



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

## CHTA calls on Caribbean to boost intra-regional travel, which plunged by more than US\$1 billion in 2021

Intra-regional travel within the Caribbean suffered a loss of more than US\$1 billion in 2021 because of the stagnation in travel between the region's destinations, according to CHTA, the Caribbean Hotel and Tourism Association.

The tourism organization, which speaks for private sector tourism stakeholders, is calling for a concerted effort by Caribbean government and private sector leaders to boost intra-regional travel, while fostering greater parity, clarity and consistency for travel.

***International travel to the region has rebounded to 75% of pre-pandemic levels, but intra-regional business and leisure travel has dropped to around 30%,*** with smaller Caribbean economies and small businesses hit particularly hard, according to CHTA President Nicola Madden-Greig.

The CHTA says that boosting intra-regional travel would stimulate higher local spending, boost trade in local goods and services, increase government revenues and revitalize local economies.

### **Call to add new services, ease restrictions**

The CHTA is looking to new air services and relaxing COVID restrictions to revitalize sluggish

local economies. It is specifically asking that island governments reduce COVID-19 testing costs, cut testing time, and shrink long isolation periods.

CHTA also recommends an air travel tax/fee holiday or reduction, similar to that which was proposed to Caribbean leaders by Antigua and Barbuda's Prime Minister Gaston Browne, who is leading by example with fee reductions for his country.

### **Need for consistent protocols**

Additionally, the CHTA says that more uniform and consistent regional travel protocols would reduce traveler uncertainty, at the same time that health safety diligence and increased vaccinations were key to speeding up the return of local festivals and events, key elements of intra-regional travel.

Regional travelers include Caribbean residents visiting family and friends; attending holiday events, weddings, funerals, reunions and homecomings; conducting business; selling goods and services; participating in training and meetings; vacations, festivals, sports and other events.

Reiterating the importance of consistency, the CHTA recommended eliminating travel barriers that add significantly to travelers'

cost and uncertainty, and putting into place low-risk protocols to stimulate travel.

Such protocols would include requiring all travelers in the region to provide proof of a negative COVID-19 antigen test result 24 hours prior to departure when traveling from one Caribbean Community (CARICOM) country to another.

CHTA also recommended the elimination of on-arrival testing – and pre-departure testing (when returning home) – for fully vaccinated asymptomatic travelers within CARICOM jurisdictions, while non-vaccinated travelers would be required to comply with the standard protocols for international travelers.

### **Reduce taxes and fees**

Reducing the profusion of taxes and fees leveled on travelers would be a major boost to intra-regional travel, and CHTA repeated its call for a reduction of travel taxes and fees – a move which the association stated was hailed by various organizations, including the Caribbean Development Bank.

CHTA also reported movement by some governments on working with major regional airlines and the accommodations sector to launch travel incentives to promote intra-regional travel.



### **WiTR adds Nina Semprecht to its Steering Committee**

Women in Travel Retail (WiTR) – the industry's women's forum for those working exclusively in travel retail – has welcomed Nina Semprecht, Head of Corporate Communications at Gebr. Heinemann, to its Steering Committee as the representative for Northern Europe.

Previously working in the financial sector, Nina joined Gebr. Heinemann in March 2020 where she is responsible for internal and external communications, brand management, corporate sponsoring and event management.

The WiTR steering committee is headed by Sarah Branquinho (Chair) and Gerry Munday (Vice Chair), along with Aude Bourdier, Myriem Chalabi, Sinead El-Sibai, Amanda Felix, Lucy Hillyard, Rowena Holland, Mona Lebrasseur, Erin Lillis, Chandra Mahtani, Lois Pasternak, Nina Semprecht, and Jo Willey.

WiTR will be shortly announcing an exciting program of webinars for 2022, along with details of the charity nomination process for the coming year.



## **U.S. Virgin Islands Governor joins plea for increased intra-regional travel**

United States Virgin Islands Governor Albert Bryan Jr. added his pleas to urge increased intra-regional travel, saying that restoring intra-regional travel was an integral first step for restoring Caribbean tourism.

He also called for making Puerto Rico a transit hub for Caribbean travel, transforming the island into a key player in boosting tourism for the region and beyond.

Speaking in Washington, D.C. during the National Governors Association winter meeting, Governor Bryan argued against the inconvenience of needing to transit through Miami when traveling to a neighboring island.

He noted that Puerto Rico would be "a great hub ...to get to some of the smaller islands that are emerging as tourism destinations," as well as flying people who want to get to their homes in other Caribbean nations, as well as develop transit flights from Europe and South America.

CHTA, in addition, reports that regional air carriers have indicated that the return of intra-regional travelers is critical to their viability.

## U.S. Virgin Islands reports a banner year for tourism in 2021

The U.S. Virgin Islands Department of Tourism is reporting a banner year for tourism in 2021, with arrivals surpassing the Territory's previous performances in 2020 and 2019.

The U.S. Virgin Islands Bureau of Economic Research reports 738,040 air arrivals for the period January to November 2021, a 102.5 percent increase over the similar period in 2020 and close to 30% from 2019.

USVI Commissioner of Tourism Joseph Boschulte expects final 2021 numbers to be even higher, since December was a particularly impressive month based on data from its Travel Screening Portal.

The portal registered more than one million submissions last year, and over 116,000 in December, the Commissioner reported, crediting the pre-arrivals screening tool as critical in protecting not only the lives of visitors and residents, but also the livelihoods of all Virgin Islanders.

The USVI made *Bloomberg Businessweek's* list of the top places in the world to go in 2022, while *Caribbean Journal*, an online tourism media outlet, named the USVI as the Most Innovative Destination of the Year and Yachting Destination of the Year.

ForwardKeys awarded the USVI the title of Most Resilient Caribbean Destination for 2022 Travel, while STR data has consistently ranked the USVI among the leaders across the region in hotel occupancy percentages and average daily revenue.

The Territory continues to report strong airlift, and will aim to solidify its ties with airline partners at the upcoming Routes Americas route development conference in San Antonio, Texas.

Investment interest in the USVI is strong, with the opening of Lovango Resort & Beach Club on

Lovango Cay (off St. John and St. Thomas) and Concordia Eco-Resort on St. John attracting much attention.

Anticipation is also building for the 2022 scheduled reopening of the iconic Frenchman's Reef Marriott on St. Thomas, while next month's reopening of Divi Carina Bay Beach Resort as an adults-only all-inclusive on St. Croix will boost interest in "The Big Island."

In Travel Retail, **Rouge Duty Free** is also about to open the first phase of a second location in the heart of the downtown Historic District, in Christiansted, St. Croix. Located in a Spanish-style historic mansion on the city's famed Company Street, the retailer is taking the historic site and renovating it into a Rouge Maison concept, complete with a wine bar, galleria and boutique hotel as well as the retail galleria.

## USVI invests in infrastructure to bolster tourism

In his speech at the National Governors Association winter meeting in Washington, D.C., U.S. Virgin Islands Governor Albert Bryan Jr reported that the USVI was in the midst of a US\$10 billion renovation of its infrastructure, including its ports and shoreline in Charlotte Amalie, revamping the city of Frederiksted on St. Croix, and enhancing its sports tourism facilities.

Noting the Territory's efforts to safely receive cruise ships, he reported the development of a newfound productive and collaborative relationship with the major cruise lines.

The governor's open port approach also helped to strengthen a niche sector of the tourism industry – marine tourism: "I allowed all of the U.S. flagged boats to return to the Virgin Islands when Puerto Rico and other ports said no. And, we kept seeing more and more vessels every single day and when the pandemic set in really hard, they just stayed."

Charter boat companies from the British Virgin Islands and from other places also sailed into USVI marinas.

Among the incentives the Bryan Administration offered the private sector was legislation allowing hoteliers to use their room tax to revive and revamp their hotels as well as improvements or new hotel construction.

Describing the incentive as "huge," the governor reported Marriott Frenchman's Reef on St. Thomas was expected to be operational by the end of the year, and planning for the return of the formerly Wyndham-flagged Sugar Bay was underway.

## The Bahamas aggressively targets tourists with service and innovative deals

In a sign that one of the Caribbean's key markets is determined to move past the pandemic into recovery mode, The Bahamas is targeting travelers with luxurious new hotel and marina accommodations, more direct flights to the Out Islands and aggressive vacation deals as it re-opens for tourism after COVID-19 restrictions.

**The Bahamas Ministry of Tourism, Investments & Aviation** has appointed new leadership, naming Bahamian business professional **Latia Duncombe** as Acting Director General, and **Dr. Kenneth Romer**, formerly the Ministry's Executive Director, as Deputy Director General. The new leadership team will oversee efforts to drive continued growth and recovery of tourism, and further propel The Bahamas as a leading Caribbean destination.

**Grand Reopening of Sandals Royal Bahamian Resort.** After completing a multimillion-dollar renovation, the Sandals Royal Bahamian is now welcoming back guests to the luxurious, all-inclusive resort and private offshore island. Highlights of the resort's enhancements include new swim-up suites and private villas, and new dining venues, and new and exciting entertainment offerings.

**Pharrell Williams announces resort plans in The Bahamas** — 13-time Grammy winner Pharrell Williams announced plans to bring 'tropical modernism' to Atlantis Paradise Island with an all-new resort, *Somewhere Else*. The 400-room property is scheduled to open in 2024 and will feature multiple bars and restaurants, as well as bungalows with recording studios.

**Norman's Cay**, a secluded island located at the northern end of The Exumas, has opened its new 37-slip marina that accommodates a range of vessels, including luxury yachts and swooped sailboats.

Along with other special promotions and offers, **Baha Mar** resort is offering the first "Travel with Confidence" program. Guests who test positive for COVID-19 can choose between complimentary private air travel home or free 14-day quarantine accommodations with a daily \$150 dining credit.

**U.S. & Canadian Travelers Fly Free** to the Out Islands— When island hopping from Nassau, travelers prebooking a minimum 4-night stay at an Out Island participating property will receive one free airline or ferry ticket. Those booking a 7-night stay or more can score two free airline or Bahama Ferries

tickets from the capital. Booking window is now through February 14, 2022, for travel until August 31, 2022.

Visit [www.bahamas.com/deals-packages](http://www.bahamas.com/deals-packages) for more deals.

## New records for LVMH in 2021 even as DFS' Travel Retail recovery stalls

LVMH Moët Hennessy Louis Vuitton reported a strong recovery in 2021, with recorded revenue of 64.2 billion euros, up 44% compared to 2020 and up 20% compared to 2019. Organic revenue growth was 36% compared to 2020 and 14% compared to 2019. LVMH's travel retail activities (DFS) continue to be held back by restricted international travel, however, with organic growth in the Selective Retailing division down by -18% compared to 2019, even with a strong rebound by Sephora.

The performance for the year confirms a return to strong growth momentum following the severe disruption to the first half of 2020 resulting from the global pandemic, said the company in a statement.

The Group's organic revenue growth of 22% in the fourth quarter compared to 2019 reflects the accelerated growth of its activities. Fashion & Leather Goods notably reached record levels over the period, recording organic revenue growth of 51% compared to 2019. The United States and Asia rose sharply over the course of the year, while Europe, which is experiencing a gradual recovery, returned to growth in the fourth quarter compared to 2019.

Profit from recurring operations stood at €17 151 million for 2021, more than double 2020, and up 49% compared to 2019. Operating margin reached 26.7%, up 8 points compared to 2020 and 5 points compared to 2019. Group share of net profit amounted to €12 036 million, up 156% compared to 2020 and up 68% compared to 2019. Operating free cash flow, which exceeded €13 billion, was more than twice that of both 2020 and 2019.

The **Wines & Spirits** business group recorded organic revenue growth of 26% in 2021 compared to 2020 and 9% compared to 2019. Profit from recurring operations was up 34% compared to 2020.

Growth was particularly strong in the United States and Europe, which benefited from the reopening of restaurants and the gradual recovery in regional tourism.

The **Fashion & Leather Goods** business group recorded organic revenue growth of 47% in 2021 compared to 2020 and 42% compared to 2019. With organic revenue growth of 51% compared to 2019, the fourth quarter showed a sharp rise compared to previous quarters. Profit from recurring operations was up 79% compared to 2020 and 75% compared to 2019.



*LVMH reports that Christian Dior benefited from the enormous success of Miss Dior and Sauvage. In 2021, Sauvage became the highest selling fragrance in the world (women's and men's lines included) which is a worldwide first for a male fragrance, said LVMH.*

The **Perfumes & Cosmetics** business group recorded organic revenue growth of 27% in 2021 compared to 2020. Organic revenue was stable compared to 2019. Profit from recurring operations was nearly nine times higher than 2020 and returned to 2019 levels. In an environment marked by a limited recovery in international travel and the closure of many points of sale over a period of several months, LVMH's major brands chose to maintain a policy of selective distribution, limiting promotions and growing online sales on their own website.

The **Watches & Jewelry** business group recorded revenue growth of 167% in 2021 compared to 2020 thanks to the consolidation of Tiffany. Profit from recurring operations was almost six times higher than in 2020 and up 128% compared to 2019. Tiffany saw record performance in revenue, profits and cash flow. High-end jewelry sales in particular reached an all-time high. A global "About Love" campaign featuring Beyoncé and Jay-Z was launched.

In **Selective Retailing**, organic revenue was up 18% compared to 2020 and down 18% compared to 2019 due to the impact of travel retail. Profit from recurring operations was back in positive territory in 2021. Sephora surpassed its 2019 level of activity, benefiting from the strong rebound in its stores and the continued momentum of its online sales.

The health crisis continued to weigh on the activities of DFS impacted by persistent weakness in the numbers of travelers. The T Galleria in Macau performed well thanks to growing demand from local customers and DFS launched operations in Hainan.

The highlight of the year was the reopening of the Samaritaine department store in Paris in June.

### Revenue by business group:

Euro Millions	2020	2021	Change 2021/2020		Change 2021/2019
			Reported	Organic*	Organic
Wines & Spirits	4 755	5 974	+ 26 %	+ 26 %	+ 9 %
Fashion & Leather Goods	21 207	30 896	+ 46 %	+ 47 %	+ 42 %
Perfumes & Cosmetics	5 248	6 608	+ 26 %	+ 27 %	- 1 %
Watches & Jewelry	3 356	8 964	+ 167 %	+ 40 %	+ 7 %
Selective Retailing	10 155	11 754	+ 16 %	+ 18 %	- 18 %
Other activities and eliminations	(70)	19	-	-	-
<b>Total LVMH</b>	<b>44 651</b>	<b>64 215</b>	<b>+ 44 %</b>	<b>+ 36 %</b>	<b>+ 14 %</b>

\* with comparable structure and constant exchange rates. The structural impact for the Group compared to 2020 was +10% mainly related to the consolidation of Tiffany & Co. for the first time. The currency effect was -2%.



## ELC reports “outstanding” fiscal 2022 2Q results as Travel Retail and Americas begin strong recovery

The Estée Lauder Companies Inc. has reported strong financial results for its second quarter ended December 31, 2021. Net sales reached \$5.54 billion, up by 14% from \$4.85 billion in the prior-year period.

Net sales grew in every region and product category, reflecting early stages of recovery in brick-and-mortar retail stores, primarily in western markets, and strength in online. Organic net sales increased 11%.

The Company reported net earnings of \$1.09 billion, compared with net earnings of \$0.87 billion in the prior-year period.

Global travel retail sales increased double digits, reflecting continued growth from Asia/Pacific, despite ongoing travel restrictions there during much of the second quarter of fiscal 2022.

In North America, net sales grew double digits in every product category led by makeup, which was disproportionately impacted by the challenges stemming from the COVID-19 pandemic in the prior year period.

In Latin America, net sales grew in every category and every market, with double-digit growth in most markets.

The COVID-19 pandemic continued to disrupt the Company’s operating environment, impacting retail traffic and consumer preferences and the supply chain in the second quarter of fiscal 2022. The spread of the Delta and Omicron variants and resurgence of COVID-19 cases in most parts of the world led to periodic point-of-sale staffing shortages as well as government restrictions to prevent further spread of the virus.

International passenger traffic remained largely curtailed globally due to COVID-19. Passenger traffic in Europe, the Middle East & Africa and The Americas improved but remained significantly below pre-pandemic levels. The improvement was due to the partial lifting of government restrictions, most notably in the United Kingdom and the United States. In Asia/Pacific, increased travel restrictions remained in place during much of the quarter, and traffic in Hainan was negatively impacted by fewer visitors due to intermittent domestic travel restrictions.

For the six months ended December 31, 2021, the Company reported net sales of \$9.93 billion, an 18% increase compared with \$8.42 billion in the prior-year period. Organic net sales also increased 14%.

Saying that it is “is well-positioned to continue to drive a gradual recovery as macro-conditions and market dynamics support it,” The Estée Lauder Companies is raising its full fiscal year outlook, which it says reflects “both outstanding performance to date and the risks of continued volatility and disruptions in the second half of the year.”

## Low-cost U.S. airline leaders Spirit and Frontier to merge

In a major airline deal in the U.S., low-cost carriers Florida-based Spirit Airlines and Denver-based Frontier Airlines, announced a merger agreement valued at \$6.6 billion.

The merger would create the fifth-largest U.S. airline, and give Frontier 51.5% control, with Spirit keeping a 48.5% stake. The carriers say the deal will bring increased access to ultra-low fares by adding new routes to underserved communities across the United States, Latin America and the Caribbean.

The combined airline is expected to offer more than 1,000 daily flights to over 145 destinations in 19 countries, across complementary networks. By 2026 Spirit and Frontier say they will add 10,000 direct jobs and thousands of additional jobs at the companies’ business partners.

William A. Franke, the Chair of Frontier’s Board of Directors and the managing partner of Indigo

Partners, Frontier’s majority shareholder, will serve as chairman of the board of the combined company.

“We worked jointly with the Board of Directors and senior management team across both carriers to arrive at a combination of two complementary businesses that together will create America’s most competitive ultra-low fare airline for the benefit of consumers,” said Franke.

Frontier and Spirit say they will be America’s Greenest Airline. The combined airline will have the youngest, most modern and fuel-efficient fleet in the United States, featuring the largest fleet of A320neo family aircraft of any airline in the country. The combined airline is expected to achieve over 105 seat miles per gallon by 2025.

The deal is expected to close in the second half of 2022, subject to regulatory approval.

## ACI World launches new interactive airport industry intelligence tool

Airports Council International (ACI) World has launched the ACI Intelligence Hub, a new interactive platform delivering airport traffic and financial data in a self-serve format.

The Intelligence Hub will allow users to browse and extract the airport industry’s most extensive collection of traffic and economic data, using the most up-to-date data from airports around the world and benefiting from ACI’s direct reach to airports. Users will be able to interact with passenger, cargo and aircraft movement data in multiple modules.

The platform will initially feature three modules available through subscription with a fourth one planned to be released later in 2022:

**Analyst Module:** Customized passenger, cargo and aircraft movement data using the *Annual Airport Traffic Database*, with airport traffic from over 2,500 airports in more than 180 countries and territories covering 95% of global scheduled passenger traffic annually, as well as the *Monthly Airport Traffic Database*, which features airport data for over 1,200 of the world’s major commercial airports.

**Executive Module:** Interactive dashboards featuring an overview of the airport industry with data broken down into world, regional and sub-regional figures for the past 5 years.

**Library Module:** Access to a selection of ACI’s publications covering airport industry traffic data and economic insights. These include the *Annual World Airport Traffic Reports* (WATR), monthly traffic reports, quarterly economic bulletins, and more.

**Benchmarking Module:** Tool to benchmark your airport performance against industry averages as well as different pre-defined groupings (regions, country grouping, airport size grouping, etc.) for a wide range of key performance indicators. This module is planned to be launched later in 2022.

“The platform is unique in that it will have the most comprehensive data in the airport industry leveraging data collected directly from airports. It will enable airports, consulting firms and a wide variety of aviation and travel stakeholders to gain actionable insights with reliable and extensive data,” said ACI World Director General Luis Felipe de Oliveira.

## Maker's Mark becomes largest distillery in the world to achieve B Corp Certification

Maker's Mark has earned B Corporation Certification, making it the largest distillery in the world and the first in Kentucky's famed Bourbon Country to achieve the distinction. The **B Corporation** designation recognizes companies working to build a more inclusive and sustainable economy.

According to the company, the B Corp Certification affirms years of industry-leading efforts by Maker's Mark and signals a major milestone on the brand's environmentally conscious mission to "Make Your Mark. Leave No Trace."

Maker's Mark achieved B Corp Certification by meeting and exceeding rigorous benchmarks across five categories of the B Impact Assessment: Community, Customers, Environment, Governance and Workers. Key efforts recognized as part of the scoring and certification include the following:

**Environmental practices,** implementing innovative programs at its property on Star Hill Farm to preserve the natural resources that go into making its whisky such as a distillery-wide zero landfill initiative; an onsite recycling program that is the first in Marion County, Ky. and open to community members; the establishment of a natural water sanctuary protecting the watershed at Star Hill Farm; and the implementation of a solar array that powers the extensive Maker's Mark warehouse complex.

**Community and philanthropic efforts,** including investing millions of dollars in the hospitality industry, local Kentucky causes and the arts since its founding more than 65 years ago.

In recent years, Maker's Mark has acted as a principal partner to The LEE Initiative, which aims to address issues of equality and diversity in the restaurant industry. During the COVID-19 global pandemic, Maker's Mark and The LEE Initiative have worked together to feed more than 1.5 million hospitality workers in cities across the United States.

Maker's Mark has also earned a decades-long reputation as an employer with **workplace opportunities** that exceed the industry standard. The company offers generous benefits and compensation, including the highest wages in its community; opportunities for advancement, job training and tuition assistance for employees; and six months paid maternity leave.

B Corp Certification is just one step Maker's Mark is taking to "Make Your Mark. Leave No Trace," as part of its long-term environmentally-focused mission.

Beyond the initiatives assessed as part of B Corp Certification, Maker's Mark has established the world's largest repository of American White Oak trees for research purposes; a first-of-its-kind genome mapping project of the American White Oak species;

## Duty Free Dynamics adds Skechers footwear to its brand portfolio

Duty Free Dynamics (DFD) is expanding its footwear category with the introduction of Skechers.

Marketed in 170 countries, and one of the most recognizable lifestyle fashion brands in the world, Skechers is the third largest athletic footwear brand in the U.S market. It is headquartered in Southern California, where it designs and manufactures a diverse range of lifestyle and performance footwear products for men, women and children..

The 30-year-old brand features comfort technologies at its core, delivering stylish, innovative and quality products at a reasonable price.

With an established, solid footprint as a global brand in domestic retail stores and e-commerce worldwide, Skechers is now expanding into the Travel Retail marketplace through a partnership with DFD, which will be distributing Skechers products within the Travel Retail channel of Latin



America and the Caribbean.

DFD is a "commercializer" of global brand concepts in the Travel Retail channel as a key partner for brands and retail operators. Its portfolio presently includes 10 product categories represented by 30 brands being distributed within the Travel Retail channel of the Americas and expanding globally as of this year.

Skechers' international business represents over half of total sales which, as of last October 2021, increased by 15% from pre-pandemic levels.

and regenerative farming practices to enrich soil for more robust and flavorful varieties of grain.

Maker's Mark joins more than 4,000 Certified B Corporations around the world that meet the highest verified standards of social and environmental performance, public transparency and legal accountability.

B Corps become certified through rigorous verification by B Lab and undergo verification every three years. The Certification is designed to help consumers identify companies with a mission that align with their values.

**Rob Samuels**, 8<sup>th</sup> Generation Whisky Maker and Grandson of the Founders at Maker's Mark, said: "Since 1953, my grandparents instilled a sense of responsibility here at Maker's Mark that started with the way we make our bourbon

and extended to the way we impact the lives of our teams, our customers, our communities and our shared environment."

"That commitment to a higher purpose continues to live on, both here in Kentucky and beyond. I am so proud of our team's tireless efforts that have earned us B Corp certification, and I'm even more excited to continue pioneering social and environmental initiatives that benefit the future of bourbon and greater good for all."

**Manuel González**, Marketing Director for Beam Suntory GTR, said: "...We're ...delighted to see the brand's industry-leading sustainability agenda recognized with B Corporation certification. Their dedication towards not only creating a fine bourbon but their environmental impact is remarkable and will no doubt pave the way for a better and brighter future."





## Puig and International Shoppes open joyous Hotel Carolina Herrera pop-up at Houston's George Bush Intercontinental Airport

Puig Travel Retail Americas is celebrating the 'alegría de vivir' (the joy of living) synonymous with Carolina Herrera in a vibrant Hotel Carolina Herrera pop-up at George Bush Intercontinental Airport in Houston. Running in partnership with International Shoppes, the 20sqm popup space in Terminal D is open now through to May.

Decorated in Carolina Herrera's iconic red and featuring a gold bellboy luggage trolley, the Hotel Carolina Herrera pop-up offers travelers a multisensorial experience enhanced by engaging retailtainment elements and fragrance bars, including two very special bell boys in red uniforms.

A dedicated animation space with the tagline 'Very bad with a good heart' showcases Carolina Herrera's recently launched Very Good Girl and Bad Boy Le Parfum fragrances, provides travelers with a striking photo opportunity.

The pop-up fragrance bars showcase a wide array of Carolina Herrera fragrances, from the classic 212 VIP Rosé and 212 Men, to new pillar fragrances Good Girl and Bad Boy. QR codes offer additional information. Visitors to the pop-up can also play a game to win fragrance samples.

Complimentary gifting-to-go service is available for all purchases made at the pop-up. The practical concept includes an envelope containing all elements for travelers to assemble their gift packaging once at their destination. Gifts-with purchase are also offered.

"Carolina Herrera is a great brand, which has shown tremendous growth over the years within our stores," said Scott Halpern, Vice President at International Shoppes. "We are delighted to partner with Puig and bring forth such a unique and memorable experience to George Bush Intercontinental Airport. The pop-up is a true enhancement to the terminal and we are excited to see consumers interact with, explore and shop Carolina Herrera's portfolio."



Felipe Grant, Puig Travel Retail Americas General Manager, commented: "It's our pleasure to bring the iconic retail experience offered by Carolina Herrera to travelers at George Bush Intercontinental Airport – a strategically important airport for the brand in North America. The Carolina Herrera Hotel pop-up is a major statement from Puig and the timing couldn't be any better, with the brand recording a strong performance month after month. Our thanks go to International Shoppes for the great partnership and allowing us to bring to life the 'alegría de vivir' that the brand is known for in this vibrant space."

## Molton Brown champions fresh beginnings with Lily & Magnolia Blossom release for Chinese New Year

Molton Brown is marking Chinese New Year and the reawakening of travel with the release of its Lily & Magnolia Blossom Collection in travel retail.

The fragrance features an olfactory signature of pear, with top notes of magnolia, white tea and green mandarin. These are enhanced by a heart of lily of the valley, with peony and freesia, complemented by base notes of warm sandalwood, white musk and ylang-ylang.

In addition to capturing the essence of the uplifting feeling brought on by the arrival of the Year of the Tiger, the fragrance also reflects the British heritage which is at the very core of Molton Brown and all its collections, says the company.

The Lily & Magnolia Blossom Collection in travel retail offers four SKUs: EdP, EdT, Body Lotion and a Bath & Shower Gel.



## William Grant & Sons makes trio of GTR senior appointments

William Grant & Sons (WG&S) has bolstered its senior global travel retail (GTR) management team as it eyes recovery and expansion in the duty free market.

The three new GTR-focused hires are Karan Tuli (Regional Customer Marketing Manager, APAC and ME), Karim Moukalled (Customer Planning & Activation Manager - Global Travel Retail) and Richard Burns (Head of Commercial Finance – GTR).

**Karan Tuli** will lead activation plans and strategies in the Asia Pacific and Middle East regions and support the wider commercial team with execution of GTR vision and strategy. Based in the WG&S Singapore office, he will report to **Lindsay Hitzerth**, Head of Customer Marketing – GTR.

Tuli most recently was ASEAN Area Manager, Travel Retail with Bacardi and Global Head, Travel Retail and General Manager Asia Pacific at Agatha Asia Pacific.

Experienced marketer **Karim Moukalled** joins WG&S after serving as Marketing Activation Manager – Global Travel Retail at JTI (Japan Tobacco International) for the best part of six years. In that role, was responsible for the planning and implementation of activations for major JTI brands across the Middle East and Africa.

**Richard Burns** completes the trio of appointments. Burns will relocate to London to take up his GTR finance role after more than three and a half years working as Senior Commercial Finance Manager for WG&S Australia in its Sydney office.

He will report to **Iain Short**, Finance Director for APAC & GTR