

BY THE NUMBERS

**UNWTO: Global tourism grows a moderate 4% in 2021 but remains far below pre-pandemic levels**



**APTRA ANNOUNCES BOARD CHANGES**

The Asia Pacific Travel Retail Association – APTRA—has announced some changes to its Board for 2022. **Susana Hueso** joins the APTRA board representing **Lindt & Sprüngli** to replace **Gabi Steiner-Zajax**, who has left Lindt & Sprüngli to relocate with her family to Australia. Hueso is Head of Duty Free Asia Pacific at Lindt & Sprüngli.

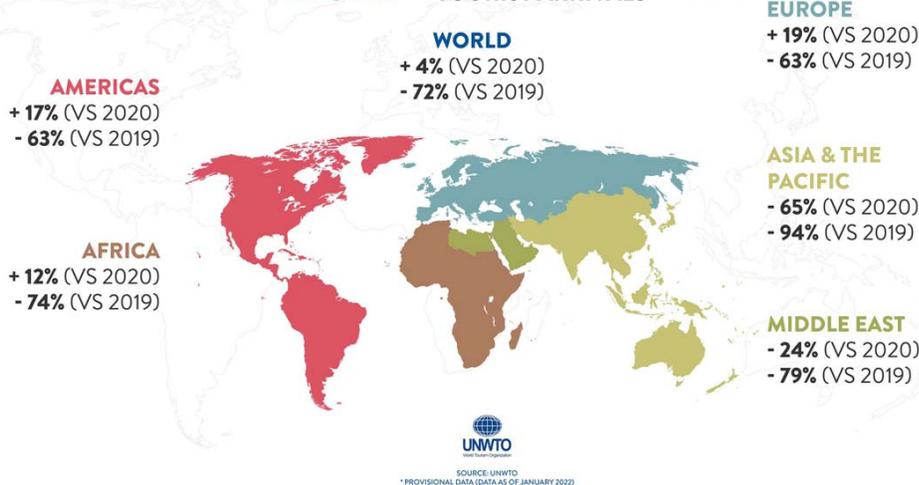
**Erin Lillis** of **Lacoste**, already an active board member, takes on the additional role of Secretary of APTRA to replace **Gabi Steiner-Zajax**, who had held the position since 2019.

**Erik Juul-Mortensen**, who has returned as President of the Tax Free World Association (TFWA), has re-joined the APTRA board to represent TFWA in its partnership with APTRA. Juul-Mortensen replaces **Sam Gerber**, who has represented TFWA with APTRA since January 2021.

**Sunil Tuli**, President of APTRA comments: “We very much value the contribution of our board members and feel very fortunate and thankful to have benefited from the valued support and insight from both **Gabi** and **Sam**. I’m delighted that filling their positions has been such a seamless process, with the welcome addition of **Susana** to represent the long-standing support of **Lindt & Sprüngli** in the confectionery category and to see the return of **Erik** to continue our partnership with TFWA.

“As we move into 2022, the APTRA board is cautiously optimistic of recovery for our industry in Asia Pacific and we will be doing all we can to support our members as they navigate the new era of Travel Retail.”

**2021\* INTERNATIONAL TOURIST ARRIVALS**



Global tourism increased 4% in 2021 compared to 2020 (growing to 415 million versus 400 million). However, international tourist arrivals (overnight visitors) were still 72% below the pre-pandemic year of 2019, according to preliminary estimates by UNWTO.

This follows on from 2020, the worst year on record for tourism, when international arrivals decreased by 73%.

The first 2022 issue of the **UNWTO World Tourism Barometer** indicates that rising rates of vaccination, combined with easing of travel restrictions due to increased cross-border coordination and protocols, have all helped release pent up demand.

International tourism rebounded moderately during the second half of 2021, with international arrivals down 62% in both the third and fourth quarters compared to pre-pandemic levels.

According to limited data, international arrivals in December were 65% below 2019 levels. The full impact of the Omicron variant and surge in COVID-19 cases is yet to be seen.

**Slow and uneven recovery**

The UNWTO reports that the pace of recovery remains slow and uneven across world regions due to varying degrees of mobility restrictions, vaccination rates and traveler confidence.

**Europe and the Americas** recorded the strongest results in 2021 compared to 2020 (+19% and +17% respectively), but still both 63% below pre-pandemic levels.

By subregion, the **Caribbean** saw the best performance (+63% above 2020, though 37% below 2019), with some destinations coming close to, or exceeding pre-pandemic levels.

**Southern Mediterranean Europe** (+57%) and **Central America** (+54%) also enjoyed a significant rebound but remain 54% and 56% down on 2019 levels respectively.

**North America** (+17%) and **Central Eastern Europe** (+18%) also climbed above 2020 levels.

**Africa** saw a 12% increase in arrivals in 2021 compared to 2020, though this is still 74% below 2019.

In the **Middle East** arrivals

declined 24% compared to 2020 and 79% over 2019. In **Asia and the Pacific** arrivals were still 65% below 2020 levels and down 94% compared to pre-pandemic values as many destinations remained closed to non-essential travel.

**Increased tourism spending**

The UNWTO reports that the economic contribution of tourism in 2021 (measured in tourism direct gross domestic product) is estimated at **US\$1.9 trillion**, up from US\$1.6 trillion in 2020, but still well below the pre-pandemic value of US\$ 3.5 trillion.

Export revenues from international tourism could exceed **US\$700 billion** in 2021, a small improvement over 2020 due to higher spending per trip, but **less than half the US\$1.7 trillion recorded in 2019**.

Average receipts per arrival are estimated to reach US\$1,500 in 2021, up from US\$1,300 in 2020. This is due to large pent-up savings and longer lengths of stay, as well as higher transport and accommodation prices.

*Continued on next page.*

## UNWTO World Tourism Barometer: outlook for recovery

Continued from page 1.

France and Belgium reported comparatively smaller declines in tourism expenditure with -37% and -28%, respectively over 2019. Saudi Arabia (-27%) and Qatar (-2%) also posted somewhat better results in 2021.

### Outlook for 2022

According to the latest UNWTO Panel of Experts, a majority (64%) do not expect international arrivals to return to 2019 levels before 2024 or later, up from 45% in the September survey. Most tourism professionals (61%) see better prospects for 2022; 58% expect a rebound in 2022, mostly during the third quarter, and 42% point to a potential rebound only in 2023.

The UNWTO Confidence Index shows a slight decline in January-April 2022.

A rapid and more widespread vaccination roll-out, followed by a major lifting of travel restrictions, and more coordination and clearer information on travel protocols, are the main factors identified by experts for the effective recovery of international tourism.

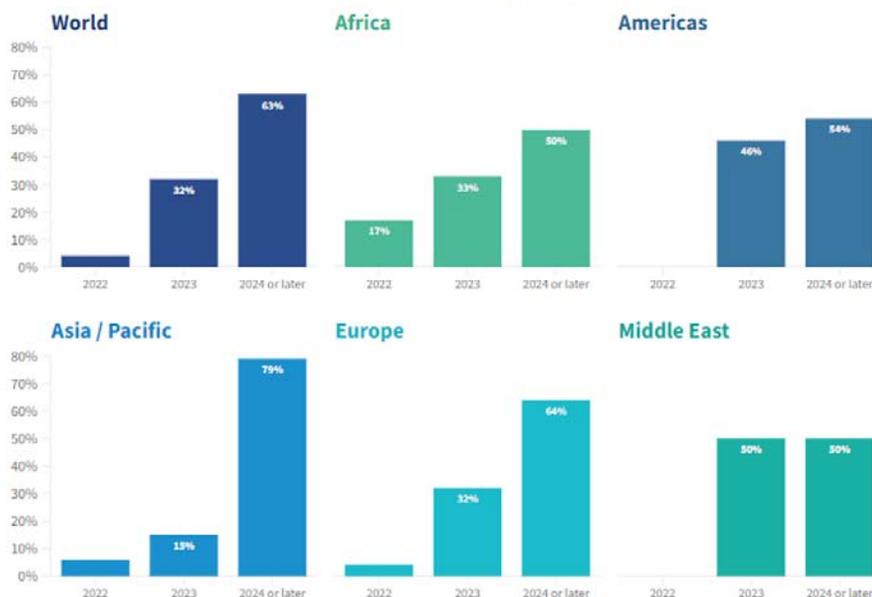
UNWTO scenarios indicate that international tourist arrivals could grow by 30% to 78% as compared to 2021. However, this is still 50% to 63% below pre-pandemic levels.

### Omicron disruption

The recent rise in COVID-19 cases and the Omicron variant are set to disrupt the recovery and affect confidence through early 2022 as some countries reintroduce travel bans and restrictions for certain markets. At the same time, the vaccination roll-out remains uneven and many destinations still have their borders completely closed, mostly in Asia and the Pacific.

A challenging economic environment, a surge in oil prices, increase in inflation, potential rise in interest rates, high debt volumes and the continued disruption in supply chains could also challenge recovery.

### When do you expect international tourism to return to pre-pandemic 2019 levels in your country?



UNWTO conducted a global survey among its UNWTO Panel of Tourism Experts on the impact of COVID-19 on tourism and the expected time of recovery. Data as collected by UNWTO, January 2022. Published: 18/01/2022

However, the ongoing tourism recovery in many markets, mostly in Europe and the Americas, coupled with the widespread vaccination rollout and a major coordinated lifting of travel restrictions, could help to restore consumer confidence and accel-

erate the recovery of international tourism in 2022.

While international tourism bounces back, domestic tourism continues to drive recovery of the sector in an increasing number of destinations, particularly those with large domestic markets.

According to experts, domestic tourism and travel close to home, as well as open-air activities, nature-based products and rural tourism are among the major travel trends that will continue shaping tourism in 2022.

### 5G roll out suspended near US airports over interference concerns as A4A CEO warns: Still "work to be done"

Airlines, airports and the U.S. government have been at odds over the imminent switch to 5G phone technology, which was planned to take place throughout the U.S. on Jan. 18. The problem is that the 5G waves are similar to the radio frequencies used by airline altimeters and the aviation industry fears this will result in possible interference that will cause equipment malfunctions and flight cancellations. The altimeter is crucial to pilot navigation in poor weather conditions.

With only hours to go before 5G was due to be rolled out throughout the United States, the White House reached an agreement with AT&T and Verizon not to turn on the new technology within two miles of U.S. airports.

Airlines for America President and CEO Nicholas Calio, in A4A's daily newsletter, acknowledged the Biden administration's actions to avoid "catastrophic disruption to the traveling and shipping public, the global supply chain and the US economy," which would have occurred as a result of the planned launch of new 5G service around airports.

Calio discussed the agreements the White House reached on Tuesday with AT&T and Verizon in an interview with CNN International saying, "we're in a good place right now," but noted "we've got a lot of work to do, and everyone has to keep doing this work with a sense of urgency to get it done so planes can keep flying and we can deploy 5G at the same time. This isn't something that's going to go away overnight, and it's going to take a lot of cooperation from all the different parties to get this done."

Some international flights had already been delayed or canceled flights before Tuesday's announcement. TMI will provide more information on this developing story in the next issue.

## 3Sixty Duty Free approved as duty free concessionaire at California's Ontario International Airport



3Sixty Duty Free and More has been approved for a 10-year duty free concession at Ontario International Airport (ONT) in Southern California.

The retail space, located in Terminal 2, is 3Sixty's first airport retail operation on the U.S. West Coast.

The Ontario International Airport Authority (OIAA) Board of Commissioners announced its approval on January 13.

Ontario International Airport, located about 35 miles east of downtown Los Angeles, is the fastest growing airport in the United States, according to *Global Traveler* magazine.

It operates commercial jet service to 26 major airports in the U.S., and international service to Mexico, Central America and Taiwan.

With its expanding lineup of

flights and destinations and passenger volumes near pre-pandemic levels, Ontario has experienced one of the fastest COVID-19 recovery rates among airports across the U.S.

Under terms of the concession agreement, 3Sixty is responsible for all capital investment needed to prepare its retail space and pay a concession fee to the OIAA. 3Sixty is scheduled to open the new retail outlet in Terminal 2 in July 2022.

Miami-based 3Sixty operates duty free/duty paid retail outlets at U.S. airports in Dallas-Fort Worth, Newark and Orlando, among others. The world's largest inflight duty free concessionaire, it also partners with Singapore Airlines, Virgin Atlantic and Air Canada. The company conducts business on five continents through a worldwide network of packing and fulfilment stations and retail stores.

"The Board of Commissioners is pleased to award this concession agreement to 3Sixty, with its extensive network of partners and diverse suppliers and the capabilities needed to provide the high-profile brands and customer experiences that Ontario travelers demand," said Alan D. Wapner, President of the OIAA Board.

Alex Anson, 3Sixty's Chief Operating Officer commented: "3Sixty has over many years developed exceptional partnerships that have enabled our company to interpret traveler needs and align these to our partners brand's expectations whilst developing leading retail experiences including omni channel retail. We are excited to bring all of this to Ontario International Airport and realize the duty free retail opportunity, enhancing the overall passenger experience."

"This is a major step forward in the expansion of our retail options at ONT," said Atif Elkadi, OIAA Deputy Chief Executive Officer. "We are delighted to welcome 3Sixty Duty Free to be part of the ONT family, and we look forward to a long and mutually beneficial partnership as we continue to grow and develop our business and passenger numbers.

"As our international traffic and destinations continues to grow, the addition of a world-class duty-free outlet will enhance the width and breadth of our retail offerings and add significant value to our customer experience."

In addition to the new duty free concession, ONT has added several new concessions in the past 12 months, including Dunkin Donuts, Chick-Fil-A and Subway

## Dufry extends La Romana duty free concession in the Dominican Republic for 10 years

Global travel retailer Dufry has extended its duty free concession at La Romana Int. Airport & Seaport (AILR & CPLR) in the Dominican Republic for another 10 years.

The company has been operating at La Romana for more than 14 years, where the combined airport and seaport location welcomes more than 700,000 passengers a year, catering to upscale private jets and golf players.

The new contract covers January 2022 through December 2032, and includes improvements to the air terminal as well as the build-out of a theme pool and complementary water amenities. The airport contract extension will allow Dufry to continue developing the 305 sq. meter retail space to best serve some 400,000 travelers coming mainly from the U.S., Canada and the Ukraine.

Within the expansion of the seaport concession, Airport Management Services Ltd., a subsidiary of Central Romana Corporation Ltd., plans to invest around US\$4m to extend the cruise port with new

attractions and transform it into an attractive leisure and cruise destination. Dufry will closely cooperate with the port authority to deliver a high-level design and shopping experience with 500 sqm of retail space and elevate La Romana to a major attraction for all Caribbean cruise lines. La Romana serves around 300,000 cruise visitors.

In addition to La Romana, Dufry also handles duty free operations in; AILA (Santo Domingo), Santiago, Puerto Plata Port & Airport as well as at Samana, Amber Cove, and Taino Bay cruise port in Puerto Plata Romana in the DR.

Announcing the contract extension, Juan-Antonio Nieto, Chief Operating Officer for Mexico and Caribbean, said: "We are very proud to be able to continue our long-standing and successful collaboration with La Romana International Airport & Seaport and we thank our partners for the renewed trust. Our continued alliance will not only bring both sides

positive benefits but more importantly foster a strong partnership to satisfy international passengers in the region as we do world-wide."

Luis Emilio Rodriguez Amiama, General Manager of La Romana International Airport & Seaport added: "For years, Dufry has been a key partner in the development of our La Romana airport and seaport in the Dominican Republic. Being owners and operators of a private airport, we have experienced many chal-

lenges and thanks to our travel retail partner's expertise and continued professionalism, we have achieved solutions and improvements for the benefit of our clients, our employees and our business. Hence, we are proud to announce the renewal of our long-standing cooperation with Dufry for an additional 10 years. It is a privilege to maintain this partnership with a world-class travel retailer like Dufry."



Photo courtesy of La Romana Ports

**CONCESSIONAIRES IN THE SPOTLIGHT**

## Skyview Concessions opens Vera Bradley store in LAX Terminal 1

*Apryl Stewart's women-owned business celebrates debut of her first owned and operated airport store*

The recent opening of the Vera Bradley Boutique at Los Angeles International Airport in Terminal 1 represents more than just a new shopping destination for LAX travelers.

Together with Los Angeles World Airports (LAWA), URW welcomed the new retail store owned and operated by Apryl Stewart, Founder and CEO of Skyview Concessions, a 100% Airport Concession Disadvantaged Business Enterprise (ACDBE) operator.

The milestone opening is Stewart's first independently owned and operated store. She currently employs seven people at her LAX location.

"Owning and operating my own store at LAX is a dream come true," Stewart said. "When I started as a retail sales manager at LAX, I only dreamed of owning a store at one of the world's largest and busiest airports in the world. Now I am living that dream."

Located in Terminal 1, home to Southwest Airlines, the store features a variety of Vera Bradley

merchandise, best known for its quilted cotton luggage, handbags and backpacks with colorful designs. The store also offers a selection of Pura Vida hand-crafted bracelets and jewelry.

Chris Adkins, URW's Director of the Advance Network initiative, noted that LAWA and URW continue to partner to bring more small and disadvantaged operators into the airport.

"We are thrilled to see Apryl open her first independently-owned store here at LAX," Adkins said. "This is a great example of how a minority woman who has worked her way up in the business has evolved to the next level of owning and operating her own unit. We are lowering the barriers of entry and are seeing great success with many new businesses in our programs."

Stewart began her career in the airport business more than 20 years ago. Starting as a sales manager for DFS, she worked her way up including roles as a merchandise buyer and assistant general manager at LAX's Tom



Bradley International Terminal. Stewart then worked for Concourse Concessions as the director of retail.

While working for DFS, Stewart noticed a plaque stating the store was owned in a joint venture partnership with DFS.

She inquired about partnership opportunities and was then introduced to the Airport Minority Advisory Council where she subsequently represented DFS at conferences.

Her exposure to women and minority business owners helped her realize her dream of owning her own store was possible. Soon after, the first-generation entrepreneur created Skyview Concessions.

Stewart has partnered with travel retail operators including Paradies Lagardère, Hudson Group, Areas, and DFS to operate airport retail from newsstands, specialty concepts, duty free, and F&B concepts at LAX and SFO.

## Marshall Retail Group opens The Neon Museum Store at LAS' Harry Reid International Airport

Some of Las Vegas' most unique and iconic attractions – its world-famous neon signs -- are being celebrated at the Harry Reid International Airport with the opening last month of the The Neon Museum Store located inside Concourse C.

The new store has opened in partnership with **Marshall Retail Group**, a WH Smith Company, and **The Neon Museum**, a non-profit organization dedicated to collecting, preserving, studying, and exhibiting iconic Las Vegas signs for educational, historic, arts and cultural enrichment.

"Our focus at Marshall Retail Group is creating unique customer experiences and partnering with the amazing team at The Neon Muse-

um has given us the opportunity to provide Las Vegas visitors with a one-of-a-kind shopping experience celebrating the history and beauty of Las Vegas' iconic history," said Toby Keir, CEO of Marshall Retail Group, at the ribbon-cutting on Dec. 9, 2021.

"It is very exciting that The Neon Museum, home to iconic neon signs of Las Vegas' past, will now be able to greet people from around the world as soon as they arrive in our great city," said Aaron Berger, executive director of The Neon Museum.

The Neon Museum Store captures the nostalgia of Vegas' golden years and gives travelers from Harry Reid International Airport the opportunity to take

home memorabilia celebrating the city's rich history as well as unique Las Vegas gifts and vintage Vegas souvenirs.

The store carries a carefully curated collection of artworks, photography prints, postcards and books paying tribute to vintage Las Vegas.

The store also carries Neon Museum-themed magnets, drink-ware, apparel, accessories, and souvenirs.

The selection includes products inspired by popular vintage Vegas signs found at The Neon Museum's Neon Boneyard including Stardust and Ugly Duckling.



*Toby Keir, Marshall Retail Group's newly appointed CEO and Aaron Berger, executive director of The Neon Museum cut the ribbon of The Neon Museum Store opening on Dec. 9, 2021.*

## SHISEIDO kicks off 150<sup>th</sup> anniversary with pioneering light show in Haitang Bay



Prestige brand SHISEIDO had the honor of being the first brand to partner with China Duty Free Group (CDFG) on a stunning drone light show at Haitang Bay that welcomed the New Year in spectacular style. The pioneering performance kicked off a milestone year for Shiseido Company, Limited as it commemorates the 150th anniversary of its founding in Ginza, Tokyo.

Illuminating the skyline above Sanya International Duty Free Shopping Complex on January 1, the 300-drone light show dazzled audiences with a striking choreographed sequence that displayed various icons, including the SHISEIDO and CDF logos; SHISEIDO's iconic camellia logo and flower; the brand's award-winning serum, ULTIMUNE; celebratory fireworks; and the Lunar New Year 2022 zodiac animal, the tiger.

Since its inception in 1872 as Japan's first Western-style pharmacy, Shiseido has believed in the power of beauty to bring happiness to consumers. Moving forward, Shiseido will continue to celebrate unique expressions of beauty and empower people from all walks of life to live their lives fully – going beyond the world of cosmetics to help create a sustainable future for all.

## Changes at MARS ITR: Marcus Hudson succeeds Raghav Rekhi as sales director



Marcus Hudson, left, has become Sales Director ITR at Mars Wrigley ITR, succeeding Raghav Rekhi right, who returns to his home unit of Dubai.



He joined the Mars business in 2016 as Customer Effectiveness Manager in ITR and was promoted to his current role in 2019.

"Mars is confident that with the world of expertise Marcus brings and his vast experience, he will continue to deliver quality growth," said the company in a statement.

Marcus Hudson's achievements within ITR include implementing Mars Wrigley's current customer-centric structure, building a high engagement level within his team during the pandemic, and ongoing Airport customer recovery with many of key partner customers.

Jack Tabbers thanked Raghav Rekhi, whose assignment with NL/ITR ended on January 15.

Rekhi, who has worked with Mars for more than 22 years, moved to the Netherlands in 2018 to join ITR first as Marketing Director and later into the role of Sales Director demonstrating leadership in simplifying Mars Wrigley's portfolio and driving the unit's growth. Most recently he has overseen ITR's recovery, which has put it ahead of the category recovery rate.

Tabbers commented: "Throughout his work, Raghav's commitment to delivering results, his passion for developing talent, coupled with a strong collaborative approach and ambassadorship of our culture have shone through and he will be much missed by the unit."

Marcus Hudson, most recently Global Customer Development Director at Mars Wrigley ITR, has been appointed to the role of Sales Director ITR as of January 17.

Hudson succeeds Raghav Rekhi who returns to his home unit of Dubai.

In his new role, Hudson will lead the continued recovery of Mars Wrigley's global travel retail business, reporting to Jack Tabbers, General Manager.

In his new capacity he will join the NL/ITR leadership team. Deeply knowledgeable about the travel retail industry, Hudson's first role (2007) was Trade Marketeer global travel retail for BAT and he has been expending his expertise in global FMCG ever since.



### BACARDI GTR ANNOUNCES EUROPEAN TEAM CHANGES

Bacardi has promoted two senior members within its European Travel Retail team.

David Hughes, after four years as Director, Europe & Advocacy, Bacardi Global Travel Retail (GTR), moves to the Bacardi European domestic business as Country Manager, Nordics, based in Sweden.

Hughes is replaced by Sam Pickard who is promoted to the role of Director, Europe & Global Advocacy, Bacardi Global Travel Retail. Sam joined Bacardi in 2018 as International Key Account Manager, Dufry and has worked closely with the Bacardi GTR European team, notably in the implementation of Bacardi's digital strategy. He is based in the UK.

The promotions were announced by Vinay Golikeri, Managing Director, Bacardi Global Travel Retail

## Puig debuts Jean Paul Gaultier Scandal Pour Homme in Travel Retail Americas with heavyweight campaign



Puig Travel Retail Americas has launched the latest masculine scent from Jean Paul Gaultier, Scandal Pour Homme, across 69 travel retail doors in the region with an impactful omnichannel campaign that brought to life the boxing theme of the fragrance.

Scandal Pour Homme was introduced to Travel Retail Americas at the end of 2021 ahead of launching in Travel Retail Europe in Q1 2022. The fragrance has so far delivered a strong performance, with initial sales results exceeding forecasts.

Scandal Pour Homme activations took place in October, November and December at 69 doors including São Paulo-Guarulhos, Buenos Aires-Ezeiza and Cancun airports, reaching an estimated 2.7 million travelers.

Within the first few weeks of the animations launching, Puig noted a significant increase in the sell-out and ranking of Jean Paul Gaultier.

Felipe Grant, Puig Travel Retail Americas General Manager, commented: “Scandal Pour Homme has been effective in increasing Jean Paul Gaultier’s awareness in Travel Retail Americas and further underlines Puig’s mission to provide travelers with stand-out shopping experiences. We are extremely encouraged by Scandal Pour Homme’s performance so far and initial results are far exceeding our expectations.”

### The ‘king of the ring’

Scandal Pour Homme, an energizing and addictive eau de toilette, is a sensual, woody amber fragrance featuring an atypical caramel note that forms a harmonious accord with tonka bean, blending with clary sage and vetiver.

It was created by Quentin Bisch, Nathalie Cetto and Christophe Raynaud.

The juice is housed in a refillable clear flacon with a wide top, representing the broad shoulders of the ‘king of the ring’, and is topped with a screwable gold crown lid.

The Scandal Pour Homme ad campaign depicts models Imaan Hammam and Parker Van Noord causing a scandal in the boxing ring in front of a cheering crowd.

### Heavyweight campaign reaching travelers at all key touchpoints

Awareness of Scandal Pour Homme was amplified through substantial social and digital media activity across airports and on retailers’ platforms as well as engaging physical installations – reaching passengers at all touchpoints in their journey.

Impactful media takeovers encompassing digital screens at check-in, departures, arrivals and baggage reclaim as well as geotargeted social media content ran at Ezeiza, São Paulo-Guarulhos and Cancun airports, ensuring maximum visibility across the passenger journey.

At Ezeiza and Tocumen international airports, the Scandal Pour Homme boxing theme was brought to life in multisensory media sites featuring a boxing ring and punch bag. Beauty advisors dressed in satin boxing robes and gloves around their neck invited travellers to smell the perfume via lockers that contained ingredients from the fragrance.

The brand achieved further engagement via scratch cards that encouraged travelers to purchase Jean Paul Gaultier fragrances in the nearest duty free store.



At Ezeiza and Tocumen international airports (top), the Scandal Pour Homme boxing theme was brought to life in multisensory media sites featuring a boxing ring and punch bag, and BAs dressed in satin boxing robes and gloves around their neck. Above: Cancun.

In a first for Jean Paul Gaultier in Travel Retail Americas, Puig is partnering with several local influencers in South America for a campaign that targets travelers departing from São Paulo-Guarulhos, Buenos Aires-Ezeiza and Cancun airports.

Throughout January, influencers will post attractive travel-themed content on Instagram to maximize brand awareness and drive traffic to duty free stores.

Further awareness of Scandal Pour Homme is being generated via a paid ‘drive to store’ social media campaign at 14 North and South American airports, and a digital media campaign comprising dedicated brand pages, CRM activities and advertising on Dufry and Motta’s websites.

## L'Oréal Paris unveils a digital-first pop-up in Hainan in celebration of Chinese New Year



Located at the Sanya International Duty-Free Shopping Complex, the Revitalift immersive experience continues inside the L'Oréal Paris Maison pop-up decked out in celebratory hues of red and gold, and visuals of roaring tigers.

In more news in celebration of the lunar New Year, L'Oréal Paris has collaborated with China Duty Free Group (CDFG), to unveil its digital-first L'Oréal Paris Maison pop-up in Hainan. Featuring the newly launched Revitalift Filler HA Serum, a fully integrated online and offline (O+O) takeover comes alive with a series of engaging retailtainment, along with seamless integration onto travelers' online touchpoints. The takeover runs from January 1 until February 28.

The L'Oréal Paris virtual shopping experience sends an invitation to Hainan travelers through different online touchpoints of a traveler's journey: Entering to the 1st floor of the virtual pop-up, visitors are invited to a virtual skin consultation with Skin Genius – L'Oréal Paris' skin diagnostics tool powered by advanced artificial intelligence.

On the 2nd floor, a laboratory-inspired room allows visitors to explore virtually the science behind the brand's iconic products, Revitalift Filler HA Serum, Youth Code, Filler Eye Cream for Face, Revitalift Classic and Age Perfect Cell Renew.

At the final stop of the journey, guests are able to purchase their desired L'Oréal Paris products at the CDFG e-shop.

Located at the Sanya International Duty-Free Shopping Complex, the Revitalift immersive experience continues inside the L'Oréal Paris Maison pop-up decked out in celebratory hues of red and gold, and visuals of roaring tigers.

Guests are greeted by the Maison butlers at the entrance where they are introduced to the exclusive launch of the Revitalift Filler HA Serum in Hainan Travel Retail. Visitors may receive a limited-edition L'Oréal Paris Lunar New Year souvenir after receiving personalized skincare routine recommendation powered by Skin Genius.

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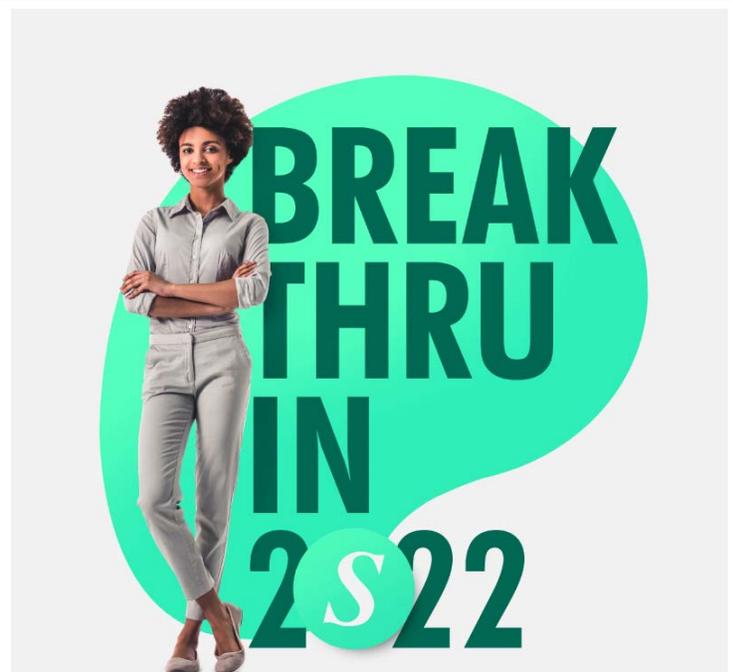
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