

## Port Canaveral and Carnival break ground on new \$163m cruise terminal complex

The Canaveral Port Authority and longtime cruise partner Carnival Cruise Line officially broke ground for construction of Port Canaveral's new Cruise Terminal 3 complex on March 18.

The new terminal, dubbed the *Launch Pad*, will be the home of *Mardi Gras*, the cruise line's newest and most innovative ship, beginning in 2020.

The event theme, "Go for Launch," was a nod to the Port's key role with the U.S. space program and the terminal's futuristic design, which was inspired by nearby Kennedy Space Center. The \$163 million terminal project – the largest in the Port's 65-year history – is scheduled for completion in May 2020 and will be ready for the arrival of *Mardi Gras* to her year-round Port Canaveral homeport in October 2020.

The terminal will feature a high-tech baggage processing facility and a state-of-the-art check-in and security area on its second floor, with kiosks and seating for 1,700 guests. The six-story 692,000 sq. ft. parking garage will accommodate 1,800 vehicles.

*Mardi Gras* will be powered by liquified natural gas (LNG) the first cruise ship in North America to be powered by this clean fuel technology.

Port Canaveral has worked with federal, state and local public safety and regulatory officials to ensure the Port's safety readiness for the ship's arrival. Fuel providers will employ widely used and proven safe best practices of a ship-to-ship "bunkering" refueling, which is regulated by the U.S. Coast Guard.

Currently under construction in Meyer Turku, Finland, *Mardi Gras* will arrive at Port Canaveral mid-October 2020 and will feature BOLT, the first roller coaster at sea, 20 passenger decks and six distinctive theme zones of fun, dining and entertainment: Grand Central; the French Quarter with Emeril's Bistro 1396, the first restaurant at sea created by famed New Orleans chef Emeril Lagasse; La Piazza; Summer Landing; Lido; and the Ultimate Playground.



*Mardi Gras* will commence year-round seven-day cruises on Oct. 24, 2020, alternating weekly to the Eastern and Western Caribbean.

Carnival named its newest cruise ship after its first cruise ship. The original 27,000-ton *Mardi Gras*, a converted trans-Atlantic liner, entered service in 1972 and popularized cruise vacations in the United States, helping Carnival become the largest cruise company in the world today.

In March 1991, the 1,241-guest *Mardi Gras* became one of the first Carnival ships to homeport at Port Canaveral, where she offered three- and four-day cruises to the Bahamas until she and sister ship *Carnivale* were replaced by the *Carnival Fantasy* in October 1993.

*Mardi Gras*' arrival in Port Canaveral in 2020 will mark 30 years that Carnival Cruise Line has been sailing from Port Canaveral, the longest of any of the Port's cruise partners. The Port Authority Board of Commissioners approved a long-term operating agreement with Carnival in August 2018.

Along with the *Carnival Fantasy*, Carnival also homeports the *Carnival Liberty* and *Carnival Ecstasy* at Port Canaveral.

### BRAZIL ENDS VISA REQUIREMENTS FOR U.S. & CANADA

The Brazilian Government announced on March 18 that Brazil would allow visa-free entry for citizens of the United States, Canada, Australia, and Japan, effective June 17. Until then, the current e-visa will be required.

Citizens of those countries will no longer need to apply or pay for a visa to visit Brazil. They will be able to stay in the country for 90 days from the date of first entry, extendable for an equal period, for a maximum of 180 days, every twelve months.

These four countries are considered strategic for the development of tourism in Brazil.

These developments come as part of a series of measures that Brazil has taken to facilitate visitor access to the country.

Last year, the government launched an e-visa platform through which travelers could apply for visas with more efficiency and ease.

Brazil reports that visa applications increased about 35% in less than a year since implementing e-visa.

According to the Foreign Ministry, 169,910 visas (either for business, tourism or transit) had been issued to citizens of the four countries in 2017. With the implementation of e-visa, the number rose to 229,767 in 2018.

"The United States was very receptive to the issuance of electronic visas. The World Tourism Organization says that when adopting an electronic visa, visa issuance increases by 25%, so we have exceeded that mark," said Teté Bezerra, president of Embratur (Brazil's Tourism Board).

The Ministry of Tourism expects that the measure will help the country reach 12 million foreign visitors by 2022 compared to the current 6.6 million.

The goal established by the National Tourism Plan 2018-2022 aims to reduce the exchange rate deficit of the sector, which in 2017 reached US\$13.2 billion.



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ORLANDO PREVIEW

TRAVEL MARKETS  
**INSIDER**

## Unilever sees great potential for *Living Proof* haircare in travel retail

Unilever will be launching its Living Proof range of haircare products into travel retail in Orlando this year during the 2019 Summit of the Americas Exhibition.

Living Proof is the #1 Prestige haircare brand in the US domestic market (source: NPD 2017). It uses patented technology originating from The Massachusetts Institute of Technology (MIT) to solve common hair issues such as frizz, damage and fullness.

The brainchild of hair stylists and biotech scientists, the brand aims to solve hair problems by directly addressing their root causes.

The Living Proof portfolio includes at least 20 patents and over 50 different products, which have won more than 150 awards to date. The Perfect Hair Day Dry Shampoo is currently the #1 Prestige haircare SKU in the US domestic market and the company anticipates that it will dominate travel retail sales.

Living Proof's top 7 best sellers are also available in travel size and



for a grab-and-go solution for travelers.

Unilever says it has identified a huge opportunity for Prestige haircare in travel retail and intends to launch in major US airports in Q2 of this year.

All Living Proof products are free from silicones, parabens, phthalates, and are not tested on animals. They are also safe for use on coloured and chemically treated hair.

TMI is carrying a full interview with Michelle Brett, Senior Vice President, North America for Living Proof, who has been with the company for more than 10 years, and explains what the company is doing to prepare the brand for global markets. See it in our Orlando 2019 magazine, and online after March 24.

## Dufry posts resilient full year 2018 results

Dufry delivered resilient results for the 2018 business year despite difficult market conditions in certain geographies. Equity free cash flow grew by 97.4%, while cash earnings per share increased by 6.9%.

Turnover grew 3.7% to CHF 8,684.9 million, with organic growth up by 2.7%. In H2 2018, headwinds impacted organic growth in Spain, Brazil and Argentina; but after turning negative in Q3 2018 (-0.7%), organic growth returned to positive territory in Q4 2018 (1.8%).

Julián Díaz, CEO of Dufry Group, commented: "2018 proved to be a challenging year for Dufry but we delivered resilient results..."

"I am pleased with the organic growth recovery in the fourth quarter. After organic growth being negative in the third quarter, this return to positive growth is an important achievement. Also, the continued improvement seen in the first two months of 2019, with total growth at above +3%, confirms that we are moving in the right direction."

Dufry's EBITDA margin reached 12.0% and free cash flow increased to CHF 617.1 million and equity free cash flow reached CHF 370.8 million.

Looking ahead, Díaz commented: "Based on current indications of our trading in 2019, we anticipate a continued gradual improvement in organic growth along the year. In the first two months of 2019, total growth was above +3%. The growth improvement in early 2019 is mainly due to the contribution of new concessions."

## ALFA Brands adds Marie Brizard and Butlers Chocolates to portfolio

ALFA Brands has added two new agency accounts to its portfolio: Marie Brizard Wines and Spirits Americas and Butlers Chocolates.

ALFA will be the sole and exclusive Canadian Duty Free Sales Agent for Marie Brizard liquors, Cognac Gautier, Vodka Sobieski, Sobieski Estate, Brandy Cortel, and Pastis Berger.

"Marie Brizard is a company with a long and rich history of tradition, quality and innovation, and as they expand their distribution in more territories, we at ALFA Brands are proud to be part of their growth, and eager to introduce their excellent lines in the Canadian Duty Free markets," says Franco Gabriele, President, ALFA Brands.

ALFA has also been named duty free agent in North America for Ireland's Butlers Chocolates and will be launching it in U.S. Duty Free this year. Butlers Chocolates are well established in international Travel Retail and are on sale in over 60 high profile airport locations worldwide. In Orlando, Butlers will showcase its collections of award winning luxury assortments, impulse lines, sharing boxes and Irish liquor inspired collections, including Irish Cream, Irish Whiskey and Irish Gin.

See the Marie Brizard portfolio and Butlers Chocolates in Orlando at ALFA Brands #400.

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## Four retailers vie for duty free concession at Argentina's Rosario International Airport

London Supply, InterBaires (Dufry) and Duty Free Americas are all expected to submit bids for the duty free concession at Rosario International Airport in Argentina in an effort to displace incumbent operator, Neutral.

Rosario is one of the few airports in Argentina that is not operated by Aeropuertos Argentina 2000 (AA2000) and traffic has grown over the last few years attracting the interest of potential concessionaires. Last year 865k travelers used the airport, an increase of 18.3% on the previous 12 months (513k international, +17%, and 352k domestic, +20%).

The airport authority, controlled by the Santa Fe Province regional government, has announced an extension for the submission of bids until 4<sup>th</sup> April.

Originally, the tender result was to have been announced in Q4 of last year but this was postponed until the beginning of March this year and with increased interest from bidders this was again extended until next month.

The airport manager has asked companies to submit bids for a 72 sqm departures store and a 74 sqm arrivals store. Bidders also have an option to submit proposals for a new 60 sqm duty-paid store for domestic passengers.

The current contract was due to lapse in December last year but

was extended. Neutral, who currently operates the store in a joint venture with local company Optica Gallo, will operate the concession until the winner of the tender completes the construction work of the new stores.

The new concession term is three years with an option for an additional year, which will depend on building plans for the new Terminal at the airport. *JG*

## Small fire in Toronto duty free shop affects flight on Sunday

A small fire broke out at the duty free shop in the U.S. departures area in Terminal 1 of Toronto Pearson International Airport on Sunday. Airport officials confirmed that the fire alarm sounded at 6:22 p.m. and the fire was out at 6:40 p.m. in the Dufry-owned store.

Nevertheless, all flights to the U.S. scheduled to leave from Terminal 1 on Sunday night were cancelled and a portion of the terminal was evacuated. Twenty-nine flights were cancelled due to the fire, and some 50 planes were held on the tarmac Sunday night before passengers were allowed to disembark, affecting about 10,000 passengers, said local media reports. All operations were back to normal by Monday morning.

## AENA and Zurich win Brazilian airport concessions

The Brazilian Government raised R\$2.4 billion in the fifth round of its program to privatize the country's airport network, last week. The total sum was more than 10 times the minimum bid price fixed by the Government prior to the auction in the Sao Paulo Stock exchange.

Spanish airport group AENA was the big winner in this round. The partially privatized operator of Madrid and Barcelona Airports beat off competition from 5 rivals including Vinci Airports and Frankfurt Airport Services, with a R\$1.9 Billion bid to take the North-East Block of airports (Recife, Maceio, Joao Pessoa, Aracaju, Juazeiro do Norte and Campina Grande). AENA already operates airports in UK, Jamaica, Colombia and Mexico but the financial outlay in Brazil will be the company's single biggest international investment. About 13.7 million passengers used the north-eastern airports in 2018 and Recife is the fifth most important international airport in the country.

Swiss firm Flughafen Zurich took the South-East regional package (Vitoria and Macaé) for R\$437 million and Brazilian consortium formed by Socicam Terminais Rodoviaros e Representacoes Ltda and Sinart Sociedade Nacional de Apoio Rodoviario e Turistico Ltda took the Mid-West block, comprising airports in Cuiaba, Sinop, Rondonópolis and Alta Floresta with a R\$40-million bid.

The concession period for all the airports privatized in this round will be 30 years, with a possible extension of another 5 years.

*John Gallagher*

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## Duty Free Dynamics unveils new categories with Lego, Aftershokz, Hydroflask and Toms

Panama-based Duty Free dynamics has unveiled several new brands and product categories that it will be showcasing in Orlando at the Summit of the Americas.

As *TMI* reported recently, DFD is a distribution company that adds value to the supply chain and its clients by acting as a “master franchisor” for lifestyle brands as it introduces new categories to the channel in the Americas.

As such, DFD has been appointed as the master franchisor of Lego for the Americas, its first brand in the toy category.

Lego’s roll-out strategy will be based on opening Lego mono-brand stores in selected airports and border shops, cruise ships, inflight and the Caribbean. The roll-out will be complemented with shop-in-shops and other personalized brand spaces.

In the electronics category, DFD



will be launching headphones from Aftershokz, which incorporate a new technology based on bone conduction.

In the Outdoor category, DFD adds Hydroflask insulated bottles to its current portfolio of Fjallraven backpacks and outdoor wear, Osprey backpacks and Eno hammocks.

DFD will also be showing casual shoes from Toms, the famous California brand recognized for its “one for one”

program, which helps provide shoes, sight, water safe birth and bullying prevention services to people in need.

Nicolas Dobry, CEO of Duty Free Dynamics, comments: “We are thrilled to partner with these exciting new brands, help them land in the Americas travel retail channel and at the same time bring an innovative offering to our partnering operators across the region.”

DFD will be at Booth # 211.



*Lego Airport store at Billund, Denmark - Hometown of Lego*

## Solid growth for B+D in the Americas

Eyewear specialist B+D reports another successful year of solid growth in travel retail throughout the region with its readers and sunglasses.

The company consolidated its status as a supplier to Dufry in every continent, and gained new listings in Seattle, Detroit, Newark, Las Vegas, Minneapolis and Salt Lake City in the US. B+D also listed its readers and sunglasses in Toronto, Vancouver and Calgary airports in Canada, as well as with DFA in Atlanta and Miami, with more locations to come later this year.

Roberto Crom, CEO of B+D says, “We have had a very strong year with sales in North America and without a doubt this is due to the great work of the B+D team getting new additional listings with current customers and new listings with a variety of retailers in the region; our efforts have been well supported by International Brand Builders Inc, (IBBI), who give us great back-up looking after our brands in USA, Canada and the

“They have done great work all year ensuring that the merchandising of our products and our displays is totally correct in all the places where we are selling. They are also following up with training events for sales staff and regular sales visits and we can see that the results have been excellent.”

Katherine Patch-Sleipnes, President at IBBI comments, “B+D ... has innovative and eye-catching eyewear that appeal to our traveling consumers. Once we gain entry, sell-through is strong and this is important to develop a brand in the TR channel. We are looking forward to sharing the new models and focusing on our best sellers to continue our success and further expand.”

B+D also reports strong sales in Central America and the northern part of South America, through a relationship with Motta International, and has built sales in Motta’s Attenza stores in Bogota, Quito, San Salvador and Tocumen Airport in Panama, says Crom.



The company will be showing its classic sunglasses line, which Crom reports is successful year after year, new additions to its Solskin range, classic readers along with the Loop variation, and an updated B+D Digital range, now available in 6 color combinations.

The B+D Digital range has been selected as one of three finalist in the Sunglasses & Eyewear category at The Travel Retail Awards. The winner will be announced at a Gala Dinner during the TFWA Asia Pacific Conference and Exhibition in Singapore in May.

## EMPLOYMENT OPPORTUNITIES



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

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

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

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

**Account Management:**

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

**Ideal Candidate:**

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

Interested applicants email resume to:  
info@breitling.bs



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

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

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

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

Must be fluent in English & Spanish.

Please forward resume to:  
**omichel@aresdistributors.com**

**Otis McAllister**

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**OTIS MC ALLISTER**  
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**Mandatory Requirements:**

- 3-5 years' experience in marketing or sales role.
- Knowledge of product pricing, packaging, distribution and positioning
- Organization, communication and teamwork skills, experience meeting tight deadlines
- BA in Marketing, Business Administration or related field; Master's/MBA is a plus
- Some business travel involved

**Responsibilities will include; but not limited to:**

- Meet with management and vendors to determine brand objectives and strategies
- Track and monitor key initiatives within vendor/customer business plans.
- Present and execute creative ideas for marketing activities.
- Help develop and optimize marketing campaigns (product launching and promotion).
- Track budgets with an eye towards maximizing gains and reducing costs.
- Analyze industry, competition and market trends.

Please send resume to  
**MPanara@otismcallister.com**