

Virtual Travel Retail Expo to help brands reach consumers with *KOL Ambassadors* program developed by FILTR and QINRIVE

The Moodie Davitt Report's inaugural Virtual Travel Retail Expo, taking place virtually from October 12-16, will feature a pioneering consumer component.

Integrated retail marketing, communications and design agency, FILTR, and leading Asian communications consultancy, QINRIVE, have jointly developed a KOL Program that will bring a roster of Key Opinion Leaders (KOLs) to the event.

The program will allow influencers from across Asia, Europe, USA and Australia to engage with the travel retail channel. With a collective reach of millions of consumer followers globally, the KOLs will interact and connect with brands, retailers, airports and other delegates, say the Expo organizers.

Led by FILTR's Communications Director, **James Brown**, and QINRIVE CEO, **Ziqin (Kelly) Gao**, the KOL Program is centered around a campaign called *KOL Ambassadors*. The campaign helps influencers discover the latest

travel retail products, services and experiences in order to inspire consumers for when travel reopens.

Leading KOL voices across travel, lifestyle and the worlds of beauty, fashion and F&B, will be positioned in a virtual KOL Sphere in the Experience Hub.

The KOL Ambassadors will be able to learn about the latest launches, meet with brands one-on-one and take part in product unboxing experiences remotely. At the end of the Virtual Travel Retail Expo, the Ambassadors' top picks will be shared through their social media channels and across *The Moodie Davitt Report's* platforms. Coverage from exhibitors will be achieved on an earned (unpaid) basis.

The KOL Ambassadors line-up will be announced in the coming days.

FILTR Communications Director, James Brown, commented: "Virtual Travel Retail Expo exhibitors – from the biggest multinationals to the newest independents and start-ups – have the

opportunity to reach a broad consumer audience through the KOL Program. With international flights largely still on hold, we know that KOLs have not had the chance to explore the latest product launches and novelties to grace travel retail stores.

"Alongside QINRIVE, we have created a channel for brands to raise awareness and build demand for their products and services in travel retail for when traveler volumes return, supporting the industry in recovery."

The Moodie Davitt Report Founder and Chairman, Martin Moodie, commented, "The Virtual Travel Retail Expo KOL Program is really exciting. The power of digital is allowing us to innovate and challenge the status quo of tradeshow and redefine the landscape. FILTR and QINRIVE are top-class communications agencies, who *The Moodie Davitt Report* works with extensively, and we are delighted to be partnering with them both to bring KOLs to the expo."

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LVMH CANCELS \$14.5B TAKEOVER OF TIFFANY

LVMH is cancelling its planned acquisition of U.S. jewelry house Tiffany & Co, ending a deal that was worth a reported \$14.5 billion. The luxury group cited U.S. tariffs against French products and a request by the French government to delay the deal until January 6, 2021 while it reviewed the situation.

The delay would cause the Merger Agreement to miss its stated deadline of Nov. 24, 2020, said the LVMH announcement.

Tiffany, in response, has filed a lawsuit against LVMH in Delaware, saying that LVMH is in breach of its obligations relating to obtaining antitrust clearance for the deal. Tiffany said that LVMH had not filed for antitrust approval in three of the required jurisdictions, which Tiffany said was "all due to LVMH's concerted efforts to delay or avoid receipt of regulatory approvals in those jurisdictions in breach of the Merger Agreement."

Tiffany Chief Executive Officer Alessandro Bogliolo said, "The fundamental strength of Tiffany's business is clear. The company has already returned to profitability after just one quarter of losses, and we expect our earnings in the fourth quarter of 2020 will actually exceed the same period in 2019."

UPDATE: LVMH this morning announced that it will be filing its own lawsuit against Tiffany & Co. for "crisis mismanagement." Calling Tiffany's lawsuit "totally unfounded, LVMH said that it "will defend itself vigorously."

LVMH also said Tiffany's first half results and its perspectives for 2020 are "very disappointing, and significantly inferior to those of comparable brands of the LVMH Group during this period."

The statement also noted that LVMH had in fact met its obligations regarding filing for regulatory approvals, which it expected to receive from the European Commission before the October deadline.

Virtual TRAVEL RETAIL EXPO 2020

Future Airports: From Here to Where?

Portland Design, who together with travel retail blog www.trunblocked.com, is hosting the *Future Airports: From Here to Where?* webinar taking place on September 16, 2020, announce some changes.

Due to the high demand the event has received, the organizers changed the original schedule from two UK time afternoons, to a single day on Sept. 16, offering both a morning and an afternoon session in order to accommodate different time zones.

For delegates who cannot be available at those times, or can only watch a portion because of time zones, there will also be on-demand access to all of the content post-event.

This event will bring together a line-up of speakers and panelists from both inside and outside the airport and travel retail industry, with the aim to deliver brand new thinking towards the many challenges that lie ahead of the industry.

The key focus is the future.

The agenda will be covering the entire airport experience.

"We believe that airports need to repurpose themselves and reimagine the consumer experience," says the event website.

"From the panelists who are involved, I promise you the content is wholly and genuinely original with a healthy and discernible difference from any previous webinar," Peter Marshall, founder of www.trunblocked.com, tells *TMI*.

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UPDATE: Virtual Travel Retail Expo continues to add new service companies and brand partners

Source: The Moodie Davitt Report

The list of partners for the inaugural Virtual Travel Retail Expo continues to grow, with a roster of industry-leading brands and exhibitors, as well as the addition of industry service providers in the fields of travel data & analysis, marketing, visual merchandising and recruitment. The Expo currently has more than [110 exhibitors](#) confirmed as well as an industry-leading roster of operators and buyers from companies all over the world.

The five-day 'live' Expo takes place on October 12-16, followed by a 30-day showcase.

The event will offer exhibitor partners a combination of a top-quality digital showcase offering multiple interactive touchpoints and unlimited brand information display.

Among the newest additions to the lineup are:

Online marketing technology platform **iClick** will take part within a strong omnichannel and services zone of the Exhibition Hub. "...As a thought leader with the largest independent online marketing technology platform in China, we are here to help global travel retail clients to make the most out of smart retailing and digitalization to capitalize on the growth opportunities in the China market," said the company.

Travel data analytics company **ForwardKeys** is also supporting the event. CEO Olivier Jager said: "ForwardKeys appreciates all the hard work the Moodie Davitt team does in keeping the travel retail sector well informed over the years, including during this chaotic period that has turned the travel world upside down. As such, it gives us such pleasure to partner with such a trusted medium of truth for the Virtual Expo in October."

Other service providers include the **Spark Group** of Companies, under Founder and President Heidi van Roon. The company specializes in staffing and recruiting for luxury retail brands in environments including airports.

In-store visual communication solutions provider **Kendu** will also participate. Kendu will be launching the all-new-Flowbox, the dynamic display for retail and an exciting range in visual merchandising displays. "With our focus on quality and experience design, we really hope that our products and services can become a catalyst to attract customers back into the stores once the travel industry recovers," the company told the event organizers.

Among the new brands signing on are the **House of Somrus**, rum-based cream liqueur brand with India-inspired flavors, and Portuguese port and wine company **Symington Family Estates**, both represented by **Global Travel Retail** and fast-growing South Korean beauty & well-being brand **Tony Moly**, represented by **TR Partners**.

The Moodie Davitt Virtual Travel Retail Expo is a pioneering virtual trade show and symposium, complete with Exhibition Hub, Knowledge Hub (Symposium and Workshops) and Experience Hub (an immersive engagement zone). It currently has more than [110 exhibitors](#) lined up.

[Registration](#) is free for buyers, exhibitors and preferred media partners.

Dubai Duty Free, the world's biggest single airport travel retail business, is presenting those registered Expo visitors with multiple prospects to win grand weekly prizes in its Millennium Millionaire and Finest Surprise draws (click [here](#) to register).

Virtual Travel Retail Expo to launch KOL Ambassadors for brands

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FILTR's James Brown



QINRIVE ASIA CEO, Kelly Gao

QINRIVE ASIA Founder and CEO, Kelly Gao, commented: "Travel retail is often referred to as the sixth continent, so it is fantastic to collaborate with KOLs from across different regions and come together in a new digital sixth continent – the Virtual Travel Retail Expo. Travelers from China and the broader Asian region are key to the recovery in travel retail and similarly KOLs from this part of the world are highly influential on the global stage. With hundreds of millions of loyal followers, they create and lead consumer trends, influence travel decisions and inspire consumers globally through various social media touchpoints across their travel journeys."



Gao added: "During the past three years, QINRIVE has worked closely with leading global brands to develop integrated communications campaigns to inspire consumers with experiential campaigns in travel retail through KOLs. But after the epidemic, we have had to think carefully about how to provide fresh inspiration for the future of influencer marketing. We are honored to be a part of the new era of digital travel retail conferencing led by the *Moodie Davitt Report* and FILTR, and we look forward to creating a truly memorable and historic KOL Ambassadors campaign at the Virtual Travel Retail Expo."

The KOL Program is enhanced by *The Moodie Davitt Report* and the line-up of official Virtual Travel Retail media partners (including *TMT*), providing ongoing editorial and social media support. The creation of a dedicated KOL Sphere within the Experience Hub and a KOL workshop hosted and managed by FILTR and QINRIVE will continue to shine the spotlight on this important, evolving and highly relevant marketing workstream.

Further details to be announced soon.

QINRIVE ASIA

filtr.
integrated retail marketing & design

Future Airports: From Here to Where?

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“Yes it is provocative, but with a clear direction - to offer new thinking, new guiding principles and solutions for the airport and travel retail businesses. And airlines!”

Portland Director Lewis Allen, in a recent interview with Mark Lane on the *trunblocked* blog, explains that previous conversations around the future of airports since COVID-19 struck have been fragmented.

“This event strives to assemble stakeholders from different disciplines and experiences who can be in the same conversation at the same time, which can provide a lot of new insights for our audience,” he said.

The common theme running through all the participants is that they have something in their vision that is future-focused. They understand the opportunity for airports and travel retail, and they can suggest the right kind of changes to make revolution happen, noted Allen.

In addition to people from inside the business there are also some fresh voices from domestic retail who are coming up with real, actionable solutions. There will be tools in the webinar set up so that the audience can contribute to the debate. Panelists will respond to any specific questions addressed to them, he said.

The webinar will feature a combination of live studio panel sessions, pre-recorded interviews and virtual connectivity, will be dedicated to covering all the elements that revolve around the customer's experience - both the operational process and the commercial components of the holistic experience.

Importantly, it will also be exploring new commercial models. The new reality is that airports will have to deliver more convenient and compelling experiences aligned with new types of revenue.

The organizers are calling on airport authorities, airport owners, institutional investors, retailers, F&B operators, brands, airlines or planners to attend. Please see below for the webinar series Program Schedule and speakers.

<https://www.fromheretowhere.co.uk/schedule>

To register, please go to: www.fromheretowhere.co.uk

Registration closes on September 11th 2020

Annual WiTR meet-up to take place during Virtual TR Expo

With the cancellation of TFWA's flagship event in Cannes this year, the Women in Travel Retail networking organization lost the venue for its major meeting and money-raising event of the year.

For 2020, *The Moodie Davitt Report* has kindly offered WiTR a slot for an event during their Virtual Travel Retail Expo – which will also provide an opportunity to raise some funds for Impact HK, the designated charity for this year, which was nominated by Erin Lillis and chosen by members' vote earlier in 2020.

The WiTR event will be on October 15 and will allow members from most time zones to join – whether over breakfast, lunch, afternoon tea or dinner. The WiTR team requests that members put it in your diary now: 0700 USA/Canada East Coast, 1200 noon UK BST, 1300 Central European Time, 1600 Middle East, 1900 Asia.

“We think that this covers most of our membership but hope that any who have to join us at their own unsocial hour will speak up loudly during the event and let us know,” said the team in their announcement.

The meeting will take the form of a get-

together and a quiz with “renowned quizmaster” Gerry Munday, but will open with an introduction by Impact HK's founder - Jeff Rotmeyer. It's a moving story that started with initial acts of kindness.

There is no charge to join the event, but WiTR asks that those of you who are able to do so make a voluntary donation of a minimum of €10/ £10/ \$10 via the WiTR website (please write Impact HK in the 'notes' section of your donation).

This will go to Impact HK and be added to the donations promised by [FILTR](#), who is generously donating 5% of its income as a partner in the Virtual Travel Retail Expo to Impact HK.

After Jeff Rotmeyer's introduction and a few snippets of news from WiTR member who want to contribute, WiTR will run a quiz for which there is no entry fee and some fabulous prizes for the three winners. First prize will be a stunning, beautifully crafted handbag by Coccinelle with Amazon vouchers donated by WiTR as second (£100) and third (£50) prizes.

It was also agreed that Impact HK will also be the WiTR charity for 2021 when hopefully we will all be in Cannes and the major event we usually hold will be possible and successful as always.

Please log on to the WiTR website in order to become member and/or donate to the charity if you have not already done so.

<https://www.womenintr.com/>

Details for the Zoom meeting are available in the members invitation. TMI readers can contact Lois Pasternak at editor@travelmarketsinsider.net for more information.



Dufry plans rights offering to raise CHF 500m to acquire Hudson; and has secured a CHF 415m equity commitment from Advent International

Dufry today announced that it plans to issue a rights offering targeting gross proceeds of approximately CHF 500 million (US\$552 million) in order to fund the acquisition of all remaining equity interest in Hudson Ltd., as announced previously.

Dufry has already secured a CHF 415 million equity investment commitment from Advent International Corporation, the private equity fund with whom the travel retail group has worked before, at CHF 28.50 per share.

Advent International has confirmed that it currently has no intention to acquire a controlling stake in Dufry. Immediately following the closing of the rights offering, Advent International's stake in Dufry will in no event exceed 19.99%, said the statement.

Dufry will hold an Extraordinary General Meeting on October 6, 2020 to vote on approval of the offering. Dufry will also propose to the EGM to increase the maximum size of its Board of Directors from currently nine to eleven members and to elect Ranjan Sen, a Managing Partner at Advent International, as an independent member of the Board of Directors.



Summit of the Americas goes Virtual for 2021

The International Association of Airport Duty Free Stores (IAADFS) and Asociación Sudamericana de Tiendas Libres (ASUTIL) announced today that the 2021 Summit of the Americas, originally scheduled to be held in Palm Beach, Florida next April, will now be conducted as a virtual expo on April 5-8, 2021.

The 2021 Virtual Summit of the Americas is being organized in partnership with *The Moodie Davitt Report's* virtual expo company as an innovative, user-friendly, and cost-efficient virtual event.

The Moodie Davitt Report has already developed the pioneering Virtual Travel Retail Expo, taking place this October.

"We are disappointed that the continued economic and social problems resulting from the COVID-19 pandemic make it apparent that the industry in the Americas and in some other locations is highly unlikely to be in

a position to support an in-person event in early 2021," said Rene Riedi, IAADFS Chairman.

"The boards of IAADFS and ASUTIL have reacted decisively by switching to a virtual event, embracing an exciting new platform that will continue our support of the recovery and future prosperity of our regions," he said.

"We have sought guidance and explored options with our supplier partners and retailers and the consensus is that, at least in the Americas, an early 2021 second quarter in-person event would be difficult for most companies to support in a traditional way," added Gustavo Fagundes, ASUTIL President.

"Through digitalization, the virtual summit will provide the industry with an opportunity to connect, conduct business and learn from outstanding speakers within the duty free and travel retail industry. We call upon our

members and the industry at large to get behind this event," he said.

The Moodie Davitt Report Chairman Martin Moodie said, "The launch of the 2021 Virtual Summit of the Americas underscores the critical work of IAADFS and ASUTIL in defending and advancing our industry's efforts. Never has the need been greater. We are proud to partner with both associations to put on a dynamic virtual event that will galvanize the regions, facilitate communication, thought-leadership and innovation, and help raise funds to allow the work of the associations to be stepped up."

Event features

The Virtual Summit of the Americas will feature a Knowledge Hub, providing valuable up-to-date learning sessions about the landscape, challenges and opportunities in the Americas; an Exhibition Hub, with engaging,

creative and affordable virtual exhibition stand solutions; as well as multiple opportunities for scheduled networking appointments and meetings. There will also be open access for all media partners to a Press Center.

Registration will be free for retailers and airports, and inclusive for participating exhibitors and sponsors. A variety of cost-effective tradeshow booth options will be available, and there will be an array of sponsorship opportunities providing high-visibility exposure for interested companies. More details, including a dedicated event website, are coming soon.

For more information

If you have questions regarding this press release, please contact either Michael Payne, IAADFS President and CEO, at mpayne@iaadfs.org, or José Luis Donagary, ASUTIL Secretary General, at jld@asutil.org.

ISC success stories

Whyte & Mackay wins 53 Gold and Double Gold awards

Whyte & Mackay Ltd won 53 Double Gold and Gold awards at this year's International Spirits Challenge (ISC).

Whyte & Mackay's collection of Single Malt Whiskies - The Dalmore, Fettercairn, Tamnavulin and Jura received the highest recognition, winning six Double Gold medals, followed by 47 Gold medals spanning whiskies from across the portfolio.

Fettercairn won a total of five awards including Double Gold for its 46 Year Old single malt. The win follows a successful year for the Single Malt, with two new permanent expressions added to its core range.

Richard Paterson, Master Distiller and Master Blender, Whyte & Mackay said:

"As whisky makers we dedicate our time to nurturing fantastic whiskies that capture the character of each distillery. We commit our-

selves and our passion to produce exceptional whiskies that we hope will be perfect the moment they are enjoyed. To be recognized by the ISC is a wonderful moment that we truly appreciate. We are raising a glass today to everyone at Whyte & Mackay that played a part in this success."



Alfred Giraud French Malt Whisky wins two gold medals

Alfred Giraud French Malt Whisky won gold for both of its whiskies, Heritage and Harmonie, at the 2020 International Spirits Challenge. Heritage and Harmonie are blends of three French malt distillates matured in three types of casks: predominantly those used to age extra old cognacs, as well as new French Limousin and American oak casks. The blends are then matured exclusively in extra-old cognac casks. Read about the unique story behind the brand [here](https://www.alfredgiraud.com/en).

