

## 3Sixty opens at Dallas Fort Worth Terminal C

Florida-based 3Sixty Duty Free & More has celebrated the grand opening of a new store located at Terminal C of the Dallas Fort Worth International Airport.

Responding to the sharp increase in domestic traffic in Dallas Fort Worth, (which they say is currently the world's busiest airport), 3Sixty has deployed a range of creative strategies aimed at attracting customers back into its retail locations, after months of industry-wide upheaval due to the COVID-19 crisis.

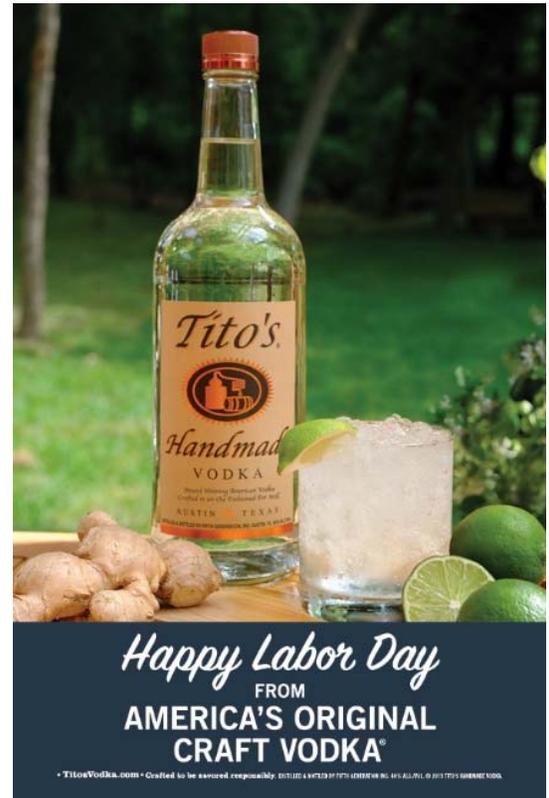
The travel retailer officially opened its doors at the new location on Saturday, August 29.

The eye-catching store is designed to allow customers to easily interact with different products while creating an elevated

retail experience in what is mostly a domestic terminal.

The store is showcasing an assortment of duty paid categories including perfume and cosmetics, confectionery and accessories, as well as core duty free liquor, tobacco. Supported by aggressive promotions, 3Sixty executives say this has already proven to be a winning formula for customers in this terminal, with encouraging sales in the first few days.

"The response to COVID-19 is still ongoing," 3Sixty Chief Operations Officer, Alex Anson said. "3Sixty's ability to quickly adapt and respond to the surge in demand highlights our efforts on remaining nimble, while delivering strategic solutions in the midst of this global crisis."



## WTTC: U.S. could lose \$155 billion from missing international tourists and visitors

The U.S. economy looks set to lose as much as \$155 billion due to the collapse of international travel during 2020, according to latest research conducted by the World Travel & Tourism Council (WTTC).

WTTC, which represents the global Travel & Tourism private sector, says the massive decline in the number of international travelers and tourists visiting the U.S due to the COVID-19 pandemic could result in international visitor spending dropping by a staggering 79%.

This catastrophic loss to the American economy equates to a shortfall of \$425 million a day, or nearly \$3 billion a week, to the country's economy.

WTTC and its members recently called upon President Donald Trump and the other leaders of the G7 countries, urging for a coordinated approach to be taken in leading the recovery response to the crisis.

WTTC says that nearly 12.1 million jobs in the U.S. supported by Travel & Tourism are at risk of being lost in a 'worst case' scenario mapped out by WTTC economic modelling.

According to WTTC's 2020 Economic Impact Report, during 2019, Travel & Tourism was responsible for 16.8 million jobs in the U.S., or 10.7% of the country's total workforce. It also generated \$1.8 trillion, or 9% for the American economy.

The WTTC analysis of international travel spending in the U.S during 2019 reveals it reached \$195.1 billion, accounting for 16% of the total tourism spend in the country. Domestic travel spending last year was responsible for the other 84%.

A further breakdown reveals how crucial spending from international travelers during 2019 was to the economy. Every month it accounted for nearly \$16.3 billion, or \$3.7 billion a week – and an incredible, \$534.5 million a day.

See more commentary from WTTC on next page.

### DFWC to host second Webinar on the state of the industry

The Duty Free World Council (DFWC) will host a second webinar on the state of the industry on Thursday, September 17, from 14.00 – 15.30 hrs CET (9 am EST).

Titled, *Route to Recovery*, the session will cover the status of the air traffic levels and provide the most up-to-date forecasts from ACI World on the recovery trajectory, and will include comments from the regional associations on cruise lines and ferries, and border stores. It will also highlight the latest measures taken by the Council, TFWA, and all regional associations, as they work to garner support for the travel retail industry through these exceptional challenges.

Keynote presentations will be given by DFWC President Sarah Branquinho, and Patrick Lucas, Director Economics, ACI World.

The DFWC's first webinar was held in June to very positive feedback. To participate [Register here](#)

## Urgent appeal from IATA: re-open borders and continue relief to sustain aviation

The International Air Transport Association (IATA) is calling on governments to work together to urgently find ways to re-establish global connectivity by re-opening borders and to continue with relief measures to sustain airlines during the COVID-19 crisis.

IATA's call reflects deep frustration with government policies such as closed borders, travel restrictions and quarantines that continue to annihilate travel demand.

This was evident in a disappointing "peak (Northern Hemisphere) summer travel season" that saw minimal improvements compared to the May-June period, as four in five potential travelers stayed home compared to a year ago.

Air passenger demand in July continued at critically low levels--79.8% below July 2019, reported IATA this week. The dismal showing was slightly better than the 86.6% year-over-year decline recorded in June, and was primarily driven by domestic markets, most notably Russia and China.

The reopening in the Schengen area helped to boost international demand in Europe, but other international markets showed little change from June. Capacity was 70.1% below 2019 levels and load factor sagged to a record low for July, at 57.9%.

### A4A CEO: Long road to air travel recovery

Passenger volumes are 70% below 2019 levels, and ticket sales remain "highly depressed" as the coronavirus pandemic continues to devastate the U.S. airline industry, according to Airlines for America. Air travel is not forecasted to rebound to pre-pandemic levels until 2024.

"While we had all hoped travel would resume by this point, demand for air travel has not returned. There is a long road to recovery ahead," said A4A's CEO Nick Calio. He also called on Congress and the administration to provide further financial support to the industry. "The reality is that without additional federal aid, U.S. airlines will be forced to make very difficult business decisions."

IATA reports that North American airlines saw a 94.5% traffic decline in July, a slight improvement from a 97% decline in June.

### International Passenger Markets

July international passenger demand collapsed 91.9% compared to July 2019, slightly better than the 96.8% decline recorded in June. Capacity plummeted 85.2%, and load factor sank 38.9 percentage points to 46.4%.

**Europe.** July demand toppled 87.1% compared to last year, improved from a 96.7% drop in June. This reflects the relaxation of travel restrictions in the Schengen Area

**Asia-Pacific.** Airlines traffic dived 96.5% in July compared to the year-ago period, virtually unchanged from a 97.1% drop in June, and the steepest contraction among regions

**Middle East.** Airlines posted a 93.3% traffic decline for July, compared with a 96.1% demand drop in June.

**North American carriers** saw a 94.5% traffic decline in July, a slight uptick from a 97.1% decline in June. Capacity fell 86.1%.

**Latin America.** Air traffic demand fell by 95% in July, compared to last year, versus a 96.6% drop in June. Capacity fell 92.6%.

**African airlines'** traffic dropped 94.6% in July, somewhat improved from a 97.8% contraction in June.

## WTTC implores world governments to replace quarantines with testing

*Continued from page 1.*

Gloria Guevara, WTTC President & CEO, commented on the latest U.S. tourism figures, saying: "The economic pain and suffering caused to millions of households across the U.S, who are dependent upon Travel & Tourism for their livelihoods, is evident from our latest shocking figures.

"The lack of international visitors to the U.S. due to the pandemic could wipe out more than \$155 billion from the U.S. economy alone – a loss of \$425 million a day – from which it may take years to recover. It could also threaten New York's position as one of the world's premier hubs for business and leisure travel.

"International coordination to re-establish transatlantic travel would provide a boost for the Travel & Tourism sector. It would benefit airlines and hotels, travel agents and tour operators and revitalize the millions of jobs in the supply chain which are dependent upon international travel across the Atlantic.

***"We urgently need to replace blanket quarantine measures with rapid, comprehensive and cost-effective test and trace programs at departure points across the country. This investment will be significantly less than the impact of blunt quarantines which have devastating and far-reaching socio-economic consequences.***

"The recent \$750 million deal with Abbott labs for \$5 rapid test is very promising in this respect, and we hope that it allows the U.S. to continue to reopen and can prove as a blueprint for a way forward for other countries. Targeted test and tracing will help rebuild consumer confidence to travel.

"A fast turnaround test and trace system in place for all departing passengers means that governments could consider reinstating travel between America and major international hubs, a move which would help kick-start the economic global recovery," Guevara concluded.

## TFWA Annual General Meeting goes virtual

Given the "exceptional circumstances caused by the COVID-19 pandemic" and the cancellation of this year's TFWA World Exhibition & Conference, TFWA will hold its Annual General Meeting via video-conference this year.

The virtual event will be held in two parts. A video-conference on October 1 will be an interactive meeting held via the Zoom platform, allowing TFWA members to put any questions they may have to the Board. An invitation to the video-conference will be sent to all TFWA members via email in the coming days.

It will cover the presentation of the TFWA Annual Report for the

period May 1, 2019 to April 30, 2020, including the president's Report and the Financial and Auditor's Report.

The AGM Voting will take place from 1 pm on October 1, 2020 to 6 pm on October 2 (CET Paris Time).

TFWA members will be requested to vote on several topics including Approval of Budget 2020-2021 (1 May 2020 to 30 April 2021) And Election of TFWA Management Committee Members for the period 2020-22, using a unique access code, that will be communicated to qualified, fully paid-up members of the Association during the week preceding the AGM.

## NEWS BRIEFS

**Airport testing planned for NY arrivals**

John F Kennedy and LaGuardia Airports in New York may soon set up testing facilities to screen arriving passengers for signs of COVID-19. New York Governor Andrew Cuomo made the announcement during a news conference on Aug. 24, at which time he also announced that New York's infection rate for the virus was .66 percent.

According to a report in *Lonely Planet*, officials have not yet confirmed when the tests will be available, nor have they advised on costs and results' turnaround time, but the system is expected to be in place in the coming weeks.

New York along with New Jersey and Connecticut, are still requiring those arriving from high-risk areas to self-quarantine for two weeks and file local contact information.

**U.S. travel CEOs urge Federal action on COVID-19 testing**

Thirteen CEOs of America's most recognizable travel-related companies sent a letter to the president and congressional leaders Monday stating that more and better COVID-19 testing is an indispensable component of pursuing an economic recovery, and urging a stepped-up federal role in making effective testing more widely available.

The letter stresses that a sustained recovery will depend on a comprehensive set of measures to provide relief, protection and stimulus for U.S. employers, but says that testing should be incorporated in the next legislative package.

"Testing enables reopening. Testing enables rehiring. Testing enables recovery." says the letter, which refers to a white paper produced by the U.S. Travel Association that details the industry's findings with regard to the importance of testing.

**m1nd-set: mixed outlook for travel retail revival in Europe**

The travel retail sector across Europe can expect mixed prospects in-store as shoppers begin to travel again in light of the Coronavirus pandemic, reports the latest m1nd-set shopper behavior report.

The report from the industry consumer insights research agency was finalized the last week in August, only days after quarantine rules were enforced in the UK and as Manchester Airport, the country's third largest airport, announces the imminent closure of T2 yet again.

However, despite the unprecedented traffic declines across Europe over the second quarter and uncertain times ahead, the news is not all 'doom and gloom,' according to m1nd-set.

**Europeans intend to travel**

The research queried Europeans who have traveled internationally in the past 12 months and a number of encouraging findings emerged on the intent of Europeans to travel internationally again. The study also revealed positive insights on how European travelers will behave in the duty free and travel retail stores once international travel resumes.

The impact the Coronavirus pandemic has had on departing passenger numbers across the continent, as expected, is devastating. Major European hubs London Heathrow, Amsterdam Schiphol and Paris Charles de Gaulle, the top 3 airports for departing passengers in Q2 2019, all lost between 94% and 96% of passengers compared in Q2 2020. Departure traffic among the leading airport countries showed similar declines, with the UK falling from first to second position between Q2 2019 and the same period this year.

Although 72% of Europeans say COVID has had an impact on their intended travel frequency, this is still lower than the global average (81%) and the lowest among all other world regions, says m1nd-set. Less than one fifth of European

travelers say they will reduce their travel (business and leisure combined) as a result of the global pandemic. Business travel will be the least affected for Europeans, with less than one in ten travelers planning to reduce their work-related international travel. COVID-19 will have a greater impact on leisure travel, as 45% of Europeans say their leisure travel plans will be affected, compared to a global average of 30%, 21% among Asia Pacific travelers and 25% among travelers from the Americas.

A significant percentage of Europeans – 70% -- say they do not plan on changing their purchasing behavior for spirits -- significantly higher than the global average of 56%. And 74% of Europeans say they will not change their shopping of Gifts and Souvenirs, compared to only just over half of all travelers globally (53%).

**Expect lower in-store spend**

Despite the positive news on purchase intentions, spend levels are likely to be impacted among European travelers when shopping in duty free and travel retail on future international flights. Those European travelers who will shop or spend less in the duty free shops, says they will divert their spend instead to physical stores at home, online and downtown duty free shops.

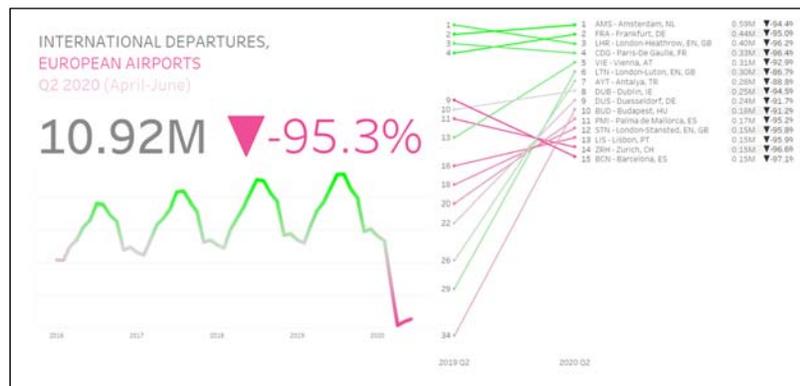
Peter Mohn, CEO & Owner at m1nd-set, stressed the need for retailers to rethink their digital

marketing and e-commerce activities: "As we have underlined several times in the past, the current trends and shift to online spending are a major call to action for the travel retail sector to upgrade its online strategy. This is essential for both the e-commerce offer and digital marketing activities to prospective customers - passengers and consumers while they are in the process of booking or searching for travel."

According to m1nd-set, it will be vital to ensure the airport shopping experience is front of mind and part of their planned shopping during their next international trip. The research agency argues however that in order to achieve this effectively and successfully, there will need to be significant changes to the way stakeholders market to consumers.

Mohn continued, "While data-sharing has been taboo among travel retail stakeholders until now, the Coronavirus has forced all companies across the industry into a corner. The current pandemic may be the catalyst to a more collaborative approach and real partnership model where airlines and airports – and more importantly, their commercial partners – finally start working together to drive travel retail revenues, where all parties benefit."

The report made its calculations using m1nd-set's Business Intelligence Service (BIS) traffic tool, based on traffic data from IATA.



[Click to enlarge](#)

## PEOPLE IN THE SPOTLIGHT

## RIP: Jose Luis Lara



*TMI* is very sad to report that Jose Luis Lara, one of the most respected and well-liked people in the region's beauty industry, passed away last week after being stricken by cancer. More than 60 people attended a heartfelt and emotional memorial tribute on Zoom hosted by Tairo International and Robert and Tania Bassan on Thursday afternoon, where friends, family and colleagues from

Miami, the Caribbean and as far as Europe shared prayers and memories in his honor.

Jose Luis' career, where he first made his mark as a superb makeup artist, included stints at UltraFemme, Genesis, LVMH and L'Oréal, among others, but it was his 12 years at Tairo that made him so beloved in the region.

Jose Luis was celebrated as a beacon of positivity, joy and professionalism by his colleagues, and most importantly, said Robert Bassan, for following his dream.

Jose Luis passed away in Mexico on August 27, 2020. He worked with Tairo for 12 years initially, and then again for a year and a half after he had returned from a move to Argentina. Following his dream, he then moved to Europe, where he had been living for the past several years.

## Felipe Grant takes senior role at Puig TR; Anna Miller moves up at L'Occitane

Felipe Grant has left his position as Travel Retail Americas Director for L'Occitane to become General Manager TR Americas at Puig, based in Panama. He assumed the new position as of Sept. 1. Grant will be temporarily based in Miami until travel opens to Panama again. Grant spent 16 years with L'Occitane, and was instrumental in the development of the brand in Brazil, Export Latin America and Travel Retail Americas.



*Felipe Grant*



*Anna Miller*



*Ekaterina Ievleva*

Anna Miller, formerly Regional Sales Manager, L'Occitane Americas, has been promoted to Regional Director, TR Americas, based in Miami. Miller reports to Ekaterina Ievleva, who has been appointed L'Occitane Group General Manager TR EMEA & Americas, based in Paris. Ievleva has extensive experience in Travel Retail in various departments and Maisons including Guerlain and Cartier fragrances. She reports to Aline Valantin, L'Occitane Group Managing Director Travel Retail, Export, B2B & Spa Worldwide.

## Edrington Global Travel Retail restructuring; Jeremy Speirs takes helm

Following up on the announcement of Edrington Global Travel Retail's restructuring, which went into effect on Sept. 1, 2020, Jeremy Speirs, who now heads the business as Regional Managing Director, Edrington Global Travel Retail, comments:

"This restructuring allows us to deliver a more agile response to the needs of our retail customers in a much-changed landscape while retaining a global footprint to accelerate growth as the travel industry recovers.

"Travel retail remains strategically important to Edrington and we are fully committed to our

partners, to The Macallan Boutique program and to delivering the innovation for which our brands have become known in this channel."

"As I look ahead to Edrington Global Travel Retail's next chapter I'm fortunate to take over from Suzy [Smith], under whose leadership our reputation and credentials in luxury spirits have been strengthened through numerous high-profile initiatives including the successful rollout of The Macallan Boutique program."

Under the GTR restructuring, key functions to be split between two hubs in Singapore and Glasgow.

Marketing and Commercial teams will be run from Singapore, in close proximity to Asian travelers and anticipated growth opportunities in the region, while Finance and Supply Chain functions will be centralized in Glasgow, providing global reach across time zones and accessibility to key global retailers.

Speirs, based out of Glasgow, was formerly Managing Director for Europe, Middle East & Africa Travel Retail. He has spent over 15 years at Edrington, serving in a variety of commercial roles where he made an important contribution to The Macallan's growth,



particularly in Asia Pacific during his five-year tenure in the region from 2010. He takes over from Suzy Smith who will return from Singapore to Glasgow to take on the role of Director of Strategy and Innovation.

## Engaging your audience in a virtual world – corporate event agency Vibe invites industry to communication symposium

*“Digital, remote, hybrid, and other kinds of virtual events are all on the rise. Whether you’re hosting a product demonstration, social occasion, networking function, webinar, or even an international conference, the benchmark for success is no longer simply a matter of attendance, but rather how engaged and involved attendees were with the event you virtually shared together. Considering the investment of time, resources, and technology that goes into coordinating a virtual event – making certain you’re getting the best-possible return-on-response is crucial in today’s marketing landscape.”\**

\*Valerie Bihet, Director of [The Vibe Agency](#), in her blog of August 19, 2020.

Miami-based Vibe has reinvented the virtual event experience, finding new solutions to be able to create a more engaging and successful virtual experience, agency founder and director Valerie Bihet tells *TMI*.

To enable brand owners/leaders to become one with their audience, many companies are using virtual to communicate with their customers and their employees, but Bihet cautions that people tend to “zoom out” after spending hours in virtual meetings.

“So we try to create a different experience,” she explains. “Brands need to communicate with all of their stakeholders, both Internal and external. If you do not do this, you lose market share, you lose your motivated team. Companies really do not have a choice right now. Virtual is not just the trend, it is the reality, for maybe the next six months at least.”

To help its clients hold the most engaging virtual events possible, Vibe is holding an exclusive communication symposium on September 23 – called Good Vibe USA-- and is inviting members of the travel retail industry to attend. The 2-hour, high-energy presentation will present a blueprint of how to plan and conduct a successful virtual event. There is no cost to attend, but participants must register in advance.

According to Bihet, the attention span of persons attending a virtual meeting drops every 10 minutes. “You must be aware of this when you design your program. So content is very important and each topic should last no more 30 minutes -- and you

need to use very specific speaker/engagement techniques to keep your audience captivated,” she says.

### Think like a broadcaster

Meeting planners must think like a television broadcaster, because these experts know how to keep you watching for hours, Bihet advises.

“I have talked to many Masters of Ceremonies. Using an MC / moderator in a virtual meeting is mandatory, it is crucial. And this person must know all of the techniques to keep people engaged. Then you can use different ‘assortments’ – one person speaking, a panel presenting, an interactive segment with your audience --you must mix up different techniques.

“You also need to transmit the emotion that one would find during an in-person event to the virtual meeting,” she says. “We reinvented the virtual event experience to enable brand leaders to become one with their audience. It is the next stage of virtual. We even engage our five senses.”

### Transmit emotion

One way Vibe transmits emotion during a virtual event is through a ‘goodie box,’ which is an excellent tool to encourage engagement. It is sent to participants prior to the event, filled with a variety of objects. A candle, for example, can evoke an emotion. Emojis allow participants to express a wish to speak or to respond to a discussion. This engages them. They also have a champagne cocktail or a Bloody Mary kit that can go in the box.



So everyone listening in can have a drink together at the same time. And of course the brand can link in specific products that it wishes to highlight or introduce.

“With this technique, you can have people all over the world, at the same time, experiencing the same emotion. Connecting people to the emotion is when they connect with the brand,” says Bihet.

The agency’s Good Vibe USA event is a unique virtual symposium featuring subjects and industry experts from travel, hospitality, media production, finance, motivational speaking, with idea exchange and teambuilding activities. Ironically, the first Good Vibe USA webinar was held in France in June!

“I don’t think the U.S. was quite ready to pivot to virtual that early,” says Bihet. “But the situation in France and in Europe at that time

was bad, and I wanted to do something to motivate my colleagues there and give them some tools to help them operate in the new reality.

“But now America is completely ready to pivot. A lot of our clients realize that virtual meetings are not a trend, but rather the new reality, and they know that they have to be ready. So the time is right.”

“It is all about the story telling. And we can create an experience with how we translate this virtually. We are connecting with our audience. We have to create the experience. This can be done even using zoom. Zoom is just another tool. It is all about how we engage and create an emotion.”

For more information or to register for the Good Vibe USA event, please [click here](#).

To see a video invitation from Valerie Bihet, please [click here](#).

### PortMiami to receive \$335 million in bonds for cruise projects

On August 31st, Miami-Dade County commissioners approved \$335 million in bonds for terminal projects at PortMiami. In a time when port revenues have stalled due to a no-sail order in effect until October 31, the bond approvals show Miami's long-term commitment to the cruise industry.

Funds are earmarked for infrastructure projects and the port's portion of revenue generating capital projects with Carnival Corporation, Disney Cruise Line, MSC Cruises, Norwegian Cruise Line - Bahamas, Terminal Link Miami, and Virgin Cruise Intermediate Limited.

**MOVING FORWARD**

## Air Transat to expand service to the Caribbean and Latin America

Air Transat has announced it is expanding service to the Caribbean and Latin America in November.

Beginning November 1, the Canadian airline will fly to more than 40 destinations from Montreal, Quebec City, and Toronto.

From Montreal, Air Transat will operate direct flights to Colombia (Cartagena), Costa Rica (Liberia, San José), Cuba (Cayo Coco, Cayo Largo, Havana, Holguin, Santa Clara, Varadero), the United States (Fort Lauderdale, New Orleans, Orlando), Guadeloupe (Pointe-à-Pitre), Haiti (Port-au-Prince), Honduras (Roatan), Jamaica (Montego

Bay), Mexico (Acapulco, Cancun, Puerto Vallarta), Martinique (Fort-de-France), Panama (Rio Hato), Puerto Rico (San Juan), the Dominican Republic (La Romana, Puerto Plata, Punta Cana, Samana, Santo Domingo), St. Maarten (Philipsburg) and El Salvador (San Salvador).

From Toronto, the airline will fly direct to Colombia (Cartagena), Cuba (Cayo Coco, Cayo Largo, Holguin, Santa Clara, Varadero), the United States (Fort Lauderdale, Orlando), Jamaica (Montego Bay), Honduras (Roatan), Mexico (Cancun, Puerto Vallarta), Panama (Rio Hato), the Dominican Repub-

lic (La Romana, Puerto Plata, Punta Cana, Samana) and St. Maarten (Philipsburg).

From Quebec City, passengers will be able to fly via direct flight to Cuba (Cayo Coco, Holguin, Santa Clara, Varadero), the United States (Fort Lauderdale, Orlando), Mexico (Cancun) and the Dominican Republic (Puerto Plata, Punta Cana, Samana).

Air Transat will also offer direct flights to the most popular destinations in Florida, Mexico and the Caribbean from Halifax, Hamilton, London, Moncton and Ottawa.

“Even though the entire tourism industry has been disrupted by the COVID-19 pandemic, the desire to go abroad for a change of scenery and for new discoveries is still very much alive in travelers,” says Annick Guérard, Chief Operating Officer of Transat.

“That is why we are delighted to present them with our enhanced offer. Now, more than ever, this program of more than 40 destinations allows us to redesign our future one step at a time and to renew our mission, which is to brighten the everyday of our passengers.”

### Americans flocking to Florida on Labor Day weekend

Americans are still planning to travel this Labor Day weekend despite COVID-19 concerns. And despite being a “hotspot” of virus cases for most of the summer, Florida is reportedly the most popular destination, according to travel itinerary app TripIt.

TripIt analyzed the top 100 destinations for U.S.-origin roundtrip flight reservations made from Jan 1 – Jul 30, 2020, with a travel date between Sep 4 – 8, 2020, and compared that to an equivalent booking and travel window in 2019.

Florida is leading the way with Labor Day flight reservations this year, with 12% of all plans. In 2019, Florida’s share of LDW flight reservations was 4%, representing a 200% year-over-year increase.

Florida also dominates hotel reservations for the holiday weekend, with 5 out of the top 10 spots, with four (Orlando, Lake Buena Vista, Bay Lake, and Kissimmee) located in the immediate Disney World vicinity. In 2019, only Orlando cracked the top 10.

While big cities like New York, San Francisco, Chicago, Los Angeles, and Atlanta still rank in the top 25 destinations, each of these cities have dropped in rank, most notably NYC, which dropped 14 spots — from No. 5 for Labor Day travel in 2019 to No. 19.

After spending the majority of last year recovering from hurricane damage, many Caribbean and Mexico destinations are allowing Americans to visit with the caveat that visitors adhere to strict COVID policies. Aruba, for example, requires in-flight masks and a negative PCR test within 72 hours prior to departure or at arrival.



**VISITFLORIDA.**



*ALFA Brands founder Franco Gabriele with Amy Hildreth in happier days at the 2019 Frontier Duty Free Association Convention in Toronto, Canada last November.*

### Hildreth to leave TR industry as pandemic shatters small businesses

One of the most popular and well-liked people in the duty free industry of North America is leaving her position as a result of the impact on travel from the COVID-19 pandemic.

Amy Hildreth, operations manager at ALFA Brands, where she has worked with company founder Franco Gabriele for the past 22 years, announced her departure on August 28.

“It has been a true pleasure working with you all and getting to know you personally over these past 22 years. I have enjoyed being a part of the Duty Free Industry and have many wonderful memories. I wish you good health, happiness and much success and hope that someday our paths will cross again,” said Hildreth in her message to the industry.

*Speaking with TMI*, Hildreth noted how much she will be missing all the colleagues she has made over the years. We certainly wish her and her family well and hope to be seeing her again when the industry recovers.