thin layer of gel which helps to kill the virus. It works in 50 seconds and can provide protection for up to five hours.

"Face masks clearly help prevent infections, but they do not offer complete 100% protection. Taffix provides that additional layer of protection at a minimal cost of around 10 cents per day," says Maxwell.

"Taffix is perfect for the traveler and is particularly useful in high-risk settings such as public transport, shops, airlines, schools, etc ... any enclosed spaces."

Explaining further, Maxwell tells *TMI*: "The product has been developed in Israel and is basically a nasal powder spray that produces a protective gel lining in the nose where most viruses develop. The idea is to spray each nostril twice per day or as required and it lasts for around 5 hours.

"This means in conjunction with wearing masks as required you have an extra layer of protection that makes you virtually 100% safe," he said.

Tests in the University of Virginia, USA found the spray destroyed 99% of COVID virus cells in laboratory conditions. A real-world trial at a super-spreader event showed it cut the odds of COVID infection by 78%.

"The advice is to continue to wear masks but increase your protection dramatically by using Taffix," noted Maxwell, who launched his company last year after Premier Portfolio, which he joined in 2002 and was International Sales Director, shut down due to the pandemic.

For further information contact Garry Maxwell at g.maxwell@gmaxtr.com