

Canada breaks its tourism record for second year in a row

For the second consecutive year, Canada had its best tourism year ever in 2018 with 21.13 million travelers to the country, according to Destination Canada, Canada's national marketing organization.

This is an increase of 1.2% from 2017, which had previously set the record.

U.S. visitors (14.44 million, +1.4%) continued to make up the majority of tourism arrivals to Canada in 2018. The positive performance, the highest level recorded since 2004, was driven by steady growth in auto arrivals (8.18 million, +2.4%), which are the largest source of overnight visitors

to Canada, making up 56.7% of U.S. arrivals in 2018. Combined with increased arrivals by other modes of transport such as bus, train, and cruise (+10.1%), they outpaced declining air arrivals (-3.1%) in 2018.

With global economic and political uncertainties weighing on arrival performances from Destination Canada's long-haul markets in 2018 (+0.0%), growth in air arrivals direct from overseas (+3.7%) largely offset declines in cruise (-2.8%) and air arrivals via the U.S. (-17.3%).

Overnight arrivals to Canada from countries other than the

United States reached an all-time high of 6.7 million in 2018, representing 32% of the total arrivals.

China, France, Mexico, and India each set arrivals records to Canada in 2018.

More than 700,000 Chinese (737,379) visited in 2018, an increase of 6% over 2017. More than 600,000 French (604,166) came, an increase of 5%. More than 400,000 (404,402) Mexicans traveled north to Canada, up 5% over 2017.

Almost 300,000 (287,416) Indians visited Canada last year, a jump of 15% over 2017.

This record-breaking year is due to a number of contributing factors which Destination Canada says includes its marketing efforts.

In recent years the Government of Canada has implemented visa changes for priority markets by introducing the eTA and opening additional visa application centers in China, Canada's third largest source market.

New flight routes and increased service to Canadian airports have flight capacity soaring by 6% over 2017 to the highest level ever and representing an additional two million seats on flights to Canada.

DFA Golf Tournaments nets \$325,000 for Children's Tumor charity



Duty Free Americas and the Falic Family Foundation raised \$325,000 from its 5th annual Charity Golf Tournament held in Miami on Jan. 31. The funds, collected through the Falic family and the travel retail industry, were donated to the Children's Tumor Foundation, which provides research, expands knowledge, and advances care for NF (all forms of neurofibromatosis).

Presenting the proceeds of the very successful event to McKinnon Galloway, the 2019 NF Ambassador, are: left to right: Joseph, Dov, Simon, Jerome and Leon Falic.

According to the organization's website, it is estimated that more than 100,000 Americans have NF, making it more common than cystic fibrosis, Duchenne muscular dystrophy, and Huntington's disease combined.

For more information about the devastating effects of this little know disease, please go to <https://www.ctf.org/>



HANAMI

A joyous pairing of organic tart cherries, flowers and green tea



Tea Forte
The Exceptional Tea Experience

Orlando International traffic soars to be busiest airport in Florida in 2018

Orlando International Airport (MCO) was the busiest airport in the state of Florida in 2018 with a record 47.7 million annual passengers, up 6.9% over 2017.

International traffic climbed 11.64% to a new record of 6.6 million for the year, while domestic traffic was up 6.2% to 41,095,987 passengers for 2018.

MCO surpassed 150 non-stop domestic and international destinations in 2018 and is the 11th busiest airport in the U.S.

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Rituals global expansion gathers pace as brand opens first store in Americas travel retail at London Supply

Rituals teamed up with Essence Corp, its Americas distributor, to open the brand's first travel retail store in the region, located at London Supply's Puerto Iguazu duty free complex.

The 28sq m shop-in-shop, which opened Feb. 2, features a large assortment of Rituals products including fragrance sticks, candles, perfumes, gift sets and products from the brand's best-selling range.

The shop will offer a unique lifestyle shopping experience to the local community, and highlights the brand's philosophy of transforming daily routines into meaningful rituals, says the company.

The opening is a milestone for the brand and marks the first time that Rituals is able to showcase its lifestyle philosophy and diverse product assortment to travel retail shoppers in the Americas.

Ritual's signature sakura tree -- a symbol of the Asian wisdom and traditions that inspire Rituals' products -- is prominently featured by

the entrance of the store.

Customers are offered an herbal tea when they enter the store, and invited to experience products via complimentary hand and arm massages at the water island.

These initiatives combined with seasonal activities are all focused on encouraging consumers to take some time out of their day for some 'me time.'

"Essence Corp is proud and excited to partner with London Supply to open the first Rituals boutique in travel retail Americas. London Supply has been an esteemed partner of Essence Corp's for over 40 years and this new store opening solidifies a successful ongoing partnership," commented Essence Corp Executive Sales Director, Antoine Bona.

"London Supply is the premier retailer in the region and continues to innovate by bringing in new brands to offer to their customers. We thank both Rituals and London Supply for their support."

Rituals Director Travel Retail, Neil Ebbutt, added: "Over the past 10 months we've been working hard with Essence Corp to create new opportunities for Rituals in Americas travel retail. We are very proud of the results and the suc-

cessful opening and we look forward to engaging with consumers, inviting them to discover the 'slow down' philosophy of the brand, and to building our credentials as a true lifestyle brand in partnership with Essence Corp and London Supply."



L-R: Sergio Dalaco - Store Manager, Puerto Iguazu Duty Free Shop; Romina Rembado - Area Manager Essence Corp; Yun Choy - Rituals Manager, Projects & Travel Design; Marjet de Vlieger - Rituals Business Development Manager, Travel Retail; Yennifer Abreu - Travel Retail Director, Essence Corp; Daniel Rodriguez - Project Coordinator, Essence Corp; Jose Ocaraza - Marketing Manager, Duty Free Shop Puerto Iguazu

m1nd-set report: global cruise shopping is "every marketer's dream scenario"

In its latest report, Swiss research agency m1nd-set takes a close look at onboard cruise shopping and how it compares with shopping at airports, concluding that cruise shopping "is every marketers' dream scenario."

The m1nd-set research identified significant differences between international travelers shopping onboard cruise ships and in airports in terms of scale of business, passenger profile and the contextual differences, such as dwell time.

Some 65% of global cruise passengers plan to shop in the onboard duty free stores onboard their cruise, 20% more than the 45% of international travelers in airports who plan to shop duty free.

Price comparison is another

differentiating factor: 80% of shoppers on cruise ships compare prices, while only 54% of global airport passengers compare prices when shopping.

But Travel Retail exclusives are significantly more important among cruise shoppers, with more than 7 out of 10 cruise shoppers purchasing exclusive items, almost 30% more than airport shoppers.

Self-indulgence is much more common among cruise passengers than those in airports; around 8 out of 10 cruise passengers purchase for themselves compared to only just over half of passengers in airports.

In contrast, 38% of shoppers in airports purchase for gifting, compared to only 10% of shoppers on cruise ships.

The m1nd-set report also underlines the significant variation in footfall and conversion rates between the cruise and airport retail channels due to the vastly different dwell time factors across each retail sector.

m1nd-set Travel Retail Research Director Clara Perez says that the increased dwell time of cruise retail presents highly favorable circumstances for increasing conversion rates:

"The cruise retail environment is perfect for understanding customer behavior and adapting the marketing and merchandising strategies. There are unparalleled opportunities for brands, together with the retailers, to fine-tune the product offer and convert passengers, particularly the non-shop-

pers, during the same journey, thanks to the multiple shopping visits that cruise passengers will make during the trip."

Perez also notes that due to the time cruisers spend on board, combined with their desire for exclusive items and tendency to notice advertising for the cruise shopping offer allows ship retailers to test different strategies while the passengers are still on board.

"They can roll out different campaigns for specific high value products and fine tune the product and pricing offer based on customer insights and feedback gathered during the passengers' time on the cruise ship," she said.

"This is every marketers' dream scenario," she concludes.

Pittsburgh International Airport reveals \$1.1 billion modernization program

The Allegheny County Airport Authority Board of Directors last week approved a visionary concept design for the Terminal Modernization Program at Pittsburgh International Airport (PIT).

The new facility will be built adjacent to the current Airside facility between the airport's C and D concourses as part of its \$1.1 billion modernization program.

Specifics of the design for the new terminal – scheduled to open in 2023 – which consolidates check-in, ticketing, security and baggage operations into one connected facility, will continue to be refined over the next phase of the project – Schematic Design – which is expected to run through summer 2019, said the airport.

While subject to change, the concept design currently features:

- Separate levels for departing and arriving passengers and a non-public level for building systems such as baggage belts

- Additional space for an expanded TSA checkpoint
- Shorter walking distances for arriving and departing domestic and international passengers
- Indoor and outdoor green plazas and gathering spaces
- Additional space for concessions, artwork and other amenities
- Planning for technological improvements and more automated systems
- Emphasis on sustainability

PIT is going through a major revitalization. Considered groundbreaking in design (including its AIRMALL shopping facilities) when opened in 1992, the airport declined significantly after its main tenant US Airways downsized (it is now part of American Airlines).

No longer a hub airport the way it was under US Airways, it now serves a number of low-cost carriers including Spirit, Frontier, Allegiant, JetBlue and Southwest, as well as the main legacy airlines

YVR announces revamped Food and Beverage and Retail options

YVR has partnered with several leading operators to introduce more than 30 new food and beverage and retail options over the next two years.

Working with SSP Canada, San Francisco-based boutique airport restaurant operator Tastes on the Fly, and Paradies Lagardère, the new options include many first-time concepts to YVR, and will complement the airport's existing portfolio of more than 170 shops, services and restaurants located before and after security.

“Our vision for YVR's commercial experience is to remain relevant and authentic, while creating an engaging environment with a balance of local and international brands,” said Scott Norris, Vice President, Commercial Development.

Some of the new options will open as early as summer 2019.

SSP Canada is introducing ten new concepts, including Hawksworth Kitchen, the first airport location for Canadian chef, David Hawksworth; The Dirty Apron, a chef-driven hometown deli and Steamworks Bar & Restaurant, Whistler Brewing Lodge and Red Truck Beer Stop developed in conjunction with Red Truck Beer Co to add to YVR's artisanal craft beer scene.

Tastes on the Fly, creator of the award-winning Napa Farms Market, is bringing a British Columbia-inspired local marketplace concept —Pacific Farms Market --to YVR. The International Terminal food market will be anchored with five made-to-order food stations and be flanked by a full-service restaurant and bar featuring a seafood menu offering fresh, local catches.

Travel retailer Paradies Lagardère will also be introducing four new stores. They include its travel essential



©Alexi Lubomirski for Lancôme

Zendaya Coleman brings youth and charisma as newest Lancôme ambassador

Lancôme has named Zendaya Coleman as the brand's newest global ambassador. The 22-year-old American actress, singer, and fashion authority adds her unique and diverse vision to the French luxury house of beauty, said the official announcement.

“Zendaya brings a youthful and a unique approach to beauty that perfectly complements Lancôme's vision and creativity,” said Françoise Lehmann, international president of the L'Oréal-owned French beauty brand, in a statement.

The former Disney Channel-star has a social media following of more than 54 million, and has become one of the most influential and prominent names in the industry. She uses her influence to promote education and positivity and her involvement with charitable causes ties in with Lancôme's philanthropic commitment.

Zendaya appeared in Marvel's “Spider-Man: Homecoming” and “The Greatest Showman” and will also reprise her role of MJ in Spider-Man: Far From Home this summer, as well as star in HBO series *Euphoria* later this year.



brand Relay, as well as three Vancouver inspired travel essentials concepts. Opening in 2020 in a new expansion area of the ITB, new concept Deepwater Spirit will reflect Vancouver and the surrounding area with an exciting design concept and popular local products.

Relay will also feature a new design that will offer a full-service illy Café.

DFWC KPI monitor shows Travel Retail Exclusives key to Duty Free shoppers

The number of Global shoppers more motivated to buy exclusive items in duty free shops rose slightly in the 4Q compared to the previous quarter, with 45% of shoppers agreeing with the statement, according to the latest Duty Free World Council's (DFWC) KPI Monitor, released this month.

International travelers' perception of duty free shopping also indicated improved ratings for duty free shops as "a great place to try new brands," to enjoy a "truly different experience" and to find "exclusive and new products."

The Monitor was compiled through interviews with over 4,000 international travelers across all world regions during the month of December by m1nd-set. It reports that the overall customer satisfaction index rose globally by 2 points on Q3 2018, with the highest increase in Asia Pacific (+2).

Asia Pacific was also the best performing region. Europe and South America both report a one-point increase in the global index and both the Middle East and North America show no change.

The importance of exclusives is further underlined by the increasingly positive perception about the variety of products and how this makes duty free shops "a great place for shopping." This perception gained +2% versus the 2018 Q3 Monitor.

The key reasons after price advantage and value for money for buying in duty free shops are because the products are "not found at home" and are "different from usual." "No duty free exclusives" also moved into the top 5 reasons for not purchasing in duty free shops in the last quarterly report.

The report also includes global air traffic data, which shows robust year-on-year increases 7.4% globally with Africa (+10%) and Europe (+8.4%) showing above average increases on Q4 2017.

Frank O'Connell, DFWC President, commented on the findings: "The time of year is

clearly a contributing factor to the importance of exclusives, with brands and retailers pushing the exclusives and travel retail exclusive gift offers during the festive season. For both western travelers for Christmas and Chinese travelers purchasing ahead of the Chinese New Year period, travel retail exclusives are key purchase drivers at this time of year.

"If we look at the impact of the qualitative aspects on the overall perception of the duty free shop-

ping experience as well as value for money, we see that 'uniqueness of products / services' is the second most impactful aspect on the satisfaction levels among global duty free shoppers."

Peter Mohn, CEO & Owner at m1nd-set added: "It is vital for brands and retailers to offer a clear price advantage in duty free shops as this is what customers look for first and foremost, and uncompetitive prices remain the main barrier to visiting and purchasing

in the channel. However, there are increasingly important expectations around the uniqueness of the offering and experience. A growing number of duty free shoppers are buying products which they have never bought before or which are unique and exclusive to Duty Free."

Further information about the aspects studied in the Monitor is available from m1nd-set upon request (info@m1nd-set.com.)

ForwardKeys: U.S. suffers 3% Asian setback in 2018

The number of tourists arriving in the United States from the Asia Pacific region fell by 3.2% last year, according to latest findings from ForwardKeys.

The Kilauea volcano eruption in Hawaii (a top destination for Japanese travelers to the U.S.) contributed to a drop in U.S.-bound tourism in the second half of 2018.

In addition, the number of Chinese visitors to the U.S. during the year remained flat (0.0% growth) amid the ongoing trade war between the two countries.

Asia Pacific represents a 20% market share of U.S. inbound travel.

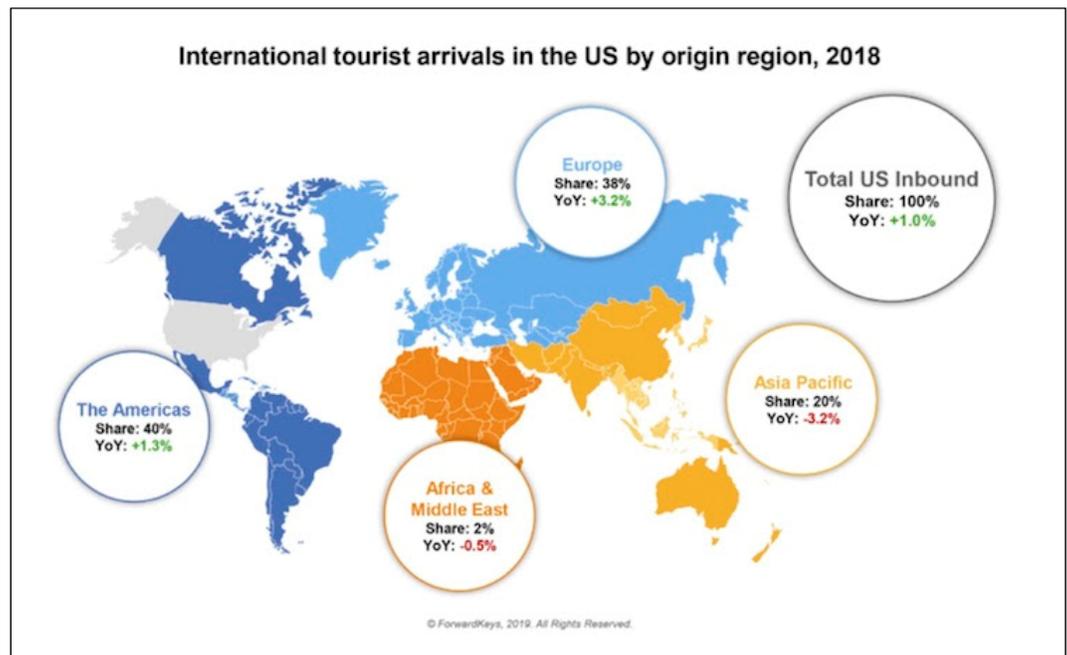
On the plus-side, the figures show a 3.2% increase in European visitors to the U.S. compared with 2017, representing a 38% market share. But German tourists stayed away, down 8.7% on 2017.

The European nations leading the tourism growth are Ireland, up 14.1%, Spain, up 11.8%, and Italy, up 10.5%. Elsewhere, Brazil, up 12.8%, and Colombia, up 10.3%, helped account for a 1.3% growth from The Americas

Overall, total international tourist arrivals in the U.S. in 2018 showed very modest growth, up 1.0% on the previous year.

New York City consolidated its position as the top U.S. destination for international travelers, up 2.1%. The Northeast as whole grew by 2.8%. Fort Lauderdale, in the South, and Detroit, in the Midwest, were the fastest-growing destinations, up 12.8% and 12.5% respectively.

ForwardKeys analyzes 17 million flight booking transactions a day.



Buckley London to unveil new charms & men's collections at Summit

Buckley London will showcase a selection of men's, gifting and BeCharmed ranges alongside its brand-new Spring Summer range of jewelry in Orlando at the 2019 Summit of the Americas.

'Buckley London For Him' is the brand's first men's collection that launched in 2018. The line proved to be a huge success due to the innovative designs, high quality materials and a vast range of styles to suit everyone, says Buckley, who will show wrist-wear and cufflinks in a range of materials, finishes and styles.

The collection will showcase the versatility of the ever-expanding collection, says Buckley. The Logan Flat Mesh Cuff in hematite and rhodium is one of the new men's styles exclusively being exhibited and has already proven to be a popular purchase with retailers and consumers alike.

With the continuing popularity of charm bracelets, the brand is focusing on developing the BeCharmed range, which currently consists of 5 collections; Atlantis, Fiesta, Parade, Eastern Wishes and Paradise. The newest addition, Paradise, will preview exclusively in Orlando. Inspired by exotic, tropical regions from around the world, it sports brightly colored, intricately designed and crafted charms in an array of styles.



Buckley London's Barbizon men's collection and (right) Parade from the BeCharmed range of jewelry that will be shown in Orlando.

The Spring/Summer ranges include the new Bailey Rae collection, comprising a set of stacker rings, a reversible pendant and bracelet, with an intricately designed sun-beam on the reverse and a subtle engraved message on the front. The brand will also present the new sleek and contemporary Goulding collection, with a minimalist, on-trend tusk design on pendants, ear-rings and wrist-wear, among other new and classic pieces from the core range.

Amy Donlon, Head of Sales and Marketing for Buckley London said: "As we continue to draw our focus to increasing our presence within the Americas, we are very excited to be returning to The Summit of the Americas this year.

"Not only will we be offering a selection of our best-selling pieces and brand-new additions to the latest range, but we will exclusively be unveiling some never before seen product which we are certain will create a real buzz around the brand. We are thrilled to be able to share these fantastic designs with our customers for the first time!"

Visit Buckley London at stand 301.

To book an appointment, please contact Louise@buckleylondon.com

Cabeau promises to "change the way we think about travel" with revolutionary product launching at Orlando Show

Travel product company Cabeau will be unveiling a new, groundbreaking product at the Duty Free & Travel Retail Summit of the Americas, and is keeping the big surprise under wraps until then.

Known for its premium travel products, Cabeau is now available in 110 countries across the world and is a leader in providing its customers with the ultimate first-class comfort. The latest highly-anticipated addition to Cabeau's current line of luxury travel items will "change the way we think about travel," teases the company.

In addition to revealing the cutting-edge new product, Cabeau will also be showcasing its innovative line of high-quality travel products including the *Evolution S3* travel pillow, which was launched in 2018 and recognized by leaders in the travel industry.

Also on show at booth 308 will be Cabeau's current line of popular travel items including the *Evolution Classic pillow*, *Evolution Cool pillow*, *Evo Microbead pillow*, *Air Evolution pillow*, *Fold 'n Go Blanket*, *Midnight Magic Sleep Mask*, and *Bamboo Compression Socks*.



Cabeau's Evolution S3 travel pillow

"Cabeau has always strived to provide its valued customers with high-quality products to make travel better and as such, we are excited to introduce the latest additions to our brand at Duty Free & Travel Retail Summit of the Americas," said David Sternlight, CEO and Founder of Cabeau.

"Being the world leading brand of travel products, Cabeau's newest product will truly revolutionize the way we travel and will mark the beginning of a new era for the brand as we continue to focus on incorporating the latest technological advancements in our products."

Paul & Shark launches 2nd Nick Wooster collaboration into TR

Paul & Shark launched its second Nick Wooster X Paul & Shark capsule collection on Feb. 12 at a high profile event in Milan.

To raise the brand's influence among fashion-conscious customers, the eclectic American designer has reimaged Paul & Shark's iconic products, made them his own and branded them with an X. The key elements of the Nick Wooster X Paul & Shark collection include color, prints, patchwork and the unconventional use of materials. The fluorescent knitwear is made from ultra-light cashmere, while the parkas, shirts and shorts feature patchwork details inspired by striped shirts and bonded with contrasting materials, including nylon. The jackets and shirts have been embellished with exclusive contrasting color blocks while the roomy coats are often reversible.

"We are thrilled to be collaborating with Nick Wooster once again," says Catherine Bonelli, Paul & Shark's Global Travel Retail Director. "Nick cleverly combines style and sophistication in all his designs, and his pieces really bring something unique to Paul & Shark's overall collection."



Breitling has an opening for an
Area Sales Manager
Based in Miami

The Area Sales Manager is responsible for the development and improvement of Breitling business in the region Caribbean /LATAM ensuring that sales, visibility, quality of services and quality of customer's relationship is in line with the company guidelines.

Key Responsibilities:
Development of the Business and our Commercial Partnership:

- Reach the monthly budget by continuously monitoring account performance, tailoring account strategies & action plans, leading to maximizing retailers' sales.

- Account Management:**
- Maintain privileged contact with all clients in the market and ensure high levels of account satisfaction.
 - Advice and plan the replenishment of watches with the retailers, ensuring optimal product mix / assortment policy.
 - Monitor the stock as well as the sell-in/sell-out per POS and draw action plan to strengthen the sell-out.

- Ideal Candidate:**
- Position based in Miami office.
 - Degree or equivalent experience
 - Solid experience in wholesale of jewelry/watch or luxury goods brands.
 - Strong communication and problem-solving skills.
 - Excellent organizational skills.
 - Proficiency with computer programs including MS Office Suite, Excel and Power Point
 - Entrepreneurial spirit.
 - Regional sales experience Caribbean/LATAM
 - Ability to travel 40-50%
 - Bi-lingual English/Spanish

Interested applicants email resume to:
info@breitling.bs



Ares Distributors Inc.
has an opening for a
Sales Manager
based in Miami.

Reporting to the Sales Vice President, the Manager is responsible, in coordination with the VP Sales USA Latin America & Caribbean, for the development of the sales of the Brands in Travel Retail Caribbean.

The position involves achieving areas sales budget, target sales margins, customer satisfaction and service, respect of budgeted collections and development of the company image and the Brands' portfolio.

The Candidate must have skills for planning, standing, customer service orientation, sales track record and knowledge, and be objective driven.

Must be fluent in English & Spanish.

Please forward resume to:
omichel@aresdistributors.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>