

Harding to take over Princess Cruises retail operations

In one of the largest agreements ever in the cruise sector, Princess Cruises is moving its entire current in-house retail operations to Harding Travel Retail.

The venture includes all of Princess' current fleet of 14 existing ships, plus the three new ships under construction.

The existing Princess retail team will join the Harding business.

According to the joint statement, this new partnership realizes the "strategic ambitions and joint commercial thinking of both companies in the venture."

The scale of the partnership is a clear sign of the ambition of both companies to use the restart of Princess' operations as an opportunity to reimagine what is possible with retail at sea, said the companies.

Harding, working in close alignment with Princess, will curate and manage the retail proposition on all of the vessels.

Harding and Princess comment that they both carry a very high set of values that put their people and customers at the heart of everything they do.

"When Harding approached us several months ago, we knew they would be a partner with true vision, strong cultural alignment, and the proven ability to continue growing our retail proposition," said Natalya Leahy, Princess Cruises Chief Operations Officer.

"Today's announcement comes after extensive and detailed discussions about what is best for our guests, our teammates, and our brand partners, and we are confident Harding will carry on the great foundation built by our team," she said.

Talking about the people, James Prescott, Managing Director of Harding, said:

"I could not be more delighted to welcome the Princess team to



*Natalya Leahy, Princess Cruises Chief Operations Officer,
And James Prescott, Harding Managing Director.*



Harding to be part of a new team that delivers the best of the best. I have been incredibly impressed by the level of professionalism, ability, drive and sheer determination of the Princess team as we've worked hand-in-hand on this venture.

"The values of both businesses are so similar. This is a true long-term partnership with mutually aligned objectives and total commitment and engagement from throughout the organizations, putting data led, customer centric actions at the center," he added.

Neil Harding, President of Harding added: "In my 30 years of Cruise Retailing I have been fortunate to see some genuinely ground breaking changes. Today is a landmark day in so many ways. We highly value this venture with

Princess and we are grateful for the trust and confidence they have placed in us."

By November 28, 2021, 8 of Princess' Medallion Class ships - *Majestic Princess*, *Grand Princess*, *Ruby Princess*, *Enchanted Princess*, *Sky Princess*, *Regal Princess*, *Caribbean Princess*, and *Emerald Princess* - will have returned to service or are scheduled to restart, taking guests to Alaska, the Caribbean, Panama Canal, Mexico, and the California Coast.

Kelli Coleman, Princess Cruises Vice President of Retail added,

"This feels like a new beginning. Our great industry is rising once again, with ever greater confidence and ever greater vision. These are exciting times for all of us in this industry, and I cannot wait to get started again."



The Enchanted Princess



Rafael (Ralph) Cutié

MIA GETS NEW DIRECTOR/ CEO

Rafael (Ralph) Cutié has been named the new Director and CEO of the Miami-Dade Aviation Department.

Cutié had been serving in the role as Interim Director since June.

Miami-Dade County Mayor Daniella Levine Cava appointed Cutié to the position following a search. He is a longtime public servant for the county, with more than 30 years of experience in positions at Miami-Dade Transit, the Office of Capital Improvements and the Internal Services Department.

Prior to becoming interim director of the Aviation Department, he was assistant director for Facilities Management and Engineering, overseeing the largest and most diverse division within the Aviation Department, with a staff of more than 440 people and a budget of \$123 million.

In his new role, Cutié will oversee operations at Miami International Airport and four general aviation airports in the county, which together generate nearly \$32 billion in business revenue and support over 275,000 direct and indirect jobs.

"I've been so proud to lead the men and women of the Aviation Department as Interim Director and look forward to building on my career driving forward major capital projects and managing teams to take the airport to new heights under the Mayor's leadership," commented Ralph Cutié on Twitter.

CHTA: Caribbean Tourism delivers some successes despite pandemic

Despite daunting challenges presented over the past 18 months by the COVID-19 pandemic, the Caribbean tourism and hospitality industry recorded many significant successes, and data points to an encouraging outlook ahead, reports the Caribbean Hotel & Tourism Association (CHTA).

Speaking during the opening plenary session at the Caribbean Hotel & Resort Investment Summit (CHRIS) earlier this month, Acting CHTA CEO & Director General Vanessa Ledesma presented insights on the performance and outlook of the Caribbean tourism industry.

Higher impact on GDP than world average

The World Travel & Tourism Council's annual Economic Impact Report indicates that the pandemic delivered a blow of \$33.9 billion in lost revenue to the Caribbean's travel and tourism sector, lowering the sector's contribution to GDP by 58%, which is higher than the global average. Some 680,000 tourism-related jobs were lost, representing nearly one-fourth of all jobs in the sector.

However, according to CHTA's Data Partner ForwardKeys, the Caribbean outperformed its global counterparts in terms of international arrivals in July 2021 relative to July 2019, experiencing an overall decline of 13.2%. This was much better than other regions, which suffered losses ranging from 21% (Central America) to 85.5% (Asia Pacific).

The U.S. Virgin Islands and Puerto Rico were the top performing Caribbean destinations, with arrivals up by 106.3% and 39.7%, respectively.

The COVID-19 delta variant—and greater global competition—are now affecting these numbers. As more destinations have opened up to travel since March, weekly ticket sales for future travel to the Caribbean from the United States have slowed in recent weeks, she reported.

Although confirmed tickets for travel to the Caribbean during the coming months are down slightly, some destinations, including Puerto Rico, Jamaica, the Dominican Republic, Aruba and The Bahamas, are experiencing levels ahead of those recorded prior to the pandemic. Ledesma confirmed that these findings are not surprising given expanded airline routes from major U.S. markets and strong load factors from North America.

More support for airlift?

In response to the public health crisis, Caribbean tourism leaders are seizing the opportunity to stimulate policy discussions on how best to support the return of airlift to the region. Initially focusing on intra-regional travel, stakeholders are examining the feasibility of reducing aviation taxes and airport charges, fostering better market access and increasing regulatory harmonization across the region.

"We are particularly pleased to see the initiatives being taken by Prime Minister Gaston Browne from Antigua and Barbuda, Prime Minister Mia Mottley from Barbados, and Prime Minister Ralph Gonsalves from St. Vincent and the Grenadines, who are looking to stimulate travel within the region with policy initiatives which can reduce the cost of travel," noted Ledesma.

Key performance indicators

Several industry-specific key performance indicators confirm strong demand for travel to the Caribbean but also suggest full recovery will take time, said Ledesma.

Year-to-date Average Daily Rates for hotel stays in North America recorded in July 2021 are highest in the Caribbean, but Occupancy Rates were higher in the United States and Mexico. Among Caribbean destinations with the highest Revenue Per Available Room (RevPAR) for July 2021 year-to-date, the U.S.

Virgin Islands and Puerto Rico are the only two destinations showing an increase for 2021 compared to the same period in 2019; RevPAR for the Caribbean overall fell significantly from 2019 to 2021.

Barring any potentially negative travel trends resulting from new coronavirus spikes or outbreaks, the CHTA leader noted several encouraging indicators that suggest Caribbean tourism is poised for a strong rebound.

Comparing June 2020 to June 2021, Occupancy Rates in the Caribbean increased from 13.5% to 48.2%, reflecting the pent-up demand for travel to the region; comparing July 2020 to July 2021, rates rose from 19.5% to 53.6%.

According to STR, as of July 2021, destinations with the highest Occupancy Rates in the region were: Aruba (82.6%), Puerto Rico (81.2%), Turks & Caicos (79.6%), Cancun (74.4%) and Curaçao (71.7%).

Moving forward, the Caribbean's recovery strategies and actions will continue to include: advancing health safety initiatives, building trade and traveler confidence, advancing better tour operator policies, advancing regional collaboration to support tourism's recovery, making the case for travel with key international markets, and advocating for jurisdictional and regional policies supporting recovery.

For the region's tourism and hospitality industry to experience a robust recovery, the CHTA believes that increased governmental support to address rising operational expenses is needed, together with effective communications and public relations, a strong focus on health and safety, a commitment to investing in the region's human resources, partnership and collaboration, and improved efficiencies.



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Venue:  

Starboard exclusive cruise distributor for Little Switzerland's lab-grown Engrace Diamonds

Chalking up another innovative partnership, Starboard Cruise Services is now the exclusive cruise distributor of Engrace Diamonds by Little Switzerland, making them the world's first lab-grown diamond collection at sea.

The agreement supports the conscious luxury movement.

With about one-seventh of the environmental impact and produced with 85% less water compared to traditional diamond mining, Engrace Diamonds creates sustainable, ethically-sourced genuine diamond rings, bracelets, earrings and pendants.

First at sea

Starting this month, September 2021, curated collections will premier onboard six cruise ships on which Starboard manages retail operations, with more ships to come.

"Amidst the new era of conscious cruising and today's demand for eco-luxury, bringing Engrace Diamonds onboard symbolizes the industry's commitment to sustain-



Engrace Diamonds Collection lab-grown diamond solitaire ring and lab-grown ice blue and white diamond cluster halo pendant necklace.

ability, transparency and social responsibility," says Lisa Bauer, Starboard's president and CEO. "As our cruise line partners make strides to becoming more environmentally friendly, we're supporting them through the retail channels with sustainable, more desirable high-end products and socially responsible brand options."

Refined and Unmined

Engrace Diamonds is the leading lab-created diamond jewelry brand in the duty free space. The engineered diamonds are created above the ground in the United States, using pre-existing



diamond seeds, under the same conditions that occur below the earth's surface -- a high-pressure, high-temperature technology and then crystallized to mature for six to 10 weeks.

Next, the diamonds are cut and polished, and evaluated by the same world-renowned labs that certify earth-mined diamonds across the industry for the 4Cs -- cut, clarity, color and carats.

The key difference between mined and lab-grown diamonds is their origin.

"Lab-grown diamonds are the future of fine jewelry. Lab-grown and mined diamonds are one in the

same, with the same physical, chemical and optical properties," Hal Tayler, Little Switzerland's chief executive officer added.

"Guests will be enamored by the pristine beauty and excellent value lab-grown diamonds offer. Partnering with Starboard, we are able to expand our horizons by offering cruise lines and guests the assurance of purchasing the largest, highest clarity diamonds at sea."

Engrace Diamonds features high color and clarity diamonds in white, yellow, pink and blue. Set in 14-karat gold, the more than 200 unique jewelry designs start at \$1,000, with an exclusive collection valued between \$10,000 and \$30,000.

Little Switzerland is the largest luxury jeweler in the Caribbean and currently has more than 20 Little Switzerland stores and branded boutiques on the islands of Aruba, Barbados, Dominican Republic, Nassau, St. John, St. Thomas and Tortola.

U.S. eases travel restrictions for vaccinated foreign nationals into the country

The United States will ease travel restrictions for fully vaccinated foreign nationals visiting the country from early November.

The White House announced on Monday morning that fully vaccinated adults from 33 countries, including the UK, China and EU nations, will be allowed to fly into the U.S.

But no change was announced for the land borders of Canada and Mexico, which are scheduled to open on Oct. 21, 2021.

According to media reports, travelers will need to show proof of full vaccination prior to boarding U.S.-bound planes, and provide proof of a negative COVID-19 test within three days of departure. Masking will also be required, but there will be no quarantine mandate.

The new policy also adds more stringent testing requirements for unvaccinated U.S. travelers, who will need to test within one day of departure and once again after arrival.

The Centers for Disease Control and Prevention will release a list of accepted vaccinations, as well as a contact tracing order that requires airlines to collect information such as phone numbers and email addresses of all U.S.-bound travelers.

"This will enable CDC and state and local public health officials to follow up with inbound travelers and those around them as someone has potentially been exposed to COVID-19 or other pathogens," said White House COVID-19 Response Coordinator Jeff Zients.

The news was welcomed by business, airline and travel groups.

"This is a major turning point in the management of the virus and will accelerate the recovery of the millions of travel-related jobs that have been lost due to international travel restrictions," said U.S. Travel Association President and CEO Roger Dow, who applauded the decision as helping to "revive the American economy and protect public health."

Airlines for America praised the step as providing a pathway for the safe reopening of international travel: "Today's announcement marks a positive step in our nation's recovery, and we look forward to working with the Administration over the coming weeks to implement this new global system," he said.

Willie Walsh, Director General of the International Air Transport

Association (IATA), said:

"Today's announcement is a major step forward.... [and] marks a key shift in managing the risks of COVID-19 from blanket considerations at the national level to assessment of individual risk."

As for the continued restrictions on the Canadian border, U.S. Rep. Brian Higgins of New York wrote on Twitter: "Continued closure of the U.S. border to vaccinated Canadians is completely unnecessary and unexplained. Canada's unilateral action to allow Americans to cross the border beginning in August demonstrated what we already knew: vaccines were the turning point that make reopening the border possible."

Higgins serves as the chair of the Northern Caucus and the Canada-U.S. Interparliamentary Group.

L'Oréal Travel Retail Americas & L'Oréal Travel Retail Asia Pacific *My Beauty Club Apps* win awards from Brandon Hall Group



L'Oréal Travel Retail Americas and L'Oréal Travel Retail Asia Pacific have won three Brandon Hall Group awards, the most prestigious awards in the learning & development industry.

Two of the awards were for *My Beauty Club*, the e-learning and community app for L'Oréal Travel Retail Americas Beauty Advisors. These include a Gold award for excellence in the **Best Advanced Custom Content** category and a Bronze award for excellence in the **Best Use of Mobile Learning** category. According to the official statement, L'Oréal Travel Retail America's microlearning content has demonstrably helped to engage their BAs while improving product

knowledge and selling skills. This has helped them to forge the kind of knowledge sharing culture that so many organizations desire.

This content has also helped L'Oréal Travel Americas to work towards other organizational goals, such as their sustainability targets and uniting learners with a shared session for beauty.

L'Oréal Travel Retail Asia Pacific also won a Bronze award for excellence in the **Best Learning Team** category.

The team behind L'Oréal Travel Retail Asia's learning application have succeeded in transforming L'Oréal's learning strategy.

They have created an engaged community of users where they can

share knowledge, communicate, and collaborate. This has directly led to increased training efficiency.

Entries are evaluated by a panel of veteran, independent senior industry experts, Brandon Hall Group analysts and executives based upon these criteria: fit the need, design of the program, functionality, innovation, and overall measurable benefits.

The 2021 Brandon Hall Group HCM Excellence Awards are given for work in Learning and Development, Talent Management, Leadership Development, Talent Acquisition, Human Resources, Sales Performance, Diversity, Equity & Inclusion, and Future of Work.

Relaunched Ritual of Ayurveda collection inspired by concept of *Balanced Living*

Rituals Cosmetics has relaunched **The Ritual of Ayurveda** collection in line with its goal to become a more sustainable brand through the use of natural ingredients, recycled packaging and zero waste production.

The Ritual of Ayurveda is the first complete classic collection to include products that contain more than 90% ingredients of natural origin.

Balanced living is the principle behind Ayurveda, the 5,000 year old science of life. This ancient philosophy from India is said to help consumers improve health and well-being by cleansing and nourishing their unique pattern of energies, also known as doshas, and keeping them in perfect harmony.

The existing Ritual of Ayurveda products - including Foaming Shower Gel, Bath Foam, Natural Dry Oil for Body & Hair, Body Cream, Body Scrub and Hair & Body Mist - have all been improved as part of Rituals' Clean, Conscious and Caring strategy.

The strategy involves updates for all cosmetics and personal care products so they include at least

90% ingredients of natural origin by 2023

The Ritual of Ayurveda packaging has also been enhanced as part of Rituals' goal to produce zero-waste by 2025. Zero-waste means all the brand's products are either refillable, recyclable and/or made from recycled materials. The Ritual of Ayurveda has been carefully designed to support this philosophy and offers a collection of luxury home and body care products that help balance body, mind and soul.

As part of the relaunch, two new products have been added to The Ritual of Ayurveda collection.

The Ritual of Ayurveda Rich Body Oil is a skin-nurturing treatment. The luxurious formula contains three Ayurvedic oils well known for their intensely nourishing benefits; hydrating coconut oil, nourishing sweet almond oil and moringa oil with its anti-inflammatory properties. The Rich Body Oil, formulated with 97% ingredients of natural origin, offers deep and instant hydration while keeping the skin soft and protected.

The Ritual of Ayurveda

Coconut Milk Bath is inspired by the Ayurvedic practice of milk bathing that cleanses the body, pampers the skin, and calms the senses. The product contains coconut milk extract, rose extract and a mixture of precious plant oils that leaves skin feeling silky-smooth and fragrant. The white powder texture, which makes bath water turn a cloud-like color, is formulated with 99% ingredients of natural origin.

The two new products are available from September in Rituals standalone travel retail stores.



Heineken unveils “Back to Sailing” support package for cruise lines

As the cruise industry returns to sailing and welcomes guests back to its onboard bars and restaurants, Heineken is supporting its cruise line partners with a ‘Back to Sailing’ Program that includes the key initiative ‘The first round is on us.’

The program revolves around free product donations of Heineken® and Heineken®0.0 for cruise partners.

“Heineken’s ambition is to be the leading partner in the beer, cider and seltzer categories and we set out with the goal of helping our cruise line partners maximize the revenue opportunity of the 2021 season,” explains Christian Klimpke, Heineken’s Global Account Manager Cruiselines.

“To celebrate the highly anticipated return to sailing we are supporting our partners in the most useful ways possible as they balance the dynamics of operating onboard bars and restaurants in the new era and to safely navigate health regulations. Our teams are doing all we can to help them implement new ways of working especially with hygiene and social distancing, while also creating the best possible atmosphere to ensure guests have all the fun and enjoyment of cruising that they have craved for so long.”

The program has several elements:

Adapting to the new bar experience: Heineken is helping bars and restaurants to safely re-start after lockdown with health and safety focused education and training to ensure hygiene protocols in draught equipment, best practice in pouring, care of glassware, social distancing focused point of sale and signage, stock management and joint collaborations.

Portfolio Innovation: Heineken is tailoring vessel portfolios based on regional consumer



insights, sharing re-start learnings from other markets and global beverage trends. This approach is designed to help cruise lines maximize the revenue opportunity, and ensures they are equipped to communicate effectively with consumers on issues that Covid-19 had accelerated such as lo/no alcohol health-driven preferences and increased interest in sustainability.

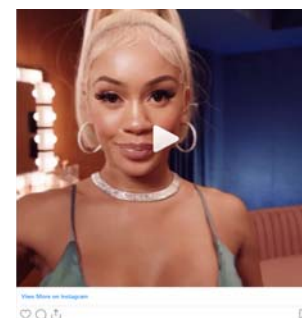
Digital support: Heineken is providing digital assets and product information from its portfolio for easy-to-use online drinks menus and guest engagement.

*Christian Klimpke,
Heineken’s Global Account
Manager Cruiselines.*

Crew engagement: Heineken has developed concepts that educate, motivate and incentivize crew through hosted events and competitions, enhancing their learning and training through a dedicated e-learning platform to help them discover more about Heineken’s portfolio of beers and ciders, consumer trends and insights including Heineken’s ‘Enjoy Responsibly’ responsible consumption framework.



M·A·C Cosmetics’ newest M·A·C Girl is U.S. rapper, viral sensation Saweetie



Under the Instagram post of “Our New Best Friend,” M·A·C Cosmetics announced that U.S. rapper Saweetie is the makeup brand’s newest Global Brand Ambassador.

Dubbed as the “content queen,” and known for her icy visuals, Saweetie is considered a leader in the modern art of influence with millions of online followers.

“Saweetie’s message of self-confidence and female empowerment is the perfect match for a brand like M·A·C that has always embraced unapologetic self-expression with open arms!” said Drew Elliott, SVP, Global Creative Director, M·A·C Cosmetics.

An avid M·A·C fan, Saweetie told Elliot that she has swallowed pounds of M·A·C lip gloss in her life.

“Saweetie IS a M·A·C girl, because she is a boss, a winner, an artist, and she knows exactly what she wants...and goes for it. I’m obsessed,” he said.

As M·A·C’s Global Brand Spokesperson, Saweetie will contribute her wit and beauty as the face of M·A·C’s upcoming collections and key campaigns.

In addition, Saweetie will work with M·A·C Makeup Artists to showcase her signature looks, beauty secrets and lifestyle with M·A·C fans.