

SeaTrade Global examines onboard retail sales at first Cruise Innovation session

A standing room only crowd of cruise, travel retail and supplier industry members packed into an information-jammed Cruise Innovation session held during the 2019 SeaTrade Global in Miami Beach on Wednesday. The session featured a panel of prominent industry officials who play key roles in the retail component of the cruise ships they work with: Adrian Pittaway, Corporate Head of Retail for MSC Cruises (with 16 ships in fleet and 13 in the pipeline for a total of 29 by 2027); Nadine Heubel, CEO of Heinemann Americas, (the retail partner onboard 4 Carnival ships home-ported in Florida and Australia); William Butler, VP Retail Services at Carnival Cruise Lines (largest cruise line with 26 vessels positioned in 16 ports worldwide serving more than 5 million guests a year); Rene Riedi, Divisional Chief Executive Officer Central and South America for Dufry (which handled the retail concession onboard 32 ships as of 2018) and Ron Goncalves, Starboard Cruise Services VP, Retail Performance & Operations (operating on more than 70 cruise ships). The session was moderated by Bill Panoff, president of PPI Group and Editor-in-Chief of *Porthole Cruise* magazine.

Panoff kicked off the session, which was entitled, *Duty Free for the future: What's in store with the onboard retail revolution?* focusing on innovation in the retail part of the cruise business, with a



Discussing innovations in cruise ship retail are Adrian Pittaway, Corporate Head of Retail for MSC Cruise; Nadine Heubel, CEO of Heinemann Americas; William Butler, VP Retail Services at Carnival Cruise Lines; Rene Riedi, Divisional Chief Executive Officer Central and South America for Dufry and Ron Goncalves, Starboard Cruise Services VP, Retail Performance & Operations. The session was moderated by Bill Panoff, president of PPI Group and Editor-in-Chief of Porthole Cruise magazine.

question about whether the cruise industry is ready for the millennial market.

MSC's Pittaway described his European-based cruise line as a "disruptor" which has brought a lot of new passengers and ideas to the region in the few years it has been in Miami. MSC recently announced a luxury division and has opened a private island called Ocean Cay in the Bahamas. Its ship, the *MSC Grandiosa*, has the largest retail footprint at sea with 13,000 square feet.

Pittaway reiterated the theme that the younger passengers are looking for experiences on a cruise

ship, not necessarily products unless they connect to the experience onboard, and that products must have an ethical meaning for them. To this end, MSC was the first cruise line to phase out virtually all single-use plastic items across its entire fleet—"this was a step change for us" he said, "and what we are going to see in the future is more focus on the ethical value of what we sell and the experiences that go with that to capture the millennials onboard."

Heinemann's Heubel agrees that appealing to the demographic is all about experience and ethics but she also stressed personalization.

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PEOPLE

Gustavo Valdor Joins producer of Zignum Mezcal

Gustavo (Gus) Valdor has joined family-owned Casa Armando Guillermo Prieto (CAGP) as International Commercial Director for its flagship brand Zignum Mezcal, one of the leading mezcals in Mexico and Mexican duty free. In addition to managing the brand in its home region of The Americas, Valdor will oversee sales and distribution in domestic and duty free markets in Europe, Asia, and the Middle East.

Prior to this role, Valdor was Oettinger Davidoff Cigars' Senior Manager for LatAm as well as duty free across The Americas. Valdor also worked with various liquor companies in duty free and domestic channels, including Monarq Group, IDS Chile, Flor de Caña Rum, and Felipe Motta (Panama).

The global mezcal category is booming, evolving from a niche category, it is gaining support of tequila enthusiasts. Consumption has risen drastically over the last five years. According to *Impact Databank*, 288,000 cases were depleted in the U.S. in 2018 — compared to only 65,000 cases in 2013. Growth looks set to continue this year, as new brands emerge and bolster their awareness.

Zignum, a name with Zapoteca roots, means "The Tip of the Spear." Zignum is the first and only Metodo Verde (green method) mezcal, made by shredding the raw agave hearts and then steaming the fibers and nectar, creating a mezcal with a clean agave flavor that is smooth and easy to drink.

Zignum ages its Reposado in heavily charred white oak, and its Añejo in a mix of American and French oak, both far beyond the minimums required by law.

The company has two charitable foundations, one providing social services, and another supporting local artisans; in addition, the company employs more women than any other Mexican distillery.



HANAMI
 A joyous pairing of organic tart cherries, flowers and green tea



Global TR contact: Zack Boiko, zboiko@Actium.us

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“Getting something individualized is a great opportunity for us to create experiences. The product is one aspect but how to buy the product is very important as well. If we create a memory about buying the product it becomes part of the experience,” said Heubel.

Carnival’s Butler says it is important to keep a balance between the technological advances like Carnival’s app onboard the ship (which communicates what is taking place and is personalized for each guest) and making sure that when the guests come into the store there is something there for them to be excited about.

“We want to help them discover something new and we have great partners onboard (three of which—Starboard, Heinemann and Dufry were on the panel) and we work with each of them to think through new ideas. There needs to be the core staples that have always been strong for us, but we also want the guest to come in and discover what is new as well.”

Dufry’s Riedi points out that millennials are looking for experience and value. In addition, they depend on their technology and demand service for their personal devices with accessibility to the internet and the cruise lines must provide this.

Starboard’s Goncalves, whose industry leading company handles a very diverse cruise base, noted that Starboard is following the lead of its cruise partners as it pertains to technology.

“Quite honestly, the guest relationships begin with the cruise line and if we are not supporting them and not fully integrated into their process, we don’t have much of a chance of capturing that retail customer. This is particularly true with the millennials who strongly value that instore experience and those touchpoints that we have been delivering to a lot of these cruise lines.

“What is key for us is looking beyond, to generation Z, who are going to show those propensities towards mobile even more amplified than the millennials. They are also looking for the experiential, the touchpoint, social responsibility and community,” said Goncalves.

Mobile access & more

Panoff zeroed in on the use of mobile phones at sea: “As Rene already touched on, how are personal devices being utilized at sea for better shopping?” he asked.

William Butler commented: “As we have built our app over time at Carnival, part of that process is understanding what is important for our guests onboard. When the guest downloads the Carnival app and sees all of the events going on, shopping is very much a part of that. How we emulate that is very important for us and we work with our partners to help us create what that script looks like— from there, if the guest wants to understand more, we provide information. If they want to learn about the beauty and fragrance products, for example, we can add a link about those products. We link to events and products and working in tandem with our partners, this is what has allowed us to be so successful with our current app,” says Butler.

Heubel sees the Carnival app as a facilitator that allows the guest to know what is going on but she says it is very important to continue to develop the personal relationship with the passengers.

“We should get the guest into the store via the app, but then have a very strong personal relationship with them in store to create the experience,” she stressed.

Butler agreed: “We don’t want to direct the guest to make a self-purchase. We want to give them options. Making certain that they understand the events that are taking place so that they can have this engagement, is what we are

“... we are the anti-Amazon, the way that we work. We are using mobile to accentuate the experience but tech will not replace the human element.”

*Adrian Pittaway,
Corporate Head of Retail for MSC Cruises*

going for and where we are putting our resources. There is a digital component but we need to make sure that tech won’t replace the human element that has always been our strength onboard.”

“If you want to talk about innovation you have come to the right people,” adds Pittaway. “MSC pioneered Smart ships back in 2017 with the *MSC for Me* app. This has allowed us to connect the guest not only with shopping but it also interconnects the guests, the crew and the ship, and has allowed us to connect holistically with the whole experience onboard. And now on the *Bellissima* we have Zoe, which is our in cabin virtual cruise assistant on video with the ability to talk to passengers seamlessly, not only about shopping but about whatever is relevant to the passenger. Zoe provides instant information and help in booking shows, spas and excursions. Zoe speaks seven languages, adapting to each guest’s profile and preferences. We want it to be frictionless.

“But on the other hand, we are the anti-Amazon, the way that we work. Guests are using mobile to

accentuate the experience but the tech will not replace the human element,” he noted, and brought in China as an example.

“China has moved forward with using mobile devices much quicker than any other market. Whether it be WeChat or Alipay or Jessica’s Secret, it is to accentuate the process not replace it.”

Mobile is also important for Starboard. “Using mobile is part of the journey and a way to experience and to understand and to learn before you get to the point of purchase,” said Butler.

“When we look at integration onboard, it is really an opportunity to educate the guest, to make sure that they are coming in as informed as they would on land. They don’t want friction, and in certain instances we can accommodate them. Mobile allows us to create opportunities that can give retail a bigger piece of that pie, say when the guest is relaxing in the stateroom.”

Butler also sees the app as an exploratory tool that can help educate the cruise guest.

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Session moderator Bill Panoff poses a question to MSC’s Adrian Pittaway

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“Our app can help the guest pick products that are more suitable to them with features such as the Fragrance Finder. Then when they come to the store the staff can introduce them to additional products that meet their needs.”

Dufry, which has such a large retail footprint outside of cruises, is a service provider, says Riedi, and follows the lead of its cruise operator. “They provide the technology and we see how we can best use it. In the retail channels that we operate outside of the cruise, we have our own technology including Reserve & Collect pre-order system. We also use push messages,” he explained.

Bringing brands to life onboard

Technology can also play an important part in bringing brands to life onboard, said Panoff, asking how the panelists integrated this into the guest experience.

Pittaway says that MSC works very closely with its brand partners deciding how to bring their brands to life onboard. “This is in our DNA. Our biggest job as a cruise line and as a retailer is to help our brands and give them ideas and suggestions. If you are selling Bulgari or Dior perfume, you give the guest a Bulgari or Dior experience. Our brand ambassadors can really develop a one to one relationship with the guests.”

Panelists cited the recent Bulgari Jewelry Fashion show held onboard the *Costa Venezia*, a Starboard project, as an example.

“The Bulgari Fashion show is all about integrating the retail experience into the cruise experience,” said Goncalves. “Having the relationships across brands helps us bring these brands to life and embed them in the entertainment offerings.”

At Dufry, Riedi says that he “truly believes in the trinity,” with the vendors, the cruise operators and the retailers working together. “You must bring all three partners to the table to create one common factor to serve the guests,” he said.

Carnival’s projects with fine jewelry are a perfect example, said Butler. “We host beautiful jewelry seminars onboard throughout the voyage, and have installed digital screens and TVs in the store that help bring these brands to life. Guests try on jewelry instore, but we also create a fantasy background for them to see how the item looks if they were dressed up. Our staff, the personalization through seminars, and the visual stimulation adds excitement to a purchase. They can also see the visuals from their cabins. So we are very consistent on all the touchpoints. Again it is getting the guest in our stores, so we can officially introduce a brand like Levian or Effy and have them be inspired.”

Through its other travel retail businesses, Heinemann has access to many interesting brands that could be introduced onboard the cruise ships. Heubel says that it is up to us to “educate our brands to the opportunities of cruise and make sure that the brands understand this potential, in order to get more of these brands not currently in the channel.” She sees good potential with adding new brands to the mix.

Analytics

Analytics are certainly enhanced by technology, and the panelists use this tool to improve the retail offer onboard in a variety of ways.

MSC’s Pittaway says analytics is imperative to the business: “MSC has more than 170 nationalities working on our cruise line – we are the most global cruise line – and each of these nationalities have different needs and requirements on how they operate the shops onboard. We must create an environment that is adaptable – whether we are in Brazil or in China, my ships have to be absolutely relevant to the passengers in the sector.

“We are using analytics and the data we have to make the right decisions to have the right things in position, particularly in the newer ships,” he said.



Nearly all the ports in the world participate in SeaTrade Global.

Carnival has “incredible” analytics, says Butler. “We have evolved quite a bit from a few years ago when we would place a stack of flyers in every cabin listing all the activities onboard. Now we can target a message that is specific to our guests.

“If you cruised with us previously, we have a lot of information, including knowing what you purchased on an earlier cruise, and we make sure that our messages are relevant. We have come a long way so that the messages aren’t just from one department, they criss-cross between several different departments, not just retail, and it all flows together.

“If you haven’t sailed with us before, you still fit into a guest demographic that we can target with personalized information. Targeting even helps us eliminate a lot of waste onboard, with less flyers and debris across the ship.”

As a travel retail operator, Dufry has been able to collect quantitative information from around the world, giving the company the opportunity to extract information by nationalities, age, and other categories, says Riedi. From a qualitative perspective, Dufry conducts 10,000 in-depth interviews twice a year across all the channels in which it operates, to discover why people do or do not buy.

From another point of view, Dufry is able to track exactly who is buying what in its stores, even how people browse the stores.

“This altogether gives us an

enormous amount of data that we can use for planning purposes,” said Riedi.

Starboard uses analytics in several ways, says Goncalves. “On one side it supports the supply chain, inventories, and other core operational considerations, making sure that we are getting the right product on the right ship for the right guest at the right time. We clearly use sales performance analytics that are readily available for interpretation across a wide variety of levels. We are actually in the process of evaluating and standardizing this across the board, taking what we are already doing to the next level.

“We are starting to look at other elements, diving down to understand how this can help us in the customer journey – which is still relatively new. We do not have a universal way of doing this yet, but are talking with our partners to learn their strategies, so we can tailor our efforts to provide better service.”

Heubel notes that the data available to them from the cruise lines is critically important. “We know every single guest who will be on the ship weeks and months before the sailing, and this allows us to plan for the merchandise, promotional products and management, information we do not have in our airport business. And I think this is data we can leverage and an area we can work on even closer together.”

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30 million passengers to sail this year as cruise industry expands global engagement

The 2019 Sea Trade Conference held in Miami Beach last week featured a number of industry firsts and demonstrated that the relevancy of the global event is keeping it strong, even as other trade shows are struggling. Returning to its original Miami Beach Convention Center venue after three years in Ft. Lauderdale while the facility was being remodeled, the trade show welcomed more than 11,000 visitors and hosted a record number of exhibitors, said the organizers.

With the industry forecasting 30 million cruise passengers in 2019, following a record 28.5 million in 2018, up by nearly 7%, industry leaders see only “buoyant” sailing ahead. According to Cruise Lines International Association, cruising will account for 1.1 million jobs worldwide this year and generate \$134 billion in global spending.

One indication of the growing importance of the cruise sector was the discussion between Adam Goldstein, vice chairman of Royal Caribbean Cruises Ltd & CLIA, and Zurab Pololikashvili, Secretary General of the UN World Tourism Organization. This is the first time

that CLIA was engaging with the UNWTO and they discussed ways that the two organizations can partner together going forward, including innovation and education, sustainability, measurements and statistics. More specifically, CLIA and UNWTO can partner on visa issues and the cruise industry’s investments in infrastructure in developing regions like Africa.

The keynote State of the Industry is always a highlight of the SeaTrade event, with Arnold Donald, president and CEO, Carnival Corp. & plc.; Frank Del Rio, president and CEO, Norwegian Cruise Line Holdings; Richard Fain, chairman and CEO, Royal Caribbean Cruises Ltd. and Pierfrancesco Vago, executive chairman, MSC Cruises taking the stage to talk about sustainability, innovation, environmental initiatives, emerging markets and passenger growth.

BBC World News’ Lucy Hockings moderated the morning session, and was intent on getting the panel to discuss downside challenges, such as over tourism and environmental concerns. She was so persistent that NCL’s

outspoken Frank Del Rio finally called her to task.

Carnival Corp.’s Arnold Donald pointed out that as strong as the cruise industry is, it will always only be a small part of the global tourist pie: Cruising accounted for only 28 million of the 1.4 billion global travelers in 2018. Growth is “restrained from a capacity viewpoint” and restricted in large part by the amount of time and investment needed to build new ships.

With 18 new builds in the pipeline for this year, over tourism is a growing complaint against the industry, but he pointed out that actual numbers do not support the claim.

But since ships are so visible to

the public, MSC’s Vago said that the cruise industry needs to do a better job of telling its story.

Following the first part of the State of the Industry, SeaTrade featured the three women who head up major cruise brands: Christine Duffy, president of Carnival Cruise Line; Lisa Lutloff-Perlo, CEO of Celebrity Cruises; and Princess Cruises President Jan Swartz Cruises. This was the first time in the 30 years that SeaTrade has been held that the women made it to the main stage.

The cruise leaders discussed the progress and challenges they are having increasing diversity—which goes beyond gender they said.

Lois Pasternak

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Picking up on Heubel’s comment, Pittaway added: “We know who is traveling, we know where they are going and we know where they are coming from, and I think this will lead to a trend from broadcasting to narrow-casting. The experience of the passenger will be tailored to them. We won’t need to be sending out blanket announcements but instead each passenger will have something that will let us contact them about the things they are interested in. I think this will really evolve over the next few years. Remember, we have 100% captive business – and we can make the experience totally relevant for each passenger.

“Let’s be totally honest, shopping is not the first thing on their

mind when a guest gets on the ship. They want to know where the cabin is, where they eat, etc. So ultimately what we have to do is to come in with 1-2 targeted messages at the time they will need to know it.”

A final discussion about the advent of pre- and post-cruise online ordering delivered a variety of responses from the panelists, with no clear agreement and some of them seeing challenges and advantages with one or the other.

“Pre-cruise ordering is an opportunity that we haven’t fully tapped,” admitted Starboard’s Goncalves. “It would be a way to extend awareness of what is available onboard and emphasize the value of the Starboard product guarantee,” he concluded.

Lois Pasternak



Top: BBC World News’ Lucy Hockings queries Pierfrancesco Vago, MSC Cruises; Richard Fain of Royal Caribbean Cruises Ltd, Arnold Donald, Carnival Corp. & plc and Frank Del Rio, Norwegian Cruise Line Holdings at the State of the Industry discussion. In an industry first, SeaTrade featured the three women who head up major cruise brands: Christine Duffy, president of Carnival Cruise Line; Lisa Lutloff-Perlo, CEO of Celebrity Cruises; and Princess Cruises President Jan Swartz Cruises.

SeaTrade: Pacific coast of Americas could be next big cruising destination

The Pacific Coast may well be the next big thing in cruise, according to the *Rise of the Pacific Coast of the Americas* panel at the SeaTrade Global Cruise event in Miami last week.

Moderated by Anne Kalosh from *SeaTrade Cruise Review*, the panel featured John Binkley, Cruise Lines International Association Alaska; Phil Crannell, Ports & Maritime Group International (PMG); Giora Israel, SVP port & destination development group, Carnival Corp.; Sebastian Montero, executive director of the Southern Cone Ports Corp.; Alejandro Agustin Moreno, deputy administrator of the Panama Maritime Authority; and Jess Peterson, director - itinerary and revenue planning for Windstar Cruises.

The discussion focused on ports and cruise destinations on the west coast of the Americas from Canada down to the southern tip of South America.

The Pacific coast has not been as developed as the east coast for cruising up until now due to a number of challenges, including seasonality (Alaska), the huge distances between destinations, high costs and regulations and limitations on the size and shape of ships transiting through the Panama Canal.

But a number of recent positive developments in the region could point to a “great future for cruising” noted Kalosh: Alaska is booming; there have been larger, new ships in California; Mexico has recovered after some slow years; the Panama Canal has expanded; there are new berths, ports, and homeports as well as new itineraries; there have been cabotage changes, and there are 115 new build ships in the pipeline, one third of them expedition size ships suitable for smaller ports.

Panama

The development of the Panama Cruise Terminal on Perico Island in Amador Causeway, Panama City is key to adding new cruise options to Central and South America, said Moreno.

The country hopes to begin homeporting ships there, which is the main terminal on the Pacific route of the Panama Canal. In 2018 there were 248 cruises across the Panama Canal; 921,121 cruise tourists arrived in Panama in 2018, up from 768,092 in 2017.

The Panama port executive also said that a memorandum of understanding had been signed by the governments of Chile and Panama to work together to develop and promote Pacific itineraries that sup-



CLIA Alaska's John Binkley, Ports & Maritime Group International's Phil Crannell, SeaTrade's Anne Kalosh (moderator), Carnival Corp.'s Giora Israel, Southern Cone Ports Corp.'s Sebastian Montero, Panama Maritime Authority's Alejandro Agustin Moreno and Windstar Cruises' Jess Peterson. Photo: M. Pasternak

port the new cruise terminal and spoke about the possibility of six- or seven-day cruises between Panama and ports in Colombia, Peru and Chile once the new cruise port is open.

Carnival Corp.'s Giora Israel, who heads up port development for the corporation, stressed that 95% of Carnival's cruises sail seven-day itineraries. While he said that heading north to Central America from a homeport on the Pacific in Panama would be more attractive due to existing infrastructure, new itineraries heading south might be possible for longer cruises.

Windstar Cruises' Jess Peterson also noted that his ships already homeport in Panama on the Atlantic side at Colon.

The panelists also discussed the advantages of the new Miraflores cruise port under construction in Lima, Peru.

Alaska

Alaska's booming cruise business was another highlight of the presentation.

Carnival's Giora Israel says that growth is currently limited to week-long cruises from two homeports in Seattle and Vancouver, which can cause the ports to get congested on the weekends.

Adding destinations and staggering itineraries can go a long way to avoid the over tourism, he explains.

“One or two new destinations in Alaska can change the whole map. One or two ships sailing Monday to Monday or Friday to Friday can change it as well. I think there are a lot of interesting opportunities,” says Israel.

There was 16% growth in Alaska cruising this year over last year, and it is projected to grow another 7 to 8% this year, with cruise lines starting to invest more in infrastructure, says Binkley.

Michael Pasternak

CLIA reveals cruise passenger insights

Cruise industry trade group CLIA released the latest global cruise passenger statistics last week, showing that 28.5 million people took a cruise last year, up by 7% over 2017. North American travelers continue to embrace cruising, said the report, with an annual passenger increase of 9% (14.2 million passengers) in 2018. Cruising represents only 2% of the overall global travel industry, but growth is on pace with international tourism worldwide.

Cruise Passenger Insights around the Globe

Mediterranean Moves – Cruises in the Mediterranean are moving up in popularity, growing 8% from 2017 to 2018 and totaling more than 4 million cruise passengers.

Shorter Cruises – Passengers are preferring shorter cruise durations. Seven-day cruise itineraries are up 9% while three-day and under cruises are up 10% in 2018.

Caribbean Rebounds – Cruisers love the Caribbean and the latest insight reveal travel to the islands is still in full swing: 11.3 million cruise passengers traveled to the Caribbean in 2018, an annual increase of 6%.

Destination Alaska – As adventure travel continues to thrive, Alaska has experienced double-digit growth with a year-over-year 17% increase in passengers in 2017 and another 13% increase in 2018 accounting for more than one million cruisers.

Additional Destinations - Other growing North American destinations include the Hawaii & North Atlantic Coast region, Mexico, California, and Pacific which increased 4% in 2018, totaling 1.3 million cruise passengers.

Moderate Growth in Asia – When compared to the rapid increases of the past, 2018 saw moderate cruise passenger growth throughout Asia and China with a 5% increase in cruise passengers from the region totaling a still impressive 4.2 million.

Panama tenders \$9 million cruise terminal operation

The Panama Maritime Authority has announced the tender for the operation and maintenance of the cruise terminal on Perico Island. The terminal is located at Panama City's Amador Causeway, near the Pacific entrance to the Panama Canal.

In this phase of the project, the terminal will be able to berth two large ships up to 380 meters/1,247 feet each at a finger pier. A second phase calls for additional space for two more ships of the same size, as well as space for a smaller vessel at the same time.

Government Purchase 2019-2-03-0-08-LV-007211

EMPLOYMENT OPPORTUNITIES

NEW
LA PRAIRIE

has an opening for a
Regional Travel Retail Coordinator
in Miami

Enter a world of timeless beauty to discover the world's most luxurious skincare – where science meets art. La Prairie has an opportunity for a Regional Travel Retail Coordinator in our Miami office. This individual will be the central point of contact for all Travel Retail Americas administrative and team management tasks. The TR Coordinator will support the regional team (including reporting and events), and be responsible for office coordination.

Responsibilities

- *Support the teams with global guidance on local merchandising adaptation with new launches;
- *Planogram creation for all doors following global guidelines;
- *Provide counter maintenance support;
- *Provide support with any library requests (art work, videos, translations, pack shots, etc.)
- *Assist with organization and execution of VIP Events;
- *Suggest and implement improvements on retailer.com appearance of LP TR Americas with support from Global TR;
- *Provide monthly TR Americas report coordination;
- *Responsible for regional compilation of data to sales team for easy analysis
- *Prepare shipped vs. forecast file;
- *Prepare basic Qlik View Reporting;
- *Assist with Global or Regional Beauty Advisor convention support;
- *Provide office support including: technical support on available tools, replenishing stock, supply coordination and 2 per year inventory control;
- *Provide ongoing Administrative tasks.

Qualifications

- *Minimum 3-5 years of experience, ideally in Travel Retail and Beauty industry;
- *Strong administrative and organizational skills;
- *Excellent PC Skills (MS Office 365 Suite, including Excel, Power Point and familiarity with IPAD);
- *Strong Sense of responsibility and ownership;
- *Task oriented; Attention to detail;
- *Willingness to help and support others;
- *Excellent command of English and Spanish.

To apply please visit the Careers section of our website:
https://www.careers.laprairiegroup.ch/?locale=en_US

NEW

Invicta Watch Group
has an opening for a
Merchandiser/ planner
based in Miami.

The position calls for:
Visit cruise ships to Merchandise and Train staff.
Assist team in all marketing, sales and merchandising activities
Sales analysis and planning is 50% of the position.
Candidate must be very proficient in excel.
Applicant must be able to travel and sail 30 to 40% of the time.

This is an entry level position with opportunity for growth and to gain knowledge of both Industries

Please send resume to:
kathyevline@gmail.com



Otis McAllister

OTIS MC ALLISTER
has an immediate opening for a
Sales & Marketing Associate
based in Ft. Lauderdale, FL

As a key player in Travel Retail distribution throughout the Americas, Otis McAllister specializes in the cultivation and global exposure of world-renowned brands within international travel environments. We currently represent: Ferrero, Ghirardelli, Haribo, Hawaiian Host, Hershey's, Lindt, Mars, Mondelez, Perfetti van Melle and Ritter Sport.

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

EMPLOYMENT OPPORTUNITIES**Duty Free
Dynamics****DUTY FREE DYNAMICS CORP**

has an opening for a

Brand Manager**Based in Panama City, Panama**

Duty Free Dynamics (DFD) is a 'One Stop' service provider and distributor of global lifestyle brands throughout the Americas travel retail channel. The company's key categories are watches, jewelry, sunglasses, leather goods, travel gear, footwear, apparel, outdoor, cosmetics, personal care, toys and electronics.

Responsibilities

- Manage the relationship with the assigned brands, being the centralized point of contact for all marketing, administrative, sourcing and training purposes.
- Ensure the sales projection, from budget to execution, constantly challenging sales department.
- Act as part of the sales team from prospection to close the sale on the field.
- Prepare brand planning and reports.
- Create and update price lists according to brand agreement and market conditions.
- Coordinate brand trainings to the sales representative and ensure that sales train customer's sales team.
- Participate in marketing events such as seminars and trade shows.

Qualifications

- Bachelor's in Business Administration or relevant field; Master/MBA will be a plus
- Minimum 5 years proven experience as a Sales Representative and/or Brand Manager; Travel Retail experience will be considered a strong plus.
- Advanced/Native English. Knowledge of Spanish and/or French is an advantage.
- Advanced Excel and Outlook skills are Mandatory.
- International working exposure. Experience in the Americas region will be considered a strong plus.
- Customer-oriented and flexible personality that is open to travel up to 30%
- Effectively manage time and prioritize multiple responsibilities.
- Self-motivated and the ability to excel with minimum supervision.

Please send resume to
irasema.vazquez@dutyfreedynamics.com

**Duty Free
Dynamics****DUTY FREE DYNAMICS CORP**

has an opening for a

Sales Representative for Caribbean**Based in Miami**

Duty Free Dynamics (DFD) is a 'One Stop' service provider and distributor of global lifestyle brands throughout the Americas travel retail channel. The company's key categories are watches, jewelry, sunglasses, leather goods, travel gear, footwear, apparel, outdoor, cosmetics, personal care, toys and electronics.

Responsibilities

- Development of business relationships with existing customers' portfolio.
- Increase company's customer base and ensure its strong presence.
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs.
- Achieve agreed upon sales targets and outcomes within schedule.
- Expedite the resolution of customer problems and complaints to maximize satisfaction.
- Travel extensively across assigned territory meet with key accounts and target leads.
- Participate in marketing events such as seminars and trade shows.

Qualifications

- Minimum 5 years proven ability to drive the sales process from plan to close; experience travel retail channel and/or our key categories will be considered a plus
- Advanced/Native English. Knowledge of Spanish and/or French is an advantage.
- Advanced Excel and Outlook skills are mandatory.
- International working exposure. Experience in the Caribbean will be considered a strong plus.
- Effectively manage time and prioritize multiple responsibilities.
- Excellent communication and interpersonal skills, persuasive ability while negotiating.
- Self-motivated and the ability to excel with minimum supervision.
- Expect intensive travel up to 50% of working time during peak seasons.

Please send resume to
irasema.vazquez@dutyfreedynamics.com