

## DFA Charity Golf Tournament success on all counts; raises \$375,000 for Alonzo Mourning's Miami youth charities

Neither threatening weather, a cold drizzle in Miami or a lingering pandemic could dampen the high spirits that boosted the 2022 DFA Charity Golf Tournament on Feb. 9, which raised a staggering \$375,000 for the Mourning Family Foundation (formerly known as Alonzo Mourning Charities), and its Overtown Youth Center and Honey Shine initiatives.

The Duty Free industry came out in the hundreds to support the tournament and auctions, in one of the first live industry events in North America since the pandemic began two full years ago.

The event was sponsored by Duty Free Americas and the Falic Family Foundation, and DFA CEO Jerome Falic welcomed guests and warmly spoke of his family's tradition of "giving back."

Guest of Honor Alonzo Mourning spoke passionately about his efforts and advocacy for youth initiatives and programs that assist abused, abandoned, and neglected kids, emphasizing the importance of education, leadership and perseverance with personal experiences from his own life.

A National Basketball Association superstar, Mourning played most of his 15-year career for Miami's hometown Heat team. Since 1997, Mourning has raised millions of dollars for various programs that aid in the development of children and their families in the Greater Miami Community.

In addition to supporting numerous educational initiatives, Mourning focuses his attention on stimulating the development of youth enrichment centers. With the help of donors, Mourning opened the Overtown Youth Center in the historic South Florida area of Overtown in 2003.

With the leadership of his wife Tracy, Mourning also supports the Honey Shine Mentoring Program which works to empower young girls. Mourning's presentation included an inspiring video that can be seen here.

<https://youtu.be/qx3LHcN63Tk>

The travel retail industry generously supported the event with monetary and product donations that resulted in a fabulous array of gifts and prizes for the raffle and auction.



*Not only did last week's DFA Golf Tournament raise \$375,000 for the Mourning Family Foundation, but it astonished the former NBA superstar with a surprise birthday cake.*

Among the companies helping to make the event such a success were:

**Diamond Sponsors** – Moët Hennessy Travel Retail, Pernod Ricard Americas Travel Retail, and Love Tito's.

**Platinum Sponsors**– Altria, Campari Group, Clarins, Diplomatico Rum, Puig.

**Gold Sponsors**: Brown-Forman, Cincoro, Coty, Duty Free Global, Innutri, Jagermeister, Labatt, OPI, RJ Reynolds.

**Silver Sponsors**: Astor Chocolates, Beluga Vodka, E&J Gallo Winery, Essence Corp, Flor de Cana, Konci Group (USA), Stoli, William Grant & Sons.

**Bronze Sponsors** – Alexander James & Co., asamigas Tequila, Dos Hombres, Gold Bar Whisky, Haleybrooke International, Iceberg Vodka, Lucas Bols, Moosehead Breweries, Otis McAllister, Perfetti van Melle, and Ray-Ban.

*See more photos on next page.*



*DFA's Jerome, Simon and Joseph Falic (on right) present ceremonial check to Alonzo Mourning and his staff during the 2022 DFA Charity Golf Tournament on Feb. 9 in Miami.*





## DFA Charity Golf Tournament *continued from page 1*



*The team from Essence Corp.*



*Barry Geoghegan, Lois and Michael Pasternak, Tito Gonzalez, Guy May, Simon Knapp and Catherine Restrepo.*



*Duty Free Global's Barry Geoghegan and Guy May of The House of Somrus.*



*Tito Gonzalez of Waldemar Behn; Simon Knapp, Beam Suntory, and Catherine Restrepo of Beam Suntory/SZYGY Strategies.*



*"My family and I know the importance of giving back," said DFA CEO Jerome Falic in introducing Alonzo Mourning and his charities.*



*Liz Taylor, Premier Global Trading, Inc., recently appointed as Service Agent for the OPI nail lacquer brand for Travel Retail for the Americas.*



## CLIA pushes back at “confounding” new CDC cruise protocols

Despite falling COVID numbers and an easing of travel restrictions around the world, the U.S. Centers for Disease Control and Prevention released a new COVID-19 Program for Cruise Ships which not only seems to ignore the latest health trends, but further complicates protocols and response plans in a response that “confounds” the industry, said Cruise Lines International Association - CLIA.

According to *Seatrade News*, cruise operators had been expecting the CDC warning to go down as the Omicron impact declines and most ships operating from the U.S. have reached 95% vaccinated status.

The Cruise Ship Guidance CDC’s Temporary Extension & Modification of Framework for Conditional Sailing Order (CSO) expired on January 15, 2022 at 12:01 am EST. Cruise lines were encouraged to continue to follow all CDC public health measures, including reporting, testing, and infection prevention and control, but on Feb. 10, the CDC instead issued new guidance that held to its Level 4 warning to avoid cruise travel, and introduced a complicated new COVID-19 program.

In a statement, CLIA pushed back on the new protocols:

“Regrettably, upon initial review, the latest CDC guidance appears out of step with the actual public health conditions on cruise ships and unnecessary in light of societal trends away from more restrictive measures. We are confounded by the CDC’s imposition of even more complex and unwarranted measures which ignore empirical evidence that the industry’s protocols have provided a greater level of COVID mitigation than most any other setting.

“The CDC’s guidance for multitiered cruises is counter-productive to consumers, creating market confusion between the various tiers, and potentially unworkable in practice.”

*Porthole Cruise magazine* reports: “Cruise lines that do opt into the program have until February 18th to decide and will be required to follow ‘all recommendations and guidance as a condition of their participation in the program (i.e., they will not be able to pick and choose which recommendations they follow).’

“Cruise lines that do not notify the CDC by the 18th will be considered to have opted out of the program. Cruise lines that decide to opt out will have any cruise ships operating in U.S. waters listed as “gray” ships on CDC’s [Cruise Ship Color Status](#) webpage. This designation means that CDC has neither

reviewed nor confirmed the cruise ship operator’s health and safety protocols.”

The new CDC cruise ship classifications continue to be based on vaccination status, but now call for these to “be up to date” which means a person has received all recommended COVID-19 vaccines, including any booster dose(s) when eligible.

The classifications include:

**Not Highly Vaccinated:** ships with less than 95% passengers and 95% crew who are fully vaccinated.

**Highly Vaccinated:** ships with at least 95% passengers and 95% crew who are fully vaccinated, but with less than 95% of passengers

and 95% of crew who are up to date with their COVID-19 vaccines.

**Vaccination Standard of Excellence:** ships with at least 95% passengers and 95% crew who are up to date with their COVID-19 vaccines.

Other protocols in the new program include response plans that encompass onboard surveillance of passengers and crew, training, onboard isolation and quarantines, testing, onboard medical staffing, disembarkation for passengers who test positive as well as port agreements with local governments, medical management of suspected cases, etc.

See the CDC’s program, [here](#).

## Virgin Voyages opens Terminal V in PortMiami



**Virgin Voyages** officially opened the doors at Terminal V, its new home at PortMiami, over the weekend. The opening, attended by Virgin Group founder Richard Branson, also marked the first time that Virgin’s *Scarlet Lady* sailed from her new home. The three-story, 132,000-square-foot Terminal V is LEED Gold Certified and features a geometric design and a palm grove, with jewel tones accenting throughout, created by architecture and design firm Arquitectonica, who previously worked on the American Airlines Arena in Downtown Miami, Brickell City Centre Complex in Brickell and the Miami City Ballet in South Beach. The space also features local artwork by the nonprofit organization Art in Public Places, and an alfresco terrace for “Sailors” to use before embarkation. *Scarlet Lady* will home port at Terminal V year-round, with her sister ship *Valiant Lady* joining in the winter of 2022.

## WHSmith opens first North American store at LGA



WHSmith has opened its first retail location in North America under the WHSmith brand at the new LaGuardia Airport Terminal B western concourse.

The store features Amazon's Just Walk Out technology, offering travelers a checkout-free shopping experience. With the tap of a credit card customers can enter the store, pick up their desired items, and leave without waiting in line to pay.

Just Walk Out technology determines what they take from or return to the shelves, and the credit card they used will be charged for the items they took after they leave the store. The offer includes on-the-go snacks, beverages and everyday travel essentials.

## TFWA launches Hosted Buyer Program for Asia Pacific Exhibition & Conference

TFWA is to launch a Hosted Buyer Program to support industry partners participating in TFWA Asia Pacific Exhibition & Conference in Singapore this May.

Following the successful launch of the initiative at TFWA World Exhibition & Conference 2021, TFWA will be operating the program once again at its Singapore event from May 9-12.

Once registered for the Hosted Buyer Program, selected retailers will receive assistance from TFWA to help meet the accommodation costs of buyers who will be attending the event.

Information on the initiative is now being shared with travel retailers across the Asia Pacific region.

TFWA President Erik Juul-Mortensen, commented:

"As the duty free and travel retail industry continues its recovery in the wake of the pandemic, it is more important than ever for businesses to maintain strong working relationships. Our events provide a forum for these relationships to be formed, to grow and to prosper.

"TFWA wants to do everything we can to provide support to our partners as we navigate together through these difficult times. We are once again operating our Hosted Buyer Program in order to help retailers get the most from TFWA Asia Pacific Exhibition & Conference, the summit meeting for the regional industry.

*For more information on the Hosted Buyer Program, please contact the TFWA Customer Relations Manager Céline Fossé at [c.fosse@tfwa.com](mailto:c.fosse@tfwa.com).*

## U.S. announces full Global Entry program with Brazil

U.S. Customs and Border Protection (CBP) has launched a full Global Entry arrangement with Brazil.

The program announced on Feb. 9 comes after a more limited pilot launched in November 2019, and will now increase the number of Brazilian citizens eligible for Global Entry as well as offer Brazilian citizens greater ease in traveling to the United States for both tourism and certain business purposes.

The U.S. Travel Association commended Brazil's entry into the program, but said that visa processing is still an issue.

U.S. T. A. President and CEO Roger Dow noted that visitor visa wait times in Brazil average 233 days. "Pre-pandemic, Brazil was the fifth-largest overseas inbound market, and it is crucial that visa processing fully resumes so we can restore this critical source market," he said.

Global Entry is a one of four branches of the Trusted Traveler Program, which allows expedited clearance for pre-approved, low-risk travelers at U.S. airports.

Members enter the U.S. through automatic kiosks at numerous airports located within the U.S. and at Preclearance locations around the world. Brazil now joins a growing list of 13 Global Entry partner countries with full arrangements, including Argentina, Colombia, Germany, India, Mexico, the Netherlands, Panama, the Republic of Korea, Singapore, Switzerland, Taiwan, and the United Kingdom.

Despite the pandemic, Global Entry is approaching 10 million participants, and is on pace to receive over 3.5 million applications this fiscal year. That number will surpass a previous record of approximately 3 million applicants prior to the pandemic in 2019.

In 2021, despite a reduction in travel, over 27 million arriving travelers were processed using Global Entry, representing over 70,000 arrivals per day.

Travelers must be pre-approved for all Trusted Traveler Programs (TTP) programs, including Global Entry. All applicants undergo rigorous and recurring background checks and an in-person interview before enrollment.

## Ontario to drop vaccine proof requirement

Ontario Premier Doug Ford announced on Monday that the province will lift its COVID-19 proof-of-vaccination requirements on March 1.

According to local media, Ontario will also drop its requirement that people show proof of vaccination to get into restaurants, gyms and sporting events. A surge of cases caused by the omicron variant has crested in Canada.

The province will also remove its 50% capacity limit on restaurants on Thursday, four days earlier than planned. It is still required that people wear masks in public places.

Demonstrations against virus restrictions and other issues have blocked several crossings along the U.S.-Canada border and disrupted the economies of both countries. They also inspired similar convoys in France, New Zealand and the Netherlands. U.S. authorities have said that truck convoys may be in the works in the United States, reports CNBC.

Police in Windsor arrested 25 to 30 protesters and towed several vehicles Sunday near the Ambassador Bridge, which links Windsor — and numerous Canadian auto plants — with Detroit. The bridge, which carries 25% of all trade between the two countries, reopened to traffic late Sunday night.



## Anne Kavanagh joins APTRA as its new Executive Director

The Asia Pacific Travel Retail Association (APTRA) has appointed Anne Kavanagh as its new Executive Director, reporting to the President of APTRA and the APTRA Board, effective April 18. The role continues to be remote based\* with travel to Asia Pacific as required and also incorporates all aspects of the B2B media communications requirements of the Association. Kavanagh will be supported by Sharolyn Paul, APTRA Administrative Officer, who has been integral to the efficient operation of APTRA since February 2017.

Kavanagh replaces Christina Oliver who has relocated to the USA with her family after serving over three years in the role. During her time with APTRA, Oliver introduced new reporting on advocacy, a new website and central resource library.

Sunil Tuli, President of APTRA, comments. "We are delighted to welcome Anne to the position of Executive Director of APTRA. Having proactively led our communications for over two years she has valuable insight into the Association's mission and objectives. She brings a wealth of strategic expertise in travel retail, gained over 25 years as one of the industry's most respected marketing communications consultants, partnering on a global basis with airports, brands, retailers, food & beverage operators, architects and the broader travel retail community as well as having represented leading retailers in the European domestic market.

"We are confident she will add valuable perspective and impact in leading the APTRA as we move towards the post-COVID era of travel retail.



Anne Kavanagh

"We would like to thank Christina for leading APTRA through a particularly challenging time, the contribution she has made to increasing value for our members and for her commitment to the industry especially in creating closer connections with other trade associations in the wider travel sector. We wish her and her family every success and happiness in their new chapter in the USA and hope to see her again in travel retail in the Americas.

Anne Kavanagh adds. "I'm very excited and honored to take on the role of Executive Director of APTRA. I am extremely passionate about Travel Retail and its importance to the wider travel and tourism ecosystem. Despite the current challenges, I believe this is a pivotal moment in the industry's evolution, especially considering the omni-channel opportunity and the emergence of new categories that are fast-gaining traction with shoppers."

Kavanagh will continue to lead her travel retail consultancy practice alongside the role as Executive Director of APTRA.

*\*The role of Executive Director, APTRA has been remote based since June 2020.*

## Patrón Tequila launches first-ever NFT with BlockBar

Patrón has teamed up with BlockBar.com, the world's first direct to consumer NFT marketplace for wine and spirits, to launch its first-ever NFT.

This one-of-a-kind, exclusive blend of the limited-edition Patrón Chairman's Reserve has, until now, never been released to the public, and purchase of the NFT provides ownership rights to the physical bottle of Chairman's Reserve. Only 150 individually numbered bottles of this tequila will be available exclusively on BlockBar.com.

Aged in a combination of Sauternes (80%) barrels and barrels made from both French Limousin and New American Oak in the Barrel Room at Hacienda Patrón, this tequila features a unique finish that creates a wine-like quality to complement the agave notes.

The limited-edition Chairman's Reserve blend is bottled in a handmade crystal decanter, hand-numbered by the Patrón familia, and packaged in a dome-shaped box with front-opening double doors featuring laser-cut panels. The packaging artwork is inspired by Patrón tequila's birthplace in Atotonilco el Alto, Mexico with imagery evoking the Jalisco highlands, the Patrón Hacienda and agave fields.

"We're thrilled to be working with BlockBar as the first tequila brand on the platform and for Patrón Tequila's first-ever foray into the NFT market with the launch of Patrón Chairman's Reserve. As one of the few brands that still makes tequila by hand, it's exciting to be able to bring our passion and dedication to perfection and craftsmanship into the digital realm to a new audience of NFT collectors," says Kathy Parker, President and Global Chief



Marketing Officer for Patrón.

The Patrón NFT with BlockBar.com bridges the physical and digital marketplaces. The cryptographic version will be held securely by BlockBar, with a record of authenticity held on the blockchain as a digital certificate of ownership. The buyer may choose to redeem the physical product and have it delivered from BlockBar's secure storage facility, safely trade its NFT version within the BlockBar.com marketplace, keep in their virtual bar or gift it through BlockBar's new gifting offering on BlockBar.com

"We're excited to be a part of this innovative milestone for both Patrón Tequila launching its first NFT, and BlockBar teaming up with Patrón – the number one ultra-premium tequila – as the first tequila brand on our platform." comments **Dov Falic**, co-founder and CEO of BlockBar.

The first-ever tequila NFT from Patrón dropped on <https://blockbar.com/brands/Patron> at 10AM EST on January 25.

The NFT priced at 1.5 ETH (approx. \$4,500) may be purchased from BlockBar with Ethereum (ETH) or by credit card.