

Campari Group GTR blends physical and digital at world's first Appleton Estate boutique in Montego Bay, Jamaica

Campari Group has opened a permanent Appleton Estate Jamaican rum boutique at Sangster International Airport in Montego Bay, Jamaica. The boutique, prominently located near the entrance of the Dufry walk-in store, is Campari's largest ever investment in global travel retail, and blends physical and digital elements to create an omni-channel experience.

A sensorial journey

Travel Markets Insider, along with other select media, was on-hand for the opening of the boutique, which is located some 50 miles from the Appleton Estate distillery, where Appleton Estate rum has been crafted since 1749.

The Appleton Estate boutique is the largest and most digitally advanced activation in the brand's history, engaging shoppers via a self-guided, immersive journey, blending physical, multisensorial and digital designed to engage shoppers and create a memorable brand experience.

Navigation through the space is via a series of interactive touch-points that express the legend, craft and personality of the island's iconic rum.

The central focus of the experience – both physically and digitally – is the **Appleton Estate Insignia**, formed of five national symbols of Jamaica all integral to the Appleton Estate brand identity: Blue Mahoe, the national tree of Jamaica; the Jamaica Flag; Doctor Birds, Jamaican hummingbirds, the country's national bird; Buds of the Ackee fruit; and the Lignum Vitae tree.

Brought to life as a 3D modernist copper sculpture in the center of the space, Campari says the insignia is a beacon for consumers to discover more about the brand's origin and terroir. Its copper tones are echoed in the principal framework architecture of the store, reflecting Appleton Estate's use of traditional copper pot stills.



The insignia is also the starting point for the interactive experience. With a simple tap of the screen from their mobile device, the shopper can scan the front label of any bottle in-store to discover dynamic content about an age statement and the craft behind it. Individual characteristics and taste profiles of each of the aged rums in the Appleton Estate portfolio and their journey from cane to cup is also enhanced by narrative from the Appleton Estate Master Blender, Joy Spence.

Campari - Dufry - Appleton

Marco Cavagnera, Managing Director of Global Strategic Travel Retail at Campari Group, said,

"We are thrilled to open the Appleton Estate experience at Montego Bay Airport, just 50 miles from where our incredible rums are lovingly crafted. It's a perfect premium location to engage shoppers by showcasing every facet of

Appleton Estate; its rich history, passion for natural ingredients, local provenance, the skill of our Master Blender Joy Spence and the versatility of the award-winning portfolio created under her guidance, ensuring there is an Appleton Estate rum for any elevated occasion, from premium cocktail-making to sipping rums.

"Our goal is to prioritize the consumer experience of Appleton Estate, inviting travelers to discover this beautiful rum's story and craft in an evocative way. This omni-channel approach blends the right balance of technology and face-to-face interaction, creating a highly connected experience enabling us to track engagement and improve our understanding and relationship with our consumers."

Enrique Urioste, the newly named President & CEO LATAM & Caribbean at Dufry, remarked:

"We together with the airport authorities recognized the potential of this airport, and the need to have

a store like this. And a store like this in Jamaica would not exist without Appleton Estate. We are convinced that this is the beginning of a very long and successful journey, not only in this airport, but in many other locations, with Campari."



The Appleton Estate Insignia – more photos on page 3

The Appleton Boutique offers a series of unique experiences

In store the shopper's journey incorporates a series of interactive and multisensorial chapters in the brand experience:

A film runs on a huge wall-sized digital screen, sharing the sights and sounds of each stage in the crafting of Appleton Estate, synchronized with patterns of shifting lighting that fill the large circular ceiling with spatial surround-sound, designed to create deeper integration of the digital and physical experience.

At the bar, dedicated brand ambassadors are on hand for cocktail demos and guided tastings of the permanent portfolio available in-store: Appleton Estate Signature, Appleton Estate 8 Year Old Reserve, Appleton Estate 12 Year Old Rare Casks, Appleton Estate 15 Year Old Black River Casks, Appleton Estate 21 Year Old Nassau Valley Casks.

The latest Appleton Estate release, *Ruby Anniversary Edition*, is a key feature of the space. The limited time edition has a dedicated allocation available at the Sangster boutique. *Appleton Estate Ruby Anniversary* edition comprises a blend of five rare rums, each aged for a minimum of 35 years.

Inspired by their tasting experience, shoppers can use their **personalized digital Insignia guide** on their mobile device to discover key serves and classic cocktails to make at home.

Shoppers can then sign-up for the Appleton Estate e-mail newsletter.

The guided taste experience encourages shoppers to discover two levels of **free personalization service** on the Appleton Estate 15 Year Old and 21 Year Old. The Brand Ambassadors help shoppers create a personalized message via the digital platform, accessed via a QR-enabled neck hanger on the purchased bottle.

The gift recipients are able to discover more about their gift and are encouraged to share on their social media.



CTO releases promising Caribbean Tourism Performance and Outlook for 2023

Caribbean tourism in 2022 demonstrated strong recovery, said the Caribbean Tourism Organization at its annual Tourism and Outlook presentation on March 7. The Barbados-based organization sees a favorable outlook ahead for Caribbean travel and tourism.

Delivering the region's 2022 "Tourism Performance and Outlook Report" in Bridgetown on Tuesday, Neil Walters, Acting Secretary General of the CTO, confirmed that the Caribbean had one of the quickest recovery rates globally in 2022, with 28.3 million registered tourist visits in 2022. This represents 88.6% of the visitors who arrived in 2019, which served as the baseline year for typical tourism activity before the pandemic.

Walters also reported that international travel is expected to contribute to the region's substantial gains already registered thanks to the robust United States market, which continues to drive the region's recovery.

Destinations

Except for Haiti (-20.3%), which was negatively impacted by the well-documented crisis, and the US Virgin Islands (-3.2%), where arrival levels are normalizing, all 27 destinations showed an increase in stayover visitors compared to 2021 of between 8.3% and 16-fold.

In addition, 14 destinations saw an increase in arrivals in one or more months in 2022 when compared to the same time in 2019.

"Nearly 90% of the region's travel demand for 2019 has already been recovered," reported Walters, with destinations such as Curaçao, the Dominican Republic, Puerto Rico, St. Maarten, the Turks and Caicos, and the U.S. Virgin Islands already surpassing their pre-pandemic levels.

A third of the remaining destinations have recovered at least 80.0% of their pre-pandemic arrivals, he said.

Source Markets

The United States spurred the Caribbean recovery, with an estimated 28.1% increase in visitors coming from the US market in 2022 compared to 2021. At the end of the year, 14.6 million American tourists visited the region, 3.2 million more than the 11.4 million in 2021. This market accounted for 51.5% of all arrivals to the region in 2022, and reflects 93.3% of 2019 visitation -- the highest level of recovery of all of the main markets for the Caribbean.

The Canadian market, which had been under stringent travel restrictions that were not lifted until October 2022, has shown the lowest level of recovery. When the restrictions were raised, Canadian travel rebounded rapidly, and arrivals increased significantly after two consecutive years in decline. Tourist visits in 2022 were 2.1 million but this only accounted for 60.0% of the pre-pandemic amount.

European travel delivered robust resurgence thanks to reduced and shorter travel restrictions, pent-up demand, and surplus savings accrued during the pandemic, said the CTO.

The 5.2 million tourist arrivals from the European market increased by 81.0% in 2022 compared to 2021, and were almost double the 2.8 million that came in 2021. This represented 18.3% of all arrivals in 2022, a gain of almost 3.0 percentage points. The arrivals in 2022 were 87.7% of this market's total in 2019.

Intra-regional Caribbean travel for leisure and business increased when compared to 2021 but lagged 2019 figures. Connectivity between countries was hampered by insufficient airlift and the annual arrivals only recovered between 30.0% and 50.0% of the 2019 levels. Total arrivals in the reporting countries were 0.9 million, up from the 0.4 million in 2021 but down from 1.1 million of 2019.



Kenneth Bryan, Chair of the CTO Council of Ministers and Commissioners of Tourism and Minister of Tourism and Transport, Cayman Islands; and Neil Walters, Secretary General (Acting), CTO presented the Caribbean Tourism Performance and Outlook for 2023 in Barbados on March 7; Bevan Springer, at left, president of Marketplace Excellence Corp., moderated the session, which was also livestreamed internationally

Cruise

With the lifting of travel restrictions, the total number of cruise visitors in the region reached 19.2 million in 2022 - five times more than those in 2021. However, this only represents 63.3% of the record number of cruise visits (30.4 million) set in 2019.

The Northern Caribbean emerged as the most visited region in 2022, with an estimated 6.5 million cruise visits (six times more than in 2021) and 91.9% of the pre-pandemic arrivals. These destinations benefited from their proximity to the main homeports for the cruise lines. Cruise visits to other regions were either four or five times more than in 2021. However, while the Eastern and Western Caribbean recovered 55.0% of their 2019 figures, the Southern Caribbean recovered to 51.3%.

2023 Outlook

The outlook for travel to the Caribbean is promising despite global pressures.

Caribbean destinations can expect this recovery to continue into 2023, albeit at a slower rate, Walters explained, predicting that growth will be uneven among the destinations, with additional countries and territories exceeding their 2019 levels.

The CTO expects overall arrivals to the region will increase by between 10.0% and 15.0% compared to 2022, representing between 31.2 and 32.6 million tourists, which would surpass pre-pandemic arrivals.

The cruise industry also anticipates more recovery and expansion, with between 32.0 million and 33.0 million cruise visits, a 5.0% to 10.0% increase over the pre-COVID baseline figure.

**The CTO report covers the countries and destinations in the conventional geographical region as well as Belize, Guyana, Suriname and the Mexican Caribbean (Cancun and Cozumel).*

Campari opens first Appleton Estate boutique with Dufry at Sangster Airport in Jamaica *Continued from page 1.*



Appleton Estate Master Blender Dr. Joy Spence (with scissors) inaugurates the first Appleton Estates Boutique at Sangster Airport in Montego Bay, Jamaica. Joining her from left to right are: Campari Group Group Brand Premiumization Brand Managing Director Jean-Jacques Dubau; MBJ Airports Ltd CEO Shane Munroe; Jamaica Tourism Enhancement Fund Chair Godfrey Dyer; Jamaica Tourist Board Director Odette Dyer; Opposition Spokesperson on Tourism Janice Allen; Montego Bay Deputy Mayor Richard Vernon; Dufry President & CEO Latam & Caribbean Enrique Urioste and Campari Group Managing Director, Global Strategic Travel Retail Marco Cavagnera.

Read an in-depth report on Appleton Estate Rum and the new boutique in TMI's *Summit of the Americas* magazine.



Designed to evoke Appleton Estate's story and craft, the Sangster Boutique echoes the rich history, passion for natural ingredients, local provenance, and skill of Master Blender Joy Spence, and uses deep copper accents that reflect Appleton's use of traditional copper pot stills. The digitally advanced Boutique also invites shoppers to scan the label of any bottle in-store to discover dynamic content about an age statement and the craft behind it.

DOJ sues to block JetBlue-Spirit merger

The U.S. Department of Justice filed an antitrust lawsuit on March 7 to block JetBlue's planned \$3.8 billion takeover of Spirit Airlines, alleging that the proposed merger will increase fares and reduce choice on routes across the country, raising costs for the flying public and harming cost-conscious fliers most acutely.

Massachusetts, New York and the District of Columbia joined the DOJ's lawsuit.

Describing Spirit Airlines as JetBlue's "largest and fastest-growing ultra-low-cost rival," the DOJ says further that the deal also would eliminate half of the ultra-low-cost capacity in the United States, leading to higher

fares and fewer seats, affecting millions of consumers on hundreds of routes.

JetBlue launched what many considered a hostile takeover bid for Spirit Airlines in May 2022, overtaking a proposed deal between Spirit and Frontier Airline that was under negotiation.

Also on March 7, JetBlue and Spirit issued a joint statement refuting the DOJ arguments, and spelling out a strong list of benefits, arguing that the combined group will challenge the Big Four airlines, which control about 80% of the market after years of industry consolidation, which had been approved by the DOJ.

Cancun, Miami & Cairo are 2023's fastest growing airports

Six airports have grown by more than 20% since 2019 reports aviation data company Cirium.

Cancun International Airport (CUN) came in as the number one fastest growing airport, with a 37% increase in seat capacity since 2019. Located in the resort city of Cancun, the airport is a gateway to some of Mexico's most popular tourist destinations, including Playa del Carmen, Tulum, and the Riviera Maya, with nearly 5 million scheduled seats at the end of the second quarter of 2023.

Over the same period, **Miami International Airport (MIA)** experienced a 23% capacity increase. The airport is a gateway access point to the Americas, offering routes to many Caribbean destinations, including the Bahamas, Jamaica, and the Dominican Republic. Driven mainly by domestic travelers, with a 26% increase in passengers compared to 2019, MIA's recovery since the pandemic is the strongest among all U.S. airports, reports the article.

Cairo International Airport (CAI), one of the busiest airports in Africa and the Middle East, is tied with Miami at 23% growth. Though its tourism sector took the full brunt of the COVID-19 pandemic and the consequences of Russia's invasion of Ukraine, Cairo has experienced a steady recovery ever since, growing by 23% in seat capacity since 2019.

In January 2023, the Egyptian authorities unveiled a new strategy to increase its visitor numbers by up to 30% annually, aiming to hit 30 million tourists by 2028. This includes a revamp of airport infrastructure, reports Cirium.

15 airports that have grown the most in seat capacity since 2019

1. Cancun CUN 37%
2. Miami MIA 23%
3. Cairo CAI 23%
4. Istanbul IST 22%
5. Bogota BOG 21%
6. Las Vegas LAS 20%
7. Chongqing CKG 19%
8. Zhengzhou CGO 18%
9. Orlando MCO 16%
10. Sao Paulo CGH 16%
11. Dubai DXB 14%
12. Chi Minh City SGN 14%
13. Newark EWR 13%
14. Denver DEN 13%
15. Bengaluru BLR 12%

Source: Cirium on the fly

Marshall Retail Group opens ten concepts at Kansas City International Airport



Airport specialty retailers Marshall Retail Group (MRG) and InMotion, both WHSmith companies, have opened ten concepts inside the brand-new Single Terminal at Kansas City International Airport (MCI).

The newly built Single Terminal at MCI features MRG retailers in both concourses, with concepts designed specifically for Kansas City, Mo.

Marshall says that many of the Kansas City concepts were created and designed in collaboration with MRG's Airport Concessions Disadvantaged Business Enterprise (ACDBE) partners, who were instrumental in supporting the curation of local products from local businesses and organizations.

Airside in Concourse A, MRG has opened The Market at 18th & Vine, a one-stop travel essentials shop designed to honor the historic 18th & Vine jazz district, with an interactive keyboard at the rear of the store creating a personal connection to the jazz era. Concourse A travelers can also visit the "Made in KC Marketplace" to shop products from dozens of local vendors and makers, including Skin, Growing Days and Christopher Elbow, as well as a LEGO Travel store.

The walkway into Concourse B features a replica of the oldest market in the Midwest, City Market KC, modeled after the popular city market in the River District of Kansas City. City Market KC at MCI invites travelers to explore an eclectic mix of local vendors and to discover the city's historic past. Concourse B also features the Turn the Page KC bookstore, featuring an enormous sculpture of a book hanging from the ceiling, which was commissioned in celebration of MRG's partnership with Turn the Page KC, a local literacy organization.

Concourse B also includes MRG's The Pitch newsstand and gift shop, a sleek InMotion tech accessories store, and Brookside Local, modeled after the shopping neighborhood in Kansas City.

MRG has also launched its first automated retail solutions at MCI and now offers travelers efficient, 24-hour access to key brands. Among these is an InMotion Kiosk selling airport electronics, which is in addition to the InMotion store in Concourse B. InMotion now has 162 stores worldwide, with more openings planned for the future.

The ribbon cutting for the new concepts took place on Feb. 27, 2023.

The 40-gate New Terminal at Kansas City International Airport opened for commercial air service the following day, a little more than 50 years after the airport and its three-terminals began serving Kansas City. At just over one million square feet and a budget of \$1.5 billion, the New Terminal is the largest single infrastructure project in the city's history.

Design and construction efforts for the New Terminal began in 2018 and the project broke ground in March 2019.

The terminal features spacious gate areas, nearly 50 local and national food and beverage, and shopping experiences. The facility opens with 40 gates and the ability to expand up to 50 gates in the future.

Two moving walkways expedite transfers between the two concourses to make navigating the airport a better experience. Consolidated and flexible security checkpoints with 16 lanes were designed to accommodate the ebb and flow of passenger volume. The new 6,200-space garage is adjacent to the terminal with plenty of close-in, covered parking.

ELC named to Bloomberg's Gender-Equality Index for 6th consecutive year

The Estée Lauder Companies (ELC) announces that it has been named to the 2023 Bloomberg Gender-Equality Index (GEI) for the sixth year in a row. The company notes that it continues to improve its index score as it deepens its commitments to women's advancement and gender equity, thus "—ensuring our employees have equitable access to career advancement, pay parity, and opportunity across ELC worldwide."

ELC joins 483 other companies as a member of the 2023 GEI, a modified market capitalization-weighted index developed to gauge the performance of public companies dedicated to reporting gender-related data. This reference index measures gender equality across five pillars—leadership and talent pipeline, equal pay and gender pay parity, inclusive culture, anti-sexual harassment policies, and external brand.

Those included on this year's index scored at or above a global threshold established by Bloomberg to reflect disclosure and the achievement or adoption of best-in-class statistics and policies.

The data is collected through a voluntarily submitted survey that has no associated costs. The index is not ranked.

Bacardi promotes Stephanie Macleod to new director of blending role to drive premiumization of its whisky business



Bacardi is promoting **Stephanie Macleod**, Master Blender for its portfolio of Scotch whiskies, to a newly created role as Director of Blending, Scotch Whisky – a promotion that recognizes her talent and 25 years' experience in crafting Scotch whisky.

A multi-award winning and highly respected figure in the whisky industry, in her new role Macleod will spearhead the continued premiumization and innovation of Bacardi's portfolio of Scotch whiskies—DEWAR'S Blended Scotch whisky, William Lawson's Scotch whisky, and the five Single Malts – Aberfeldy, Aultmore, Craigellachie, The Deveron and Royal Brackla -- as Malt Master.

Macleod is the reigning 'Master Blender of the Year', holding the IWC title for an unprecedented four years running, and is only the seventh Master Blender in DEWAR'S 176-year history.

Stephanie became the first female Master Blender for DEWAR'S in 2006, following her official three-year training with the then Master Blender.

Marcolin unveils 2023 Travel Retail collection for Guess

Global eyewear company Marcolin is introducing the new 2023 GUESS Eyewear Travel Retail collection worldwide in April.

Exclusively available in Travel Retail channels, the capsule collection features four sunglasses styles that the company says “explore the essence of femininity through innovative and unique shapes and details.”

The four styles consist of:

GU7877. An easy-to-wear style with a soft rounded shape inspired by a classic silhouette and enhanced with trendy accents. The dark Havana frame with gradient brown lenses features the iconic GUESS logo on the temples.



GU7878. A square frame that comes in transparent dusty rose with rose gold details in an evergreen shape with modern hues and thicknesses. It comes with violet to peach gradient lenses.



GU7881-H. A slim geometric frame with a shiny rose gold metal front that has milky blush injected plastic temples embellished with the G CUBE pattern on the inside. The lenses are gradient brown to pink.



GU7886. an elegant, feminine sunglasses with a square frame. The glossy black injected plastic front is combined with slim gold metal temples embellished with refined geometric inserts reproducing the brand's distinctive golden G logo featured on all accessories.



Christine Martin launches TR GO for GOLD awards

Christine Martin, formerly Managing Director of Travel Retail Training Ltd and the airline training and recognition event ISPY (Inflight Sales Person of the Year), has announced the launch of a new set of travel retail awards.

Called TR Go for Gold, Martin says that the awards are designed to recognize excellence and best practice across different product categories within the Travel Retail industry.

Entries do not compete against each other, but rather aspire to ‘Go for Gold’, she explains. A future goal of the awards is to develop the judging criteria into an industry recognized standard.

Winning entrants will be awarded bronze, silver or gold certificates that will be presented to exhibitors at their stand on the opening day of the TFWE.

Eligibility requires the product to be shown within the TFWE.

Well known and highly respected Travel Retail category experts will be judging entries in each specific category, and have helped develop category specific ‘Guide to Gold’ criteria, she says.

Confirmed judges are:
Confectionery – Martyn Westbury (formerly MARS),
Cosmetics & Suncare – Carolyn Mariani (Formerly DFASS/ 3Sixty),
Fashion - Liz Woodland (formerly Dufry),
Spirits – Kristiane Sherry (formerly *Frontier Magazine*),
Jewelry – David Butler (formerly Pandora),
Time pieces – Viola Denke (formerly Gebr. Heinemann),
Sunglasses – Luca Molin (formerly Dufry),
Electronics – Anna Berezhneyer (formerly Hanse Distribution)

Travel Accessories – Jonathan Smith (formerly Travel Blue),
Above and Beyond (individual and team awards) – Marcus Griffin (formerly Dufry Americas)

The opening date for awards entry submission is April 3, 2023 and closing date is June 2, 2023. There is an entry fee of £250 (plus 20% vat where applicable) per entry.

For information contact Christine Martin CustomerService@trforgoldawards.com or www.trforgoldawards.com



Nestlé unveils new Smarties Cool Creatures travel retail exclusive

Nestlé ITR is launching a new Smarties Cool Creatures travel retail exclusive set that has been designed to spark imagination and encourage virtual exploration as it showcases a sustainable message and nurtures appreciation for the underwater world.

The launch will be supported by high-profile in-store promotional activity and a range of pioneering digital activations.

The new Smarties Cool Creatures set features 4 x 34g Smarties Hexatubes in recyclable paper packaging, four activity sheets, eight colored pencils, stickers and a play mat. Inspired by Nestlé's Play in our Colourful World campaign, the set allows children to create and customise four different sea creature toys.

Smarties was the first global confectionery brand to switch to recyclable paper packaging, and Nestlé has stated its ambition to make all of its packaging recyclable or reusable by 2025.

In addition to the recyclable packaging, the Smarties Cool Creatures set features chocolate made from 100% certified sustainable cocoa beans sourced through the [Nestlé Cocoa Plan](#).

Nestlé ITR collaborated with two agencies on this new launch to develop interaction between the physical world and the digital realm with a focus on using phygital marketing as a way to educate and engage consumers.

Scanning the on-pack QR code gives access to a colorful, interactive virtual world, where users can become a marine explorer, learn fun facts and take part in a marine expert quiz.