

UK and U.S. aviation and travel leaders meet to call for re-opening of transatlantic travel

The CEOs of all airlines that offer UK-U.S. passenger services – American Airlines, British Airways, Delta Air Lines, JetBlue, United Airlines and Virgin Atlantic – joined with Heathrow Airport and other industry-leading CEOs in calling for the re-opening of transatlantic travel, according to a joint statement released by the U.S. Travel Association.

The group of leaders say that the opening will be essential to igniting economic recovery,

With world-leading vaccination programs in both the UK and U.S., there is a clear opportunity to safely open up travel between these two low-risk countries, after more than a year of lockdowns and restrictions. The CEOs urged both governments to take a data-driven and risk-based approach to re-opening borders to travel.

A line-up of American Airlines CEO Doug Parker, British Airways CEO and Chairman Sean Doyle, Delta Air Lines CEO Ed Bastian, Heathrow CEO John Holland-Kaye, JetBlue CEO Robin Hayes, United CEO Scott Kirby, U.S. Travel Association President and CEO Roger Dow and Virgin Atlantic CEO Shai Weiss joined forces at the panel event, hosted by Duncan Edwards, Chief Executive of *BritishAmerican Business*.

The participants spoke up after more than a year of travel restrictions that have deeply impacted the global economy and trade and tourism between the two countries. They discussed the merits of having the U.S. on the UK's 'green list', which means travelers from the U.S. would no longer need to self-isolate on arrival in the UK, as well as the benefits that would arise from the U.S. lifting the 212F order to open up the transatlantic corridor for UK residents to enter the U.S.

ASUTIL: "Complicated situation" challenges LATAM, but recovery ahead and Uruguay reopens border stores

In a wide-ranging, in-depth update on the state of the duty free industry in Latin America organized by South American Duty Free Association ASUTIL, Secretary General Jose Luis Donagaray discussed how the complicated situation in the region is making recovery more difficult.

Nevertheless, experts do see improvement and forecasts for a full return to passenger traffic of 2019 have been moved up by a year.

Discussing health, government negotiations,

The U.S. is the UK's largest trading partner and UK businesses are losing £23 million each day that transatlantic links remain closed. In 2019, 900,000 tons of cargo also traveled between the two countries.

In the U.S., 63.5% of adults have received at least one dose, while about half of adults – nearly 139 million people – have been fully vaccinated. In the UK, almost 68 million have received shots – more than 75% of the country's adult population.

Studies show that the vaccine programs in both countries are successfully reducing transmission and the severity of infection, plus fighting variants, and case counts in both countries continue to decline rapidly.

A recent York Aviation report stated that a second 'lost summer' of international travel would result in £55.7bn in lost trade and £3.0bn in tourism GDP if reopening is delayed until September. If international travel remains restricted, it will cost the U.S. economy \$325 billion in total losses and 1.1 million jobs by the end of 2021, according to analysis from the U.S. Travel Association.

The group has encouraged the U.S. government to consider lifting entry requirements for UK travelers who have provided a negative COVID test ahead of arriving in the U.S. or are fully vaccinated or can present proof of recovery.

On the UK side, Prime Minister Boris Johnson was asked to consider removing the need for travelers returning to the UK from 'green list' countries to complete an expensive and time-consuming PCR test on their arrival, instead calling for lateral flow tests, used in care homes and schools, with only positive tests requiring a PCR test.

connectivity and travel restrictions, the most important news to come out of the June 3 webinar held by ASUTIL was the announcement of the reopening of the Uruguayan border shops on May 24.

After being closed for most of 2020, the Uruguayan Government closed the stores again in March 2021 due to fear of the spread of the P1 variant of COVID-19 from Brazil.

See full report of the webinar beginning on page 4.



David Wilson returns to GTR as Managing Director Global Travel Retail for William Grant & Sons

William Grant & Sons (WG&S) has appointed David Wilson as Managing Director Global Travel Retail. He joins the company from his current position as Managing Director Quality Spirits International (QSI), the specialist private label drinks company of William Grants & Sons, a position he has held for the last 2 years.

Wilson is no newcomer to global travel retail having spent many years in the industry, including in the position of Managing Director Global Travel Retail with Beam Suntory, which he led from 2014 before joining QSI in August 2019.

Wilson commented: "I am delighted to be joining William Grant & Sons and returning to the important and dynamic travel retail business. William Grant & Sons has an outstanding portfolio of brands, including Glenfiddich – the number one single malt Scotch whisky in the world. It has been an incredibly difficult time for travel retail recently, but I very much look forward to working with the team and reconnecting with many GTR colleagues and friends globally, as we work hard together, to secure a successful future for all."

Doug Bagley, Chief Commercial Officer for William Grants & Sons adds: "David brings a wealth of industry knowledge to the team and will be a huge asset as we continue to invest in what we see as a vital channel for our brand portfolio. The market is still very tough, but we're staying positive and optimistic for Global Travel Retail and our future within it."

The key WG&S brands in global travel retail include Glenfiddich, The Balvenie, Hendricks, Grant's, Tullamore DEW, Monkey Shoulder, Sailor Jerry and Drambuie.

Europe launches coordinated #DestinationSummer return to travel campaign



Industry groups in Europe are gearing up to promote a return to travel with the launch of a coordinated #DestinationSummer campaign.

The 'Destination Summer' campaign brings together four leading travel and tourism associations in Europe, ACI EUROPE, IATA, A4E and ETRC, with the objective of mobilizing employees and individual travelers to urge policy-makers to coordinate and lift travel restrictions across Europe.

Specifically, the goal is to work with European Union and national policymakers to adopt a harmonized approach for the lifting of travel restrictions – enabling the safe and smooth resumption of free movement for European citizens.

The coalition is calling for a common European approach based on:

- *The restoration of freedom of movement in the EU, notably via the swift implementation of the EU Digital COVID Certificate;

- *The roll-out of affordable, reliable and rapid EU testing capabilities, as needed, that allow for the end of blanket quarantines and

make use of the growing availability of antigen tests;

- *A push for a progressive resumption of non-essential international travel through a regular revision of the 'EU White List' -- and by allowing entry into the EU for travelers coming from third-countries with a good epidemiological situation, and for those inoculated with EU-authorized vaccines.

The European travel and tourism sector, represented by the four associations, is encouraging European citizens wanting to travel again, aviation, travel and tourism companies, their employees and partners, to join the #destination-summer campaign.

www.destinationsummer.eu

"There is huge pent-up demand to travel again and we do not want to reopen for summer, only to be in lockdown again. Traveling responsibly means staying safe and healthy so that Europe will have a better chance of a quicker and longer-term recovery. By respecting safety measures, together we can make the summer of 21 one to remember for all the right reasons,"

said Olivier Jankovec, Director General at Airports Council International Europe (ACI EUROPE).

"Together we can make the reopening of travel and tourism in Europe this summer a reality. This is a key strategy to ensure the health and wellbeing of citizens and the vitality of the whole European travel and tourism value chain in the long term," said Julie Lassaing, Secretary General at the European Travel Retail Confederation (ETRC).

More than 100 exhibitors confirm Cannes attendance

More major duty free and travel retail brands confirmed they will be exhibiting at TFWA World Exhibition & Conference, taking place from October 24-28, health situation permitting.

"We very much look forward to welcoming Clarins, Gonzalez Byass and Interparfums to Cannes. We are seeing strong momentum in the growing number of exhibitors, and these latest additions will further bolster the already impressive line-up of brands planning to join us. Only by working together as a single joined-up industry can we hope to overcome the challenges that we currently face. TFWA World Exhibition & Conference will offer a sound platform for duty free and travel retail professionals to learn about the latest market developments and innovative strategies that will steer us towards a more positive and prosperous future," comments **Jaya Singh, TFWA President.**

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Emirates to launch new service to Miami

In another indication of recovery on the way, Emirates will launch a four-times weekly non-stop service between Miami, and Dubai, beginning July 22, 2021. Emirates will also provide service to Orlando in July, as well. This will expand Emirates' U.S. network to 12 destinations.

With the addition of Miami, Emirates will now serve the U.S. with over 70 weekly flights, offering over 26,000 seats across 12 gateways including Boston, Chicago, New York (JFK and Newark), Houston, Dallas, Los Angeles, San Francisco, Seattle, Washington D.C. and Orlando.

Emirates has safely and gradually restarted operations across its network. Dubai, which resumed tourism activity in July, was one of the world's first cities to obtain the Safe Travels stamp from the World Travel and Tourism Council (WTTC) – which endorses Dubai's comprehensive and effective measures to ensure guest health and safety.

LAX celebrates grand opening of Terminal 1 Extension

Los Angeles International Airport held a ribbon-cutting ceremony on June 4 to mark the grand opening of the LAX Terminal 1, a \$477.5 million piece of the airport's modernization efforts.

This is the second opening in less than two weeks for LAX's modernization projects, which cost a total of \$14.5 billion.

The current project connects the terminal to a pedestrian walkway that will take travelers to the future Automated People Mover's Central Terminal Area station.

Additional rest rooms, a service-animal relief area, ticket counters, baggage carousels and a bus port

were also added to the terminal.

L.A. Mayor Eric Garcetti -- along with Councilmen Mike Bonin and Joe Buscaino -- joined Airport Commission President Sean Burton, Southwest Airlines CEO Gary Kelly and Los Angeles World Airports CEO Justin Erbacci for the ribbon cutting to open the terminal extension -- which was referred to as Terminal 1.5 during construction.

On May 24, officials celebrated the grand opening of the \$1.73 billion West Gates building adjacent to the Tom Bradley International Terminal, capable of serving up to 15 aircraft, both international and domestic.



L.A. Mayor Eric Garcetti (with scissors) and Southwest Airlines CEO Gary Kelly and other dignitaries prepare to inaugurate the LAX Terminal 1 extension last week.

Airport Restaurant & Retail Association delves into MAGs and other business model flaws of current concession structures

The Airport Restaurant & Retail Association (ARRA) has issued its third 'Facing Facts' White Paper, a continuation of ARRA's series of white papers discussing the COVID-19 pandemic and its impact on the airport restaurant and retail industry.

Entitled Facing Facts III: Survival, Revival and Braving the Future, this installment was developed with contributions from ARRA's weekly COVID-19: Survival and Revival industry calls, discussions with airport leaders and industry experts, and close collaboration among ARRA's Board of Directors and members—large and small, primes and Airport Concession Disadvantaged Business Enterprises (ACDBEs).

The paper intends to generate rigorous discussion throughout the channel regarding the airport concessions business model in order to restore a robust business environment and provide travelers with world-class service, takes an in-depth look at the prevailing business models, and urges closer alignment of the economic interests of airports and their concession partners post-crisis.

The prevailing use of Minimum Annual Guarantees (MAGS) comes in for heavy scrutiny, although the paper also looks at Capital Investment, Labor Access and Cost, and Operational Flexibility.

Flaws exposed

"As airports look to define the 'new normal' for commercial operations, and concessions operators continue to navigate the worst year in their business history, fundamental flaws in the business structure have become obvious, suggesting that changes in the leasing landscape are long overdue," notes the reports, which calls for a more equitable balancing of financial risk in concessions contracts.

"Even Pre-COVID-19 the decades old business model no longer served the industry well," stresses ARRA.

TMI will present a detailed analysis of the report in an upcoming issue, along with commentary by ARRA Executive Director Rob Wigington.

DragonPass International and Plaza Premium Group partner to offer the largest network of airport hospitality services

Global travel hospitality services company Plaza Premium Group, and DragonPass International have formed a strategic partnership to offer an exclusive, integrated solution of airport experiences to their corporate clients through direct access to the largest airport lounge and other airport services network globally. The new partnership will provide end-to-end airport hospitality products and services with more choice, flexibility and digitally-led customer experience.

DragonPass is a world leader airport ecosystem digital platform provider, and the newly formed partnership aims to reach and serve more businesses and travelers worldwide, increasing B2B2C (business-to-business-to-consumer) accessibility to premium travel services.

Clients of Plaza Premium Group and DragonPass, such as financial institutions and corporates will be able to offer their customers access to the best of both worlds: Exclusive access to high-quality lounge experience offered by Plaza Premium Group's flagship brand Plaza Premium Lounge and a worldwide network of global lounges aggregated by DragonPass. Plaza Premium Lounges currently has over 196 own-branded and third-party-managed lounges worldwide with projections to grow to over 500 in the next 3 years. Additionally, DragonPass offers a network of 1,200 lounges worldwide and expanded its footprint rapidly.

In addition to curating the largest network of lounge offers, DragonPass and Plaza Premium Group jointly offer a comprehensive end-to-end airport hospitality service suites powered by an innovative, digitally-led customer experience. Plaza Premium Group currently owns and operates four key airport service and brand portfolios: Plaza Premium Lounge (lounges), Aerotel (airport transit hotels), ALLWAYS (meet-and-greet and concierge services) and Airport Dining (a wide collection of dining concepts). DragonPass has a well-established global presence digitally distributing key premium travel services within its Airport Ecosystem including lounges, limousine & ground transportation, meet & assist, fast-track access, dining, valet parking, baggage portage and advanced medical services.

ASUTIL webinar: “Complicated situation” challenges LATAM recovery

Continued from page 1.

Far fewer people are vaccinated in Latin America than in North America and the EU, with significant differences even between countries in the south, according to data released during an ASUTIL webinar on June 3.

Chile leads in the number of people vaccinated with more than 50% fully or partially vaccinated; followed by Uruguay, Dominican Republic, Argentina and Brazil; Ecuador and Peru are near the bottom with less than 10% of the population vaccinated, with Paraguay last with less than 5% vaccinated.

“Many of the countries in Latin America are below average. The experts are saying that we need to reach 70% of the population to reach herd immunity. But now that some countries like Uruguay are opening vaccinations to children 12 and above, these numbers should go up. Vaccine supplies are going up and we expect to reach these numbers in the last quarter of the year,” noted ASUTIL Secretary General Jose Luis Donagary.

Recovery Monitor

In fact, industry experts have moved up recovery times, and now expect global air traffic numbers to reach pre-COVID-19 levels in 2023, a year earlier than previously forecast, said Donagary.

Presenting data gathered by Swiss research agency m1nd-set in association with IATA, Donagary shared a positive long-term view for post-COVID-19 passenger demand recovery which underlines the assertion that people remain eager to travel by air in the short and long term.

The highlights of their forecasts include:

In **2021 global passenger** numbers are expected to **recover to 52%** of pre-COVID-19 levels (2019).

In **2022 global passenger** numbers are expected to **recover to 88%** of pre-COVID-19 levels.

In **2023 global passenger** num-

bers are expected to **surpass pre-COVID-19 levels (105%)**.

By **2030 global passenger** numbers are expected to have **grown to 5.6 billion**. That would be 7% below the pre-COVID-19 forecast and an estimated loss of 2-3 years of growth due to COVID-19.

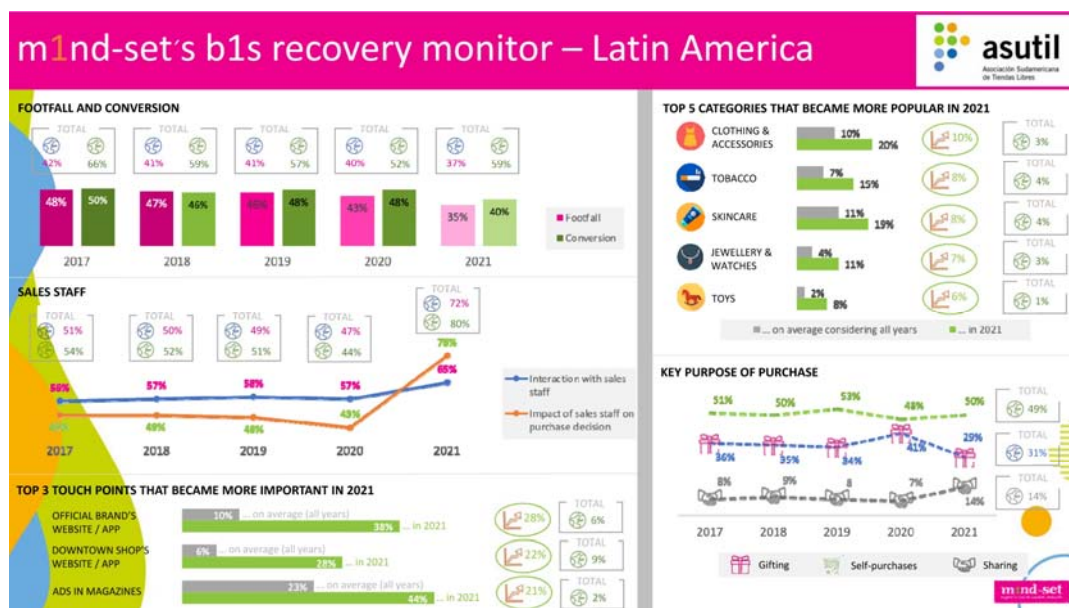
Air traffic in Latin America is expected to grow more slowly than some other regions, however.

In terms of travel retail, the m1nd-set study shows significant changes in shopping patterns. The top five categories also changed, with clothing up 10% to the top position, followed by Tobacco, Skincare, Jewelry & Watches, and Toys. Gifting is down, as is Footfall, but spend per passenger is up.

As people try to spend less time in-store, touchless touchpoints became more important in 2021: brand websites/apps, shop website/apps and magazine ads lead the way.

Aviation

Airline frequencies and health and safety restrictions vary throughout the region, which further complicates recovery.



FRECUENCIAS AEREAS 2021 vs 2019

	Internacional	Domestico	Total
Argentina	-81,0%		-81,0%
Bolivia	-61,7%		-61,7%
Brasil	-68,7%	-45,1%	-49,0%
Chile	62,4%	41,6%	-49,9%
Colombia	-64,0%	-21,0%	-39,0%
Ecuador	-41,0%		-41,0%
Peru	-79,0%		-79,0%
Uruguay	-88,6%		-88,6%

International traffic in Argentina and Uruguay was down 81% and 88.6%, respectively according to figures provided by Dufry (see chart above).

Brazil, Chile, Colombia and Ecuador weathered the downturn with stronger numbers, down between 39% and 49%. Border restrictions and quarantines also varied significantly, which impacted traffic and travel retail sales on a country by country basis.

“Slowly, but steady, the different countries are opening,” says Donagary. “Right now, Argentina, Uruguay and Chile are still closed, and requiring quarantines.”

Mexico, which never closed its airspace, stands out. Sales are down by 38% compared to 2019 and passenger traffic was down 51%.

“But with no restrictions to enter, the resort of Cancun was a popular destination for Americans, and only saw travel down 25% to date. Los Cabos was only down 8.5%. Business traffic in Mexico City continues to be down, however,” he said.

Donagary also discussed what assistance the associations are requesting from their governments, to help make up for the drastic downturn in airlines and airport sales.

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ASUTIL webinar *continued from page 4*

“Because of the long duration of the pandemic – and because we are seeing the recovery of passengers as early as 2023, we are asking that governments urgently help the Duty Free operators increase sales. To do this we are asking for:

*An increase of allowances per passenger during pandemic (ie. in Uruguay, the allowance went from \$650 to \$1,000). This helps to generate more sales,” says Donagaray.

“Also, because of restricted numbers of people in the stores, we are asking governments to allow travelers to buy online 15 days after arrival to final destination (also in case of transits). We are also asking the authorities to allow the presale online prior to departure.”

The Association is also working on reducing Social Security and other costs.

Brazilian Border Shops

Donagaray also presented an overview of the Brazil Border shops, many of which have opened during the pandemic. While tourism is down, these shops are

allowed to sell to Brazilians.

“This is good news,” he comments. “Remember, this was a dream in 2018. Despite COVID-19, it is a reality and we are moving forward.”

ASUTIL is working on a number of issues with the Brazilian government in regards to the border stores. Among these, they are asking for a reduction of SERPRO costs, passing from U.S. dollars to the Brazilian reales; changing from a fixed rate to a percentage rate; establishing rates for the global industry not by operation.

ASUTIL is also still working to confirm the increase of the allowance to Brazilians in their own shops from US\$300 to US\$500 to harmonize with increase in airports and borders with other countries.

Uruguay Free Shops

Carlos Loaiza, Secretary General of Camara de Empresarios de Free shops del Uruguay, presented an update on the current situation with the Uruguay Border shops. The group is celebrating its 10th anniversary this year.

In his overview, Loaiza pointed out the booming years of 2010 – 2014 on the border, followed by a downturn in 2015. In 2020, the volume plummeted even further, obviously impacted by the pandemic. In 2021, the border is still feeling the impact of the lockdowns.

He also compared border sales with duty-paid sales in Brazil, which he says impacts the market in Uruguay. In its best years, border sales generated nearly 10% of tax revenues for the country.

“In the short term, we’ve been working really hard to reopen the Border Duty Free Shops on the Uruguayan side,” said Loaiza.

Explaining that the Uruguayan government decided to close the stores in March 2021 to stop the spread of the P1 variant of the coronavirus from Brazil, his group has been in constant contact with the Uruguayan authorities, showing them that the Duty Free Shops were not the principal cause for the P1 variant spread in Uruguay, since the stores meet with the highest health standards and protocols.

“And today, with the P1 variant predominant in the whole Uruguayan territory, we can proudly say that some of the border jurisdictions of Uruguay have the best COVID-19 statistics in comparison with the rest of Uruguay and particularly with Montevideo,” said Loaiza, citing the Harvard Index and progress of vaccination.

In large part due to his group’s efforts, Uruguay reopened the border duty free shops on May 24.

Looking to the long term, Loaiza’s group is also working with the government to harmonize allowances, products and e-commerce.

Three other speakers discussed various topics during the webinar: Marcelo Montico, CEO of Neutral by Luryx Duty Free Shop, which operates nine border shops in the region; Dufry General Manager Sub-Cluster South America Enrique Urioste and Dufry Brazil Operational Director Jose Luis Rego, who noted that Brazil has now prioritized the vaccination of all airport employees, including Dufry staff.

Penderyn unveils new £5 million flagship distillery in North Wales

Penderyn Distillery - The Welsh Whisky Company – has expanded its operation with the opening on May 17, 2021 of their second distillery. The new distillery has been built in North Wales in the town of Llandudno, a popular tourist destination. The new £5 million Lloyds Street distillery is housed in the historic site of the Old Board School built in 1887, and latterly in the Conwy Council archive, which became available in 2020.

A £1.4 million Welsh Government grant from the ‘Tourism Investment Scheme’ and the ‘Food Business Investment scheme’ helped make the distillery a reality, says the company. The new distillery will be producing a peated barley single malt whisky, using a Faraday still, which is unique to Penderyn.



Penderyn's unique Faraday still, from which they make the Welsh Whisky.

Penderyn has always produced peated whiskies, where the whisky is finished in peated casks, but the Llandudno distillery will use peated barley which is a first for Penderyn.

It will take three years before the first Penderyn’s Peated Single Malt Whisky will be ready. Penderyn opened its first distillery 20 years ago in Brecon Beacons, South Wales.

It is a Welsh whisky distillery and brand, producing the first commercially available whisky made in Wales since the 19th century.

This Penderyn Distillery produces a single malt whisky in several expressions: Madeira Finish, Peated, Sherrywood and Portwood.

Now exported to more than 45 countries, Penderyn won a record number of Gold Medals at the San Francisco World Spirits competition last year.

Tours of Penderyn’s new distillery in Lloyd Street, Llandudno will commence from June 1, 2021, and will follow all safety restrictions and social-distancing measures.

Experienced travel retail executive Simon Roffe is Penderyn’s Director of Business Development. He joined the company a year ago June to help drive the company’s expansion into new markets.

Carnival Cruise Line's new LNG-powered *Mardi Gras* makes U.S. debut, docking in Port Canaveral for the first time

Carnival Cruise Line's *Mardi Gras*, made her U.S. debut on June 4. *Mardi Gras* – which is named after Carnival's "original fun ship" launched in 1972, docked for the first time at Port Canaveral's Cruise Terminal 3.

The new terminal was built specifically for this vessel which is the first cruise ship powered by eco-friendly Liquefied Natural Gas (LNG) in the Americas.

Two of Carnival's Port Canaveral-based ships-- *Carnival Freedom* and *Carnival Liberty*-- joined *Mardi Gras* as she made her way down the cruise channel to create a grand entrance for the long-awaited ship which was postponed a year due to the COVID-19 pandemic.

More than 1,500 fans lined the jetty adjacent to the terminal, welcoming *Mardi Gras* to the Space Coast. Carnival President Christine Duffy, Carnival Corp. Chairman Micky Arison, Carnival Corp. CEO Arnold Donald, COO Josh Weinstein, and Canaveral Port Authority CEO Captain John Murray, along with 300 guests and partners, participated in a welcome reception.



"*Mardi Gras* has been five years in the making and today's arrival is a historic milestone for our company not to mention a truly emotional moment for everyone here at Carnival Cruise Line," said Duffy.

Carnival will now begin the process of ramping up *Mardi Gras'* crew to a full contingent of 1,750.

Mardi Gras features more than two dozen restaurants with venues from Guy Fieri, Emeril Lagasse,

Rudi Sodiman and the line's Chief Fun Officer Shaquille O'Neal. These are spread throughout 19 decks and six distinct themed zones.

Mardi Gras will sail year-round from Port Canaveral, offering seven-day itineraries to the eastern and western Caribbean.

Heinemann Americas is the onboard retail concessionaire for *Mardi Gras*.

MSC Cruises announces U.S. restart

MSC Cruises today announced its restart plans for cruising from U.S. ports beginning this August with the *MSC Meraviglia* from Miami and *MSC Divina* from Port Canaveral.

The announcement follows CDC approval of the Company's Phase 2A Port Agreements for PortMiami and Port Canaveral as well as the provisional approval of its request to conduct a simulation cruise, to be held on *MSC Meraviglia* from PortMiami on July 17, said the company.

MSC will welcome both vaccinated and non-vaccinated guests. Those who are not vaccinated or unable to verify vaccination will be subject to additional testing, as well as restrictions, which will be

announced at a later date. Details of the company's current health and safety protocol can be found at www.msccruisesusa.com/health-and-safety.

"After what has been a challenging period, we're thrilled to say it's finally time to cruise again. We are excited to be officially announcing our restart this summer from the U.S., and Florida in particular, as excitement is building for vacationers to get back to traveling and plan a much-deserved getaway," said Gianni Onorato, CEO of MSC Cruises.

U.S. Restart Plans

Booking for MSC Cruises' new itineraries from the U.S. onboard *MSC Meraviglia* and *MSC Divina*

will open on June 16, 2021.

MSC Meraviglia will kick off the restart on August 2, with 3- and 4-night cruises from Miami to The Bahamas and will feature Ocean Cay MSC Marine Reserve. Starting September 18, *MSC Meraviglia* will add 7-night cruises from Miami to The Bahamas and Caribbean, including Ocean Cay.

MSC Divina will resume cruising from Port Canaveral on Sept. 16, offering 3-, 4- and 7-night cruise options from/to The Bahamas and Caribbean, also including stops at Ocean Cay.

"With our vast experience cruising in Europe since August 2020 along with our industry-leading health and safety protocol, our guests can book with confi-



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dence knowing we are well prepared for a successful restart in the U.S.," said Rubén Rodríguez, president of MSC Cruises USA.

"To ensure the safest experience for our guests, we previously announced a fleet-wide vaccination program for all crew — thanks to the support of The State of Florida, local government and port officials, and our partners — and we expect that the majority of our guests booking a cruise this summer will plan to be vaccinated prior to sail.

"The rapid distribution of vaccines in the U.S. has been a positive step toward helping vacationers get back to traveling, and we encourage our guests to take advantage of this added layer of protection when resuming travel this summer."

Celebrity Millennium sets sail from St. Maarten in first official cruise restart in North America

The first Caribbean cruise in more than a year officially set sail this past weekend from St. Maarten.

With much celebration and fanfare, Celebrity Cruises' new-luxury *Celebrity Millennium* embarked on a seven-night itinerary from the port of Philipsburg, St. Maarten on June 5, from where it will visit Aruba, Barbados and Curaçao.

Both a first for the industry in North America and the first of Celebrity's fleet to return to sailing, *Celebrity Millennium* also represents the first time Celebrity Cruises has homeported in St. Maarten, where the cruise line now begins sailing Eastern and Western Caribbean itineraries through August.

Healthy at Sea

Celebrity Millennium sails with enhanced health and safety standards that are the culmination of more than a year of diligent work with public health authorities, government agencies and its Healthy Sail Panel of scientific, medical and public health leaders.

Some of the new measures include:

Vaccinated Sailings – Celebrity will sail in the Caribbean with a vaccinated crew and at least 95% vaccinated guests.

Staggered Arrivals and Departures – Terminal arrivals and departures will be staggered by appointment, with guests having the ability to select their preferred times based on travel plans.

Contactless Transactions – Celebrity's digitally advanced mobile app transforms the old large-group-gathering Muster safety drill into a personal eMuster experience that guests can complete on their mobile device or interactive stateroom TV, avoiding large group gatherings.

The app also expedites the boarding process; and allows guests to read menus and book dining reservations and shore excursions via their smartphone.

Face Coverings – During the Terminal check-in and check-out process, all guests 2 years of age and older will be required to wear an appropriate face covering. Once onboard, and unless otherwise stipulated by local governments,



masks will not be required in accordance with recent CDC guidance for sailings with vaccinated crew and guests.

"Today, we sail, again! This is such a significant moment for our company, our industry and the Caribbean. That this day has finally arrived for our guests and our crew is truly special – beyond words, really," said Lisa Lutoff-Perlo, President and CEO of Celebrity Cruises.

Sailing Forward

Celebrity Cruises has announced plans to sail eight of the 14 ships in its fleet as part of its phased restart.

Celebrity Millennium will soon be joined by: *Celebrity Apex* – sailing the Aegean beginning June 19; *Celebrity Edge* – sailing the Caribbean from Ft. Lauderdale on June 26; *Celebrity Silhouette* – sailing the UK coastline as of July 3; *Celebrity Flora* – returning to the Galapagos islands as of July 3, followed by the *Celebrity Expedition* and 16-passenger *Celebrity Xploration* on July 24, and September 18, respectively; and sailings to Alaska from Seattle begin July 23.

Estée Lauder signs acclaimed model Adut Akech as new Global Brand Ambassador

Estée Lauder has signed one of the fashion industry's brightest stars, Adut Akech, as its newest Global Brand Ambassador. Adut will feature in makeup and skincare campaigns across digital, in-store, TV and print, with her first campaigns debuting July 2021.

Akech is currently one of the fashion industry's most in-demand talents, winner of the Model of the Year honor at The Fashion Awards in 2019 and included on the 2019 TIME100 Next list.

Born during a journey to Kakuma refugee camp in Kenya, South Sudanese native Adut spent her earliest days as a refugee. Adut and her family eventually emigrated to Adelaide, Australia, where she joined a local modeling agency as a student. In 2016, she was cast as a global exclusive for Anthony Vaccarello's debut Yves Saint Laurent show. Since then, she has become the muse of renowned designers such as Valentino's Pierpaolo Piccioli and Chanel's late Karl Lagerfeld, and has walked for Alexander McQueen, Calvin Klein, Miu Miu, Prada, and more.

Outside of her career in fashion, Adut has recently begun working with the United Nations High Commissioner for Refugees (UNHCR) to promote causes that support refugees around the world. She hopes that her own story can serve as inspiration for many to become more invested in alleviating the plight of refugees.



Clinique names Melissa Barrera as a Global Ambassador

Clinique has named Melissa Barrera – the talented Mexican actress and singer and star of Lin-Manuel Miranda upcoming musical film *In the Heights*, as its new Global Brand Ambassador.

A proud Latina, Barrera is the first Global Ambassador from the Americas.

She joins Emilia Clarke in this new role, and both women reflect the values of Clinique – as talented, bright, humanitarian women with bold, brave voices. Clinique will debut new creative featuring Melissa Barrera starting in Fall 2021.

Clinique, with its custom-fit skincare routines, says that it is redefining what a Global Ambassador means for the 21st century.

"We want people of substance to represent Clinique, more than just pretty faces and talking heads. We knew immediately that Melissa's intelligence and passion are inextricable from what make her so beautiful," says Elizabeth Nolan, Clinique Global Creative Director.

