

Summit of the Americas: positive vibe and higher attendance than expected

The IAADFS' new-format Summit of the Americas, which took place April 10-13 at the Palm Beach County Convention Center in Florida, was largely a success, according to most attendees, exhibitors and the IAADFS, which organized the event.

IAADFS President & CEO Michael Payne reported that the event had registered 878 delegates, which was "ahead of expectations."

The overall feeling of the show was very positive as attendees welcomed the opportunity to meet colleagues in person after two years of virtual events due to the COVID-19 pandemic.

In a further breakdown of the numbers, Payne said that 269 guests were buyers, which included 71 member operators, 156 non-members from the Caribbean and other places, and 42 attendees in the Travel Retail category. There were also 239 exhibitors and 292 suppliers who weren't exhibiting. About 43% of all visitors came from outside North America.

The Association was attempting to lower exhibitor costs and open the show to more visitors with the new format, which positioned booths around central and individual meeting spaces. But some companies would prefer to return to a full exhibition trade floor, and Payne said that the Board will evaluate that option later in the year. The IAADFS Summit of the Americas is committed to the Palm Beach location for two more years.

"We are back"

While the show was dominated by spirits companies—many of which reported excellent "non-stop" meetings for the first two days -- other categories were on hand. Most of the confectionery companies were at the show, although not all were exhibiting formally.



Above: The worldclassbrands/ Magnify Brands booth and right, the OPI/Wella booth were stand-outs at the IAADFS' new format Summit earlier this month.



Martin Lovatt of Magnify Brands, who was exhibiting with partner Lenny DiCristofano of worldclassbrands, in a very [exciting, multi-category stand](#), reported on LinkedIn that the two companies "experienced a fantastic reaction to all our brands during the Summit of the Americas. Extremely positive meetings with some amazing growth opportunities ...we are back!"

One of the most attractive booths, by far, was the Wella/OPI stand, designed by Liz Taylor who is working with the brand. While there were few beauty houses at the show—a growing trend over quite a few years now-- TMI did see a number of beauty companies meeting in the connecting hotel and at the networking areas.

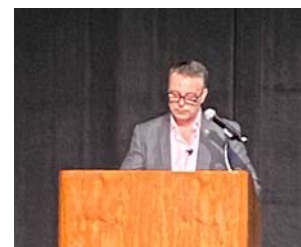
The IAADFS got high marks for its social activities, and Payne said

that the informal, outdoor evening cocktail gatherings attracted large crowds. The opening cocktail was excellent. The continental breakfast provided by the Association on Monday and Tuesday was also an appreciated nice touch.

The content of the education sessions was generally very high and well-done, although there may have been too many for the time frame. Most exhibitors were not able to attend the sessions since they conflicted with meeting times.

Payne said that the Association will be conducting a full survey in the coming weeks to address the layout of the exhibition as well as the number and length of conference sessions.

"Overall, it's been very positive from our perspective. Hopefully it builds some momentum for next year," said Payne.



Riedi opens Summit with look at challenges and opportunities for industry recovery

IAADFS Board Chairman René Riedi, of Dufry Americas, officially opened the 2022 Summit of the Americas with an update on the state of the global industry, and the opportunities and challenges facing Americas travel retail.

In his introduction, Riedi cited long-term passenger demand, future airport infrastructure investment, passenger interest in travel retail and meeting the threats to recovery as key factors for recovery.

Emphasizing that the COVID-19 pandemic was "unquestionably the single most devastating event ever to have affected the travel industry," Riedi stressed that to overcome the challenges caused by the pandemic, "will require collaboration and mutual support amongst the trinity of landlords, retailers and brands."

Among the challenges, the industry will need to protect and expand its share of consumer spending, enhance the relevance and value of travel retail, and push back against restrictions. At the same time, the industry will need to prove the social and environmental sustainability of travel retail, he said.

Optimistically, Riedi said that COVID-19 is evolving from a pandemic to endemic, and recovery for global passenger traffic is expected in 2024, according to ACI.

Continued on next page.

SUMMIT OF THE AMERICAS IN THE SPOTLIGHT

TRAVEL MARKETS INSIDER

2022 Summit of the Americas in pictures



From left: Keynote speaker Dag Rasmussen, Lagardère Travel Retail Chairman & CEO; ARRA Executive Director Andrew Weddig, kicked off the panel discussion on concessions, and m1nd-set CEO Peter Mohn, discussing consumer behavior.



From left: ARRA Executive Director **Andrew Weddig**; Dallas Fort Worth International Airport Executive Vice President of Customer Experience & Revenue Management **Ken Buchanan**; The Moodie Davitt Report President & Editorial Director **Dermot Davitt** (moderator), Hudson CEO **Jordi Martin-Consuegra**; and Lagardère Travel Retail COO Americas **Jean-Baptiste Morin**, discussing the new normal for airport concessions.



TR Business' **Luke Barras-Hill** moderated a panel on consumer behavior, with **Tamara Riley**, Americas Travel Retail Senior Marketing Manager, Pernod Ricard; **Enrique Urioste**, General Manager, Dufry South America Sub Cluster; **John McDonnell**, Managing Director International, Tito's Handmade Vodka; **Laura Swan**, Chief Revenue Officer, LXR and **Peter Mohn**, CEO, m1nd-set.



Riedi opens Summit with look at challenges and opportunities for industry recovery

Continued from page 1.

Consumers globally are hoping and expecting to travel internationally again -- 40% of U.S. travelers recently interviewed by m1nd-set plan to book international travel during 2022, said Riedi. Critically, airports are still committed to infrastructure investment, and 25 new cruise ships are planned for this year as the channel rebounds.

Riedi also pointed to the growth of e-commerce, and the digitalization of retail as tools that will spur recovery.

The environmental impact of the aviation industry is a major threat to recovery, he says: "Sustainability is not an option; it is critical," he stressed.

Outmoded business models such as fixed rents and guaranteed minimum business models also threaten recovery, he says, calling for more equitable business models for the future.

To this end, Riedi outlined the key role that trade organizations like IAADFS, ARRA, ACI and others played in bringing the industry together during the pandemic, enabling it to speak with one voice. IAADFS' collaboration with other industry stakeholders resulted in US\$900 million worth of aid and relief from the US government to help support the travel community in the Americas.

"Our work is ongoing," he added.

And finally, Riedi said in order to welcome back our customer base, "We need to reimagine and reinvent how travel retail welcomes back customers, whether that's in land sea and air."

Women in Travel Retail (WiTR) hosted a panel discussion which explored how businesses are adapting for the future of work. From left, Travel Markets Insider Editor & Publisher Lois Pasternak (moderator), International Executive Coach Noella Vincent, Aer Rianta International General Manager and North America Director Jackie McDonagh and Essence Corp Vice President Patricia Bona.

2022 Summit of the Americas in pictures



Left: ASUTIL Secretary-General José Luis Donagarray discussed recovery in South America with Dufry General Manager Sub-Cluster South America Enrique Urioste and Dufry Chief Operating Officer for South America Gustavo Fagundes. Right: Friends and colleagues from Europe and the Americas welcome the opportunity to gather together after an absence of more than two years. Photo courtesy of Dermot Davitt.

Summit social scene: travel retail industry mingles on a perfect Florida evening

A highlight of the Summit was a multi-brand sponsored party hosted by new distribution company Blue Caterpillar and Duty Free Global, which featured a Sazerac Whiskey Masterclass conducted by Buffalo Trace Master Blender Drew Mayville.



From left: Harding Retail's Pat Molloy with party hosts Barry Geoghegan of Duty Free Global and Michael Gebrael of Blue Caterpillar. Sean Gazitua, Sean Powers and the team from WTDC. Jim Pearce of Peace Bridge Duty Free in Canada, and his wife. Geoghegan with Buffalo Trace Master Blender Drew Mayville and Guy May, from the House of Somrus. Below from left: TFWA's John Rimmer and Ontario International Airport's Dan Cappell are among those preparing for the Sazerac Masterclass, which Mayville conducts. Blue Caterpillar's Christoph Henkel and Gebrael with Ellen Torvi of Gold Bar Whiskey.



Starboard and *Celebrity Beyond* debut Stella McCartney, goop and more as it celebrates diversity, sustainability and luxury lifestyle



Celebrity Beyond, a Rizes Crete bowl set made from durable olive wood, Beekman 1802 skincare line, What Goes Around Comes Around selection of vintage luxury handbags.

Starboard Cruise Services and *Celebrity Cruises* reunite to deliver another immersive lifestyle shopping experience onboard *Celebrity Beyond*. The curated vacation retail offerings will showcase notable fashion brands, wellness collaborations and sustainable offerings when *Celebrity Beyond* embarks on her maiden voyage to Western Europe on April 27, 2022, from Southampton, U.K.

The *Celebrity Shops* exhibit a sleek, modern design featuring new luxury concepts and many first-at-sea brands, products and experiences. Covering 8,966 square feet across two decks, the space is divided into distinct zones: experiential luxury boutiques (Deck 5), and lifestyle, Swiss time pieces and immersive multi-category shops (Deck 4).

Each zone offers a wide range of merchandise, from apparel, accessories, spirits, eco-friendly products to beauty, logo, destination, watches and more.

"Our collaboration with Starboard has cultivated long-term partnerships with the world's most sought-after lifestyle brands and crafted immersive luxury experiences that align perfectly with our commitment and focus on destination, inclusivity and sustainability," states Brian Abel, Senior Vice President, Hotel Operations for *Celebrity Cruises*.

First-at-Sea Launches

Making its ocean debut, **Stella McCartney**, a luxury British brand committed to responsible fashion, creates beautiful, desirable products with the least impact on our environment, the industry leaders in creating cutting-edge materials and animal alternatives. **Stella McCartney's** first-at-sea onboard offering will include apparel, footwear, handbags, and sunglasses.

goop, a lifestyle brand founded by Gwyneth Paltrow, *Celebrity's* Well-being Advisor, will offer a curated capsule of products from the popular GOOPGLOW skincare and GOOPGENES collection. Other debuts include fashion and skincare with **Marni**, a multifaceted Italian fashion house that celebrates individuality with its apparel and handbags; **Beekman 1802**, the world's largest goat-milk skincare company with clinically tested, scientifically proven formulas; and **Supergoop**, the only prestige skincare brand 100 percent dedicated to sun care made with clean ingredients.

Celebrity Beyond will also be the first cruise line to introduce time pieces from **NORQAIN**, a fully independent, family-owned Swiss watch company founded in 2018.

Bringing Destinations Aboard

Celebrity's Mediterranean itineraries come to life onboard with a fresh new lifestyle approach through unique artisan offerings from apparel to accessories and authentic mementos. From Spain comes **Respoke** footwear, a sustainable brand that repurposes designer silk scarves into one-of-a-kind footwear; and **Artenseda**, Spanish silk scarves and wraps adorned with hand-painted artwork. From Italy, *Celebrity* offers **The Bridge**, leather handbags and accessories that blend modernity and skilled craftsmanship. From France, the stores feature **Gas Bijoux**, an haute-fantaisie jewelry house renowned for its handcrafted bohemian artisan pieces. Greece supplies **Rizes Crete**, locally produced natural cosmetics, soaps, and decorative items for the home crafted from olive wood.

Refined Luxury

Dubbed the "Luxury Avenue," Deck 5 showcases boutiques and the first **Richemont** luxury watch boutique at sea, featuring **Cartier**,

IWC, and Panerai.

Montblanc continues its expansion on *Celebrity* ships with a lifestyle assortment across writing instruments, watches, leather goods and more, along with an all-new men's lifestyle shopping concept.

Rounding out the lineup of world-class designers is the Italian luxury brand, **Bvlgari**, with a stand-alone lifestyle boutique offering jewelry, watches, handbags and accessories.

Responsible Retail

In keeping with *Celebrity's* commitment to women empowerment and sustainability, guests can discover brands that pursue meaning beyond commerce.

Fashion-inclusive brand **Summersalt** offers swimwear and resort wear made with earth-friendly practices for every woman's body.

Accessory brand **4Ocean** supports beach and ocean cleanups with proceeds from global sales. Starboard's exclusive relationship with 4Ocean has already resulted in over 25,000 pounds of plastic removed from global waterways.



Celebrity Beyond features **Respoke** footwear made of designers' vintage scarves and **4Ocean** merchandise.

Giora Israel takes new role at Carnival Corp. as Renata Ribeiro steps up to lead port and destination development

Carnival Corporation & plc has announced a major change in its Global Ports & Destinations division.

Giora Israel, who has led global port and destination development for 14 years, will transition to a new role as senior advisor to the company.

Renata Ribeiro, currently senior vice president strategic operations and a highly respected member of its senior leadership team, will assume responsibilities for the company's global port and destination development operations, effective June 1, 2022.

Israel, one of the cruising industry's most respected, influential and innovative leaders, will remain active in providing strategic policy and operational guidance to Ribeiro and the leadership team.

Industry "Titan" takes new role

Under Israel, Carnival Corporation has made significant investments in approximately 40 different port projects worldwide.

He will transition into his new role as a senior advisor to provide strategic policy and operational insights to leadership, and support to Ribeiro as she takes on this new role.

"Giora is a true industry legend who has been at the forefront of shaping and innovating cruising for more than three decades, which has played a key role in cruising becoming one of the world's most popular vacation options," said Josh Weinstein, chief operations officer for Carnival Corporation.

"His impact is most broadly felt in his tremendous body of work during his remarkable 30-year career with Carnival Corporation, particularly in his leadership developing and expanding ports and destinations around the globe.

"While Giora is stepping away from day-to-day port and destination development, we are very fortunate to have access to his tremendous expertise and knowledge as he takes on his new senior advisor role with Carnival Corporation."

Israel has led key port and destination development projects in every major global region that has propelled Carnival Corporation to become one of the most successful cruise port developers in the world. His iconic cruise port projects and developments, include Long Beach Cruise Terminal, Cozumel Cruise Terminal, Grand Turk Cruise Center, Mahogany Bay, Amber Cove and the HELIX cruise center in Barcelona, in addition to the new Dubai Harbour Cruise Terminal, the first dedicated twin-terminal cruise port in the region.

Ribeiro brings extensive destination development experience

A 14-year veteran of Carnival Corporation, for the last two years Ribeiro has been senior vice president overseeing operations strategy for the corporation, managing strategic business transformation and operational initiatives. During that time, Ribeiro played a pivotal leadership role in the operational restart of the company's cruise line brands after the extended pandemic-related pause.

She was instrumental in re-establishing access to key global ports, including helping the company navigate complex travel restrictions and protocols around the world. Ribeiro also has been leading efforts to optimize the global bandwidth connectivity footprint for the corporation's fleet around the world.

Prior to her role with Carnival Corporation, Ribeiro worked for 12 years at the Carnival Cruise Line brand, most recently as senior vice president for destination development for a broad portfolio of Caribbean destinations. She also served as senior vice president of guest commerce, managing the line's onboard revenue businesses as well as vice president of fleet deployment and demand strategy. Ribeiro joined Carnival Cruise Line in 2008 as a senior director in guest experience innovation.

Previously, Ribeiro worked for one of Brazil's largest cosmetics company, Natura & Co. She began her career as a strategic management consultant, working for more than 10 years at The Boston Consulting Group and Strategy & Co. and specializing in strategy, business development and operations.

Her team in port development and operations include:

David Candib, VP Global Ports and Destinations Development, who leads the company's port and destination development initiatives in the Americas region, and oversees six company-operated ports in the Americas,

Michel Nestour, VP, EuroMed Port Development, who leads the



Giora Israel



Renata Ribeiro

port development and operations in the EuroMed region and the Arabian Gulf,

Marie McKenzie, VP, Global Ports & Carib Government Relations, who leads government relations in the Caribbean and Central America,

Gisella Mazzilli, VP, Finance & Accounting, the Global Ports and Destinations Group CFO.

Carnival Freedom arrives to its new home at Port Canaveral

Port Canaveral welcomed Carnival Cruise Line's *Carnival Freedom* on her first call to the Port at a dockside ceremony as the ship prepared for her inaugural sailing from the Port's Cruise Terminal 6 on April 22. The *Carnival Freedom*, which will be homeported at Port Canaveral, will offer four- and five-night itineraries to The Bahamas and the Eastern Caribbean, with stops in Nassau, Princess Cays, Bimini, Freeport, Amber Cove, Grand Turk and Half Moon Cay.

Carnival Freedom joins three of her sister ships that call Port Canaveral home: *Mardi Gras*, *Carnival Liberty* and *Carnival Magic* sailing from Port Canaveral to The Bahamas and Eastern Caribbean.