

Dufry officially opens first border duty free shop in Brazil



Dufry officially opened its first Brazil duty free border shop on August 22. The store is located in Uruguaiana, one of the most important cities in the South of Brazil, at the border to Argentina.

With a retail space of 850 sqm, the shop offers an assortment of prestige international brands similar to those seen in Dufry's airport shops around the world.

The new Dufry store carries a wide range of worldwide renowned brands, such as: MAC, Carolina Herrera, Victoria's Secret, Shiseido, Lindt, Godiva, Johnnie Walker, Chivas, Absolut, Tanqueray, JBL, Lacoste and Desigual, among others. Many of these benefit from ongoing launches of novelties, exclusive products and limited editions.

The new shop also offers two of

Dufry's best known customer services: RED by Dufry, the Group's loyalty program, and Reserve & Collect, which allows customers to pre-order their purchases online.

In addition, Dufry says that it creates a memorable shopping experience for customers with a tasting bar and an array of interactive and digital technologies supporting the selection of perfumes and cosmetics.

Dufry says that it is very pleased to have opened its first border duty free shop in Brazil, following the final approval of the new regulation by the local customs authority.

"The border duty free business already exists in other countries in South America, and it is very popular amongst Brazilian customers, who cross the borders for that

purpose [to shop]. With the new regulation, there will be a total of 32 Brazilian twin-cities with the right to operate duty free border shops and Dufry intends to expand this business in all of these cities," said the company in its official announcement.

Rene Riedi, Divisional CEO Central and South America for Dufry, commented:

"I am thrilled with our debut in the duty free border shop business in Brazil. The completion of the regulations has been long-awaited and we are now focusing on exploring this completely new channel for Dufry in Brazil.

"We are looking forward to offering customers the same World Class shopping experience they can find in our shops Worldwide," he concluded.

Route launches by American Airlines and four new carriers drive steady growth at MIA

Passenger traffic continues to grow at Miami International Airport, which chalked up a total of 23.4 million travelers in the first half of 2019, 688,000 (+3%) more than last year during the same time period.

Much in line with the ACI figures cited on page 2, international travelers rose by 516,000 for a 4.7% jump to 11.4 million, while domestic traffic grew by 172,000 for a 1.4% increase to 12 million passengers, reported the airport.

"After another record-setting year in 2018, it is encouraging to see our global gateway climb to new heights in passenger traffic," said Miami-Dade County Mayor Carlos A. Gimenez.

The first half of 2019 featured MIA hub carrier **American Airlines'** launch Cordoba, Argentina service on June 7. Four other international passenger airlines also entered the Miami market with new routes:

Low-cost carrier **Norwegian** launched daily nonstop service between MIA and London Gatwick Airport on March 31; Moroccan national carrier **Royal Air Maroc** launched the first-ever Miami-Casablanca route on April 3, giving MIA its first passenger flights to Africa since the year 2000 and Florida's only nonstop service to the continent; **LOT Polish Airlines** began the airport's first-ever route to Poland with Warsaw service on June 1; and French airline **Corsair** started weekly flights to Paris Orly Airport at MIA on June 10.



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BY THE NUMBERS

ACI World data: global passenger growth moderated in first half of 2019

Table 1: Summary Worldwide Traffic Results, JUNE 2019 (% change)

	June 2019 over June 2018	Year to date 2019	12-month rolling year
PaxFlash			
International passenger	5.7	4.9	5.5
Domestic passenger	2.3	2.5	3.5
Total passenger	3.9	3.6	4.4
FreightFlash			
International freight	(6.5)	(5.0)	(2.0)
Domestic freight	(1.4)	1.3	2.5
Total freight	(5.1)	(3.2)	(0.7)

Airports Council International (ACI) World reports that global passenger traffic moderated in the first half of 2019 while the air freight industry continued to experience downturn.

The global passenger market grew by +3.9%, year-over-year, up from +3.1% in May. Year-to-date growth reached +3.6%, almost one percentage point below its 12-month rolling average. Total freight volumes declined -3.2% for the first half of the year, and fell by -5.1% in June.

“The global passenger market managed to sustain its growth rate in June compared to the previous month,” ACI World Director General Angela Gittens said. “While year-to-date results show a slight slowdown, the industry continues to show resilience in the face of the weakened global economy.”

“The trade tensions that persist between several major economies – and the accompanying GDP growth slowdown – have had more impact on the air freight industry, which could possibly end 2019 in the negative.”

Passenger traffic

The international passenger market was the main driver in the overall passenger industry’s momentum in June. The international segment posted a +5.7% year-over-year growth rate, two percentage

points above May’s results.

The mid-year growth for international passenger traffic was +4.9% year-to-date, close to twice the gains posted by the domestic market during the same period (+2.5%). Domestic traffic gained +2.3% in June, slightly below its +2.4% gain in May.

Of the major regional markets, **Europe** had the highest growth rate in June, with +4.7% on a year-over-year basis. The region’s growth rate stood at +4.3% for the first half of the year. The international segment drove most of its total passenger growth, at +5.4% year-to-date, versus +1.4% for the domestic market.

After performing similarly to Europe until the month of May, **North America** stood at +3.9% by the end of the second quarter. The region’s total passenger traffic grew +2.9% on a year-over-year basis in June. Unlike Asia-Pacific and Europe, North America’s domestic market remained relatively strong during the first half of the year, gaining +3.7% year-to-date, versus +4.8% for the international segment.

Latin America-Caribbean performed well in June, growing +6% for the month. The region’s mid-year results were the second highest after Africa, at +5.5%. The domestic segment was a major driver of the region’s performance, standing at +6.3% year-to-date.

Asia-Pacific remained the lowest performer of the major regional markets in June, gaining +2.1%. The region ended the first half of the year with +1.9% growth on a year-to-date basis. With rising tensions between Japan and South Korea, and the continuing trade spat between China and the United States, 2019 may result in loss for Asia-Pacific’s major economies. After being the driver of growth for the global air transport industry for the past several years, the current trend represents a major shift in the near-term.

Africa continued to grow significantly in June, gaining +12.3% on a year-over-year basis. Year-to-date results for the region stood at +7.1%, the highest of all regions. Its international passenger market grew +8.3% for the first half of the year, driving most of the total increase.

The **Middle East** posted the second-highest growth in June, after Africa, with +8.1% gain on a year-over-year basis. The last 12 months have been challenging for the Middle East, resulting in a +2.5% growth for the first half of the year. Political tension in the region remained high, with limited indication that the high June figures marked a shift in local dynamics.

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ShopGallery rolls out Gate7/24 Travel Market concept to Iguazu airport



Argentine duty-paid travel retailer ShopGallery this week opened a new Gate 7/24 Travel Market convenience store in Iguazu International Airport in the north of Argentina.

The 70sqm store is located adjacent to the check-in area at the growing airport which is currently in the midst of a major renovation project.

This is ShopGallery’s third Gate 7/24 Travel Market store. Earlier this year, the company opened Gate 7/24 stores at Bariloche and Cordoba and is expected to open additional stores at Buenos Aires Ezeiza, Salta and Mendoza before the end of the year.

The operator also opened a new 250sqm ShopGallery store in Iguazu airport at the beginning of August.

John Gallagher




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Iguazu airport begins first intercontinental flights

In more news from Iguazu, Argentine President Mauricio Macri on Friday “christened” the first intercontinental flight from Puerto Iguazu International Airport, as Air Europa officially inaugurated flights from Iguazu to Madrid, Spain.

This is a milestone event for the airport, which in 2018 surpassed a million passengers in one year for the first time.

The airport is operated by Aeropuertos Argentina 2000, which is in the midst of a major expansion and remodeling of the passenger terminal. These works include expanding the parking lot, the reconstruction of the runway and taxiways, and adding to the new control tower, which was inaugurated in 2017. Last year the airport opened a new runway, which was completely rebuilt.

John Gallagher



Category management: ALL EYES ON... DFS

The organizers of the sunglasses Vision 2020 Sunglasses Workshop & Awards presentations in Cannes each year are discussing the thinking that went into choosing the winners of last year's event in a series that examines best-in-class executions that have elevated sunglasses standards and performance in travel retail.

Today they discuss the **Best Marketing Activity for the Sunglasses Category** that went to **DFS Group** for its omni-channel exclusive launches.

DFS was recognized for its pioneering omni-channel platforms and collaborative approach with sunglasses brands. The retailer implemented a series of 360-degree marketing campaigns with strong digital communications and interactive retail activations, to strengthen the launch of travel retail exclusives and DFS exclusive models.

DFS scored highly for its flexibility in creating bespoke campaigns for each brand. Prime location advertising on DFS.com, amplification through global and Chinese social media channels such as WeChat and WeiBo, engagement of KOLs and dedicated EDMs to DFS Loyal-T members boosted the launches through digital communication.

In-store, the exclusive sunglasses were presented in high profile spaces with eye-catching activations, including customization on wall bays, high profile promotional sites and campaign visual displays.

Cabeau launches merchandising and POP program

Travel accessories company Cabeau has launched a merchandising and point-of-purchase program and will highlight the refreshed packaging of its S3 Travel Pillow at its booth (Yellow Village, E39) at the TFWA World Exhibition in Cannes.

Cabeau says it is partnering with retailers to identify specific strategies to accelerate product turn and maximize store-level profits.

The cornerstone of the new retail optimization program is its new product fixture, which offers a 38% increase in product density from a 1.07 square foot footprint.

"Double-digit sales increases for \$40-60 MSRP travel pillows are helping drive significant individual average transaction improvement for travel retailers," says the company.

Cabeau has added new listings with King Power, Brookstone, and Munich Airport, and extended its

global contract with WH Smith, says Global Travel Retail Sales Director Lital Guedalia.

"We have witnessed tremendous retail success by partnering with key accounts to develop and drive best practices in the field," says Guedalia.

Cabeau has incorporated lenticular packaging on its popular Evolution S3 travel pillow to educate consumers on its promise to eliminate neck pain and provide the "scientifically best-seated sleep."

"We are delighted to be back exhibiting at TFWA World Exhibition and Conference. It is the ultimate travel retail venue where the world's industry leaders congregate and discuss the latest important trends. Cabeau is honored to be part of this storied tradition which is vital for our brand's continued growth and expansion," adds Guedalia.

To further leverage the exclusivity of the product offering, the sunglasses were pre-launched for DFS's top customers in its Prestige Lounges.

DFS Group also won the award for **Best Off-Airport Retailer** for its **T-Gallerias (worldwide)**

DFS maximized sunglasses sales in off-airport locations by creating world-class store environments and shopping experiences.

Throughout 2018, DFS implemented a number of projects to strengthen its sunglasses offer in its downtown T Galleria locations globally.

The retailer expanded its sunglasses footprint in high-traffic zones with secondary sites for the category; rolled out a new sunglasses store design concept with digitalization, sense of place and pop-up areas; increased visibility in T Gallerias with additional lightboxes and screens for sunglasses and implemented worldwide marketing campaigns.

DFS' new sunglasses store design concept was introduced at its Saipan and Venice T Gallerias. The result was a double-digit increase in productivity per square meter in the new concepts in Saipan and Venice, it reports.

Magali Ginsburg, SVP Fashion, DFS Group commented, "At DFS Group, we make it our mission to create bespoke, world-class shopping experiences for travelers, and our omni-channel campaigns inject a sense of excitement at multiple stages of the traveler

journey. The sunglasses category has become integral to our business, as shown by the impressive results at our T Gallerias. We are always ready to collaborate with our brand partners, seeking out tailored solutions together and maximizing their potential through our marketing initiatives."

Giles Marks, Duty Free Senior Sales Director at Maui Jim added, "DFS delivered a fantastic series of omni-channel initiatives that shows the power of digital for our category, particularly in Asia. It's great to see progress in response to the digital challenge, which will be a very important part of the future of travel retail worldwide. DFS' commitment to collaboration, growth and consumer focus should inspire all sunglasses stakeholders."

Al Fakher to feature experiential Shisha lounge in Cannes

Al Fakher, the global leader in the shisha tobacco market, will be exhibiting for the first time in Cannes this year, and has taken a space with a large outdoor area that enables the company to present an **experiential Shisha lounge (Bay Terrace T-12)**.

Al Fakher reports that it has achieved unprecedented growth in the travel retail sector and that its renewed focus on the channel has produced excellent results.

Al Fakher tobacco is available in 14 new locations, and its global distribution footprint in travel retail is set to further increase this year, says the company.

This success is helping the category's growth as a whole. Shisha tobacco's year-on-year growth in travel retail is in the double digits, and that growth is expected to continue in coming years.

"Our travel retail team is looking forward to meeting with travel retailers from around the world, exploring new growth opportunities and introducing Al Fakher to those we've not yet met with," says Ziad Jabre, Head of Global Travel Retail.

"Shisha is not just a Middle Eastern phenomenon. Our products are available in over 150 countries, and Al Fakher is recognized the world over. With our travel retail partners, we can ensure that our customers find their favorite tobacco wherever they might travel."

Al Fakher will use the opportunity in Cannes to display innovations and share news, while visitors experience the flavors and explore opportunities that will add value to their business with Al Fakher.

To contact Ziad Jabre. Please email him at z.jabre@alfakher.com



Enhancing the sparkle in Swarovski's travel retail business

Austrian crystal house Swarovski has reconfirmed that travel retail is a strategic priority for the company and has spent the last year reorganizing and strengthening its TR team across the globe, reports Claudia Heskier Schioenning, VP Travel Retail & Global Accounts, who assumed full operative and executive responsibility for the travel retail channel in June 2018.

Speaking with *TMI* in Miami recently, Heskier Schioenning said that the management board of the family-owned company took a fact-based approach to examining the business before rolling out its new structure.

"We began analyzing our travel retail business in 2017, focusing on market trends and consumer behavior. We analyzed how the travel retail markets differ geographically, between APAC, Europe and the US, and between the channels, airports versus downtown versus US versus cruise ships. Management looked at every aspect of the business and concluded it is an important growth area for Swarovski," she said.

New global structure for TR

Under the new organization, Swarovski appointed three senior travel retail directors reporting to Heskier Schioenning: a director for Europe, a director for APAC and a director for US, Canada, and LATAM (Paul Collica). The directors are responsible for all aspects of the sales, planning and merchandising.

In the Americas, Collica has recruited four higher level district

managers covering the West Coast, the Southeast, LATAM and Key Accounts. (The Caribbean is handled out of the US domestic division).

As the market leader with more than 10,000 points of sale worldwide, Heskier Schioenning says that it is imperative that the image in the POS in travel retail matches that of the stores in the domestic market.

"We are now much more critical about where we expand and put our footprint," she explains. "We must be assured that we have the space and position to present a consistent image wherever we are."

In fact, the company is unveiling a new store concept in Milan this year, which will roll out to travel retail first next April in Paris.

Insights and a higher profile

With the last of the new recruitment underway, Swarovski is now gathering insights to grow the category in travel retail. It is also expanding its profile in the channel. In the Americas, the company has just launched its first airport ad buys at JFK, Washington Dulles and Atlanta airports in partnership with DFA, and is testing a wrap in Seattle.

"We want to give the consumer enhanced choices," said Heskier Schioenning.

"We are the brand that has brought sparkle to people's everyday life since 1895. We transform light to delight and we have done that since 1895, so this is the core of our brand experience.

"Swarovski is so visible today. One million Swarovski crystals illuminated Elton John's extravagant costumes in the Rocketman film, and JLo's 'It's my Party' tour features our completely new technology where the crystal glows at night (even the piano is blanketed in bling)," she says.

As for Travel Retail in North America, Heskier Schioenning says that Swarovski wants to partner with its Operators to create a more Sparkling World and turn light into delight.

"We will challenge ourselves and partners to think out of the box

to take Swarovski to the next level. Pop up locations, Sparkling Shop in Shops and events/activations to engage our consumer. After all we are the #1 fashion jewelry brand in the world..."

Earlier this year, Swarovski mounted very successful pop-ups in Abu Dhabi, Taiwan, Macau and in Haitang Bay in China, featuring a sunshine-inspired Spring/Summer 2019 collection designed to explore the interplay of light and crystal.

"We have different projects and we are developing that concept for fall/winter now that will be even more amplified," she said.



Left: A new Swarovski store onboard Carnival Cruise Line's Inspiration. Above: The sparkling new Swarovski travel retail store that opened in Seattle Sea-Tac International Airport earlier this year.

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