

European Union recommends halting non-essential travel from the United States

The Council of the European Union voted on Monday to recommend reinstating a ban on non-essential travel from the United States due to its high rate of COVID-19 infections.

In addition to the U.S., the new recommended travel ban also includes Israel, Kosovo, Lebanon, Montenegro, and the Republic of North Macedonia.

The decision is non-binding and will ultimately be up to individual member states to implement.

The EU had banned non-essential travel from the U.S. last year due to the pandemic, but as American vaccinations increased, the EU put the U.S. on the "safe list" in mid-June.

However, the United States had not yet reciprocated and most restrictions remain in place for European visitors.

According to the European Council website, a country would fall under a "safe list" category if it records no more than 75 new cases per 100,000 residents over a two-week period.

The criteria also include a stable or decreasing trend of new cases over this period in comparison to the previous 14 days. The U.S. rates have far exceeded this number in August.

This decision will be reviewed and may take the status of fully vaccinated travelers into account.

In the statement released on August 30, the EC said: "This is without prejudice to the possibility for member states to lift the temporary restriction on non-essential travel to the EU for fully vaccinated travelers. As stipulated in the Council recommendation, this list will continue to be reviewed regularly and, as the case may be, updated."

In the same Aug. 30 statement, the EC recommended that its members gradually lift the travel restrictions on 18 countries, including Canada.

The recommendation also includes the administrative regions of China Hong Kong and Macao, and the Vatican, among several other locations.

OAG:

Airlines expectations for recovery in 2021 are fading

The August 23rd OAG newsletter blog, written by John Grant, paints a worrisome picture for airline recovery in 2021.

Even as the capacity report for that week showed some modest growth (0.7% to 78.9 million seats), the report points out that at the beginning of July airlines were planning to operate some 93.3 million seats by this time.

Key markets such as the U.S., Europe and China to nearly anywhere remain locked with no sign of anyone reopening their borders, and even the U.S. domestic market seems to be stalling as the Delta variant continues to spread across the country, says OAG.

As a result, IATA's expected industry losses for this year are likely to be larger than they expected.

Last week's latest schedule changes through to the end of October saw another 18 million seats removed by airlines around the world from their networks, reports OAG, equaling the loss of around 252,000 seats every day.

With Monday's news of new EU restrictions on American tourists, those seat losses will likely increase.

The recovery in this OAG data report is based around an 8% increase in capacity across the North East Asia region with all of that increase attributed to growth in China where the major airlines added back more seats.

More than 1.4 million domestic seats were added week on week in China but international capacity fell slightly. Less than 1% of all seats in the Chinese market are allocated to international services, a situation that must change for any recovery to begin.

The Southwest Pacific region continued to report cuts, however, with domestic capacity in Australia cut by another 22% week on week. International capacity in Australia is at less than 15% of its normal levels; New Zealand reports just 12% of normal pre Covid-19 international capacity. South East Asia is also reporting declines in weekly capacity.



U.S. Travel "disappointed" with EU travel restriction recommendation

The U.S. Travel Association was quick to respond to the new EU travel restrictions.

"This is a disappointing development following the boost in inbound visitation by vaccinated travelers that many E.U. countries experienced this summer. It's a setback despite the uptake in vaccinations—the tool that's highly effective against the variants—which are on the rise on both sides of the Atlantic," said USTA Executive Vice President of Public Affairs and Policy Tori Emerson Barnes.

"Travel is a crucial component of the global economy and will be necessary for a full recovery from the economic devastation of the pandemic. We encourage the E.U. to remain open to vaccinated Americans, and likewise urge the United States to take immediate steps to begin welcoming vaccinated individuals and restoring our travel economy," she said.

ForwardKeys reports improved travel numbers for Central America & the Caribbean

In its latest newsletter released on August 26, ForwardKeys reports that future flight bookings for July-September in Central America and the Caribbean were looking more positive.

The company, which tracks booking data, reports that international arrivals are down by just 25% in Q3 of 2021 while in Mexico it is only down by 6% compared to the same period in 2019.

"In the next months, some destinations may get very close to 2019 results," says Luis Millan, Market Researcher at ForwardKeys.

Confirmed tickets show strong demand for Central America: El Salvador is +31% on international arrivals compared to the same period in 2019, pre-pandemic. Belize is also witnessing double-digit growth at +26%.

Honduras and Costa Rica are well-positioned as well, thanks to

their vaccination-friendly travel requirements.

The outlook is more pessimistic for South American destinations.

The recovery is driven by the U.S. market, as Canada maintains strict limitations for non-essential travel (although the land border has now opened as of August 9 to fully vaccinated Americans).

Transatlantic markets, for Europeans, are gradually picking up, and are now roughly around half of the demand in 2019.

"We observe that Mexico, the Caribbean and Central America will be getting closer to 2019 volumes in Q3, as they manage to capitalize on the reopening of the U.S. market. These regions will benefit from a substantial performance improvement in Q3," says Millan.

The Caribbean region is taking advantage of its source markets in the U.S. as well as in Europe, says

ForwardKeys, although not all destinations have yet been added to the UK Green list [Countries from where the risk of travel has been determined to pose a low danger to public health in the UK].

Travelers from these destinations will not have to quarantine regardless of whether they are fully vaccinated, but will still need to take pre-departure and day 2 tests and complete a passenger locator form.

South America domestic travel

As international travel demand remains weak in South America, domestic markets represent a vital lifeline and a new focal point for tourism boards, says ForwardKeys.

In Brazil and Chile domestic travel demand for Q3 is reaching 80% of 2019 volumes.

"When examining the scheduled seat capacity for domestic flights in Q3 in Brazil, we can see that the airlines are betting on an

increase in demand, with capacity volumes getting closer to or surpassing 2019 levels, as is the case for top leisure destinations such as Recife," adds Millan.

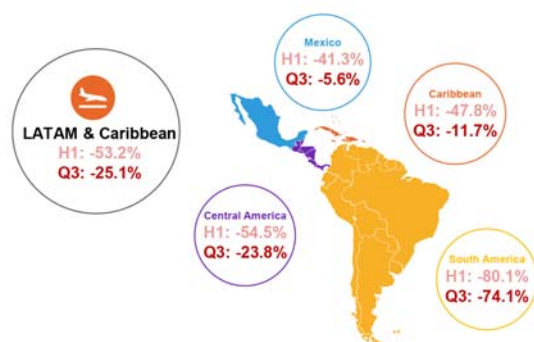
The Chairman of Empratur Brazil, Bruno Reis says: "We have set out a strategy of positioning our destinations within a wide range of touchpoints, focusing more on conversion rather than awareness.

"We are developing co-op marketing campaigns with retail agencies, OTAs and big tour operators, also running training sessions for travel agents in parallel to provide them with resources to help with their sales process."

In a time of restrictions to international mobility, and deteriorated consumer confidence due to the fast-changing travel conditions, many tourism stakeholders around the world have chosen to target the domestic market to mitigate the impact of the crisis, concludes the Forward-Keys report.

Mexico & the Caribbean are leading global travel recovery

International arrivals from January to June and July to September 2021 vs 2019



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Q3: Travellers flock to the Caribbean

Top 10 most resilient Caribbean destinations* for international arrivals from 1 Jul to 30 Sep, 2021 vs 2019

Caribbean	International tourist arrivals in...		Q3 (vs. 2019)
	Rank	Destination	% Change
	1 st	US Virgin Islands	+115.8%
	2 nd	Turks and Caicos Islands	+49.3%
	3 rd	Puerto Rico	+35.4%
	4 th	Guadeloupe	+34.8%
	5 th	Martinique	+30.9%
	6 th	Aruba	+12.6%
	7 th	Saint Marteen	+5.5%
	8 th	Antigua and Barbuda	+4.4%
	9 th	Saint Lucia	+0.8%
	10 th	Dominican Republic	-0.3%

*Destinations with a share in global arrivals of >1%

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Venue: 

WB Canna Co. & Wellness adds Sports Hydration brand BioSteel to fast-growing portfolio for the Caribbean, Latin America, and Travel Retail

WEBB Banks' new wholly owned subsidiary, WB Canna Co. & Wellness, continues to bolster its portfolio with top brands in the cannabidiol (CBD) and wellness industries, and has now added the popular **BioSteel** sports hydration products.

Launched earlier this year, WB Canna Co. & Wellness focuses on distribution of top-quality CBD and wellness products in the Caribbean, Latin America, and travel retail.

BioSteel was founded in 2009 with a focus on delivering premium clean, healthy hydration to consumers and athletes globally. BioSteel drinks are sugar-free, come in eco-friendly Tetra Paks and are filled with premium

ingredients, natural flavors and essential nutrients needed to support physical activity.

The brand also holds an impressive roster of #TeamBioSteel athletes, including Patrick Mahomes, football quarterback for the Kansas City Chiefs, Luka Dončić, the Slovenian professional basketball player for the Dallas Mavericks, and Christen Press, a top-scoring soccer player for the United States national team. It also partners with iconic sports franchises across North America.

The partnership with WB Canna Co. & Wellness marks the first time that BioSteel products will be available in the region.

"For years BioSteel has been the top name in sports hydration for professional athletes and fitness-minded consumers, and we're very excited to bring these innovative products now to consumers in the Caribbean, Latin America and duty free," said Phillip Jarrell, COO of WB Canna Co. & Wellness.

"BioSteel is an important addition to the WB Canna Co. & Wellness portfolio as we continue to



build a book of world-class wellness brands."

Originally formulated for pro athletes, BioSteel's products have gained popularity among consumers due to the authenticity of the brand's partnerships and the quality and efficacy of its products.

"We're thrilled to be partnering with WB Canna Co. & Wellness to introduce BioSteel to this region," said John Celenza, Co-CEO and Co-Founder of BioSteel. "With their vast distribution in the Caribbean and Latin America, this partnership will build on our commitment to delivering premium

Clean. Healthy. Hydration. to health and environmentally conscious consumers and athletes across the globe."

BioSteel hydration products are currently readily available across North America, globally with select retail partners and direct to consumers online through

www.biosteel.com.

To learn more, visit www.wbcannaco.com, as well as @wbcannaco on Instagram and @wbcannacoandwellness on Facebook. For sales and distribution inquiries, please contact info@wbcannaco.com.

Fraport USA partners with Servy to launch mobile ordering and delivery service at select airports

Fraport USA is partnering with Servy to bring its new Fraport-branded mobile ordering and delivery service, GateWaiter, to select U.S. airports.

The new platform, powered by Servy's Grab Airport Marketplace technology, launched this month at Baltimore/Washington International Thurgood Marshall Airport (BWI) and Cleveland Hopkins International Airport (CLE), with plans to expand to other airports.

Passengers and staff at participating airports will be able to place contactless orders for food and drink using their smartphones, with the option of having their choices delivered to them at a location of their choosing. For example, scanning a [QR Code](#) brings up a variety of restaurant options on BWIGateWaiter.com, searchable by location and cuisine, along with estimated order and delivery times. Guests can pick up their order or have it delivered to their chosen location at the airport.

New travel series hosted by *Porthole Cruise's* Bill Panoff premieres with episode exploring the U.S. Virgin Islands

Bill Panoff, publisher of *Porthole Cruise and Travel* and host of *Cruise Control*, has launched a travel series exploring islands in the Caribbean and top cruise destinations.

The series kicked-off in August with *Exploring the U.S. Virgin Islands*, an episode that dives deep into the beauty and culture of St. Thomas and St. John.

Panoff has worked in the cruise and travel industry for over 30 years; starting as a cruise director onboard one of Carnival's first vessels, *TSS Mardi Gras*. Through production of the leading cruise and travel magazine, *Porthole Cruise and Travel*, Panoff has grown to become one of the most

well-known personalities in the cruise industry.

"My passion has always been cruising and visiting exotic destinations. This series allows me to share the hidden gems I have found along my journeys with travelers around the world," says Panoff.

The series provides a much deeper look at each destination while exploring familiar attractions and some off-the-beaten path points of interest.

The first episode covers an array of activities -- from historic sites to local recipes.

It starts in downtown Charlotte Amalie at the 99 Steps, the famous St. Thomas landmark built from

the ballast stones of early European sailing ships. From there, the show visits The Ice Cream Shop, where hot and savory fried patés are the stars of the menu. The show tours through a local art gallery with painter Prea Bhandari and on to the beach on a Tropical Treasure Hunt. Panoff spends the afternoon at Coral World Ocean Park with animal welfare specialist, Ashley Acridge.

The episode wraps up at a local hotspot on the island of St. John after a day exploring beaches, ruins and boutiques.

The episode is available here, on PPI Group's YouTube channel (https://www.youtube.com/watch?v=ECtKBOF_5O4).

TIFFANY & CO.

TRAVEL MARKETS
INSIDER

Shiseido sells prestige makeup brands bareMinerals, BUXOM, and Laura Mercier to Advent International

Shiseido Americas has sold its prestige makeup brands bareMinerals, BUXOM, and Laura Mercier to AI Beauty Holdings, Ltd., a new company formed by global private equity investors Advent International.

In its corporate statement, Shiseido said that the sale follows its medium-to-long-term business strategy "WIN 2023 and Beyond," in which the Shiseido Group is shifting to a new business structure, with skin beauty positioned as its core category.

"To that end, we have launched a fundamental business transformation and aim to become a global leader in skin beauty by 2030," said the statement.

Shiseido said that it will be focusing on profitability and cash-flow management in the three years from 2021 to 2023, in order to solidify the business foundation required for a global Skin Beauty Company. As such, it is taking steps to prioritize its brands, optimize its portfolio, and strengthen

its competitive advantages under this strategy.

Shiseido acquired bareMinerals and BUXOM in 2010, and Laura Mercier in 2016.

The Company says that it will reinvest the funds obtained from the Transfer into areas crucial for its long-term growth, such as development of key brands and acquisitions, mainly in the skin beauty category, digital transformation, and enhancement of production capabilities and innovations.

A statement from Advent International notes that Pascal Houdayer, who has 30 years of senior management experience in the beauty industry, will serve as Chief Executive Officer of the standalone business when the transaction is complete.

Although financial terms were not released, *Women's Wear Daily* reports that Advent paid \$700 million for the three brands, which together have about \$650 in sales.



Tiffany & Co. introduces the "ABOUT LOVE" campaign starring Beyoncé and Jay-Z

Tiffany & Co., which was acquired by French luxury group LVMH Group in January, is showing a new creative evolution. Last week the iconic U.S. jeweler announced that "powerhouse" couple Beyoncé and Jay-Z will star in its latest campaign celebrating modern love.

Tiffany's debut of "ABOUT LOVE" marks the latest evolution of the luxury jeweler's new creative direction. The campaign is the result of a close collaboration and a shared vision between both the Carters and Tiffany & Co, said the company statement.

The campaign marks the first time the real-life couple have starred in a campaign together and is said to usher in a new brand identity.

"Beyoncé and Jay-Z are the epitome of the modern love story. As a brand that has always stood for love, strength and self-expression, we could not think of a more iconic couple that better represents Tiffany's values," said Alexandre Arnault, Executive Vice President of Product & Communications, Tiffany & Co.

"We are honored to have the Carters as a part of the Tiffany family," continued Arnault.

The Carters' love story is illuminated by Beyoncé wearing the iconic Tiffany Diamond (weighing 128.54 carats with an unprecedented 82 facets).

It is set against the backdrop of Jean-Michel Basquiat's *Equals Pi* (1982). The artwork has been part of a private collection from its

creation until now, and this campaign marks its first public appearance.

Jay-Z wears the legendary Bird on a Rock brooch, from the Tiffany T collection by Jean Schlumberger, reconstructed as a pair of one-of-a-kind cuff links.

The campaign features a film directed by Emmanuel Adjei, and features a musical performance from Beyoncé of the classic song "Moon River," which was made famous in the 1961 film *Breakfast at Tiffany's*.



The campaign film also shows Jay-Z capturing the moment on a Super 8 camera, interspersed with nostalgic flashbacks and cinematic, dreamlike visuals.

The Tiffany & Co. 'ABOUT LOVE' campaign will make its global debut on September 2.

As a part of the partnership with the Carters, Tiffany & Co. has pledged a \$2 million commitment towards scholarship and internship programs for Historically Black Colleges and Universities (HBCUs).

The Macallan Concept No.3 comes to life in innovative digital activation

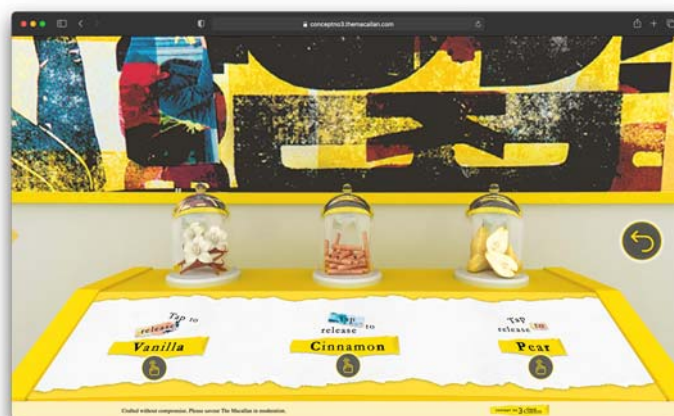
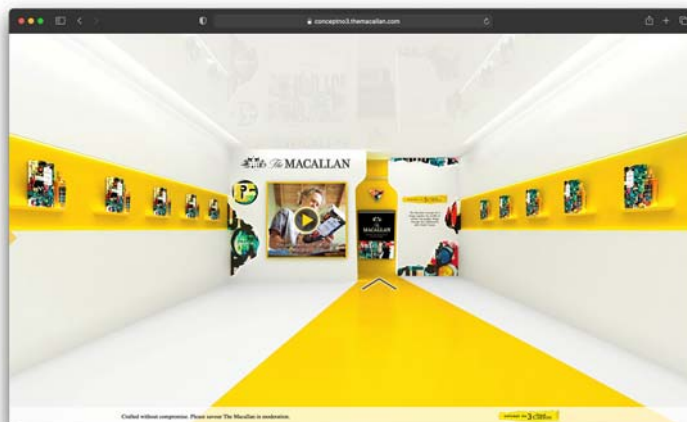
The Macallan has unveiled an engaging digital activation to support the launch of Concept No.3 – the final release in the travel retail exclusive Concept Series.

Edrington Regional Managing Director Global Travel Retail Jeremy Speirs said: “The digital activation is a highly relevant and engaging way to connect consumers with the Concept No.3 universe in the wake of COVID-19 when many are still unable to travel.

“By pushing the boundaries of digital engagement, we are building awareness and excitement for when travelers return to duty free stores and continuing to recruit consumers into The Macallan through standout activations, both online and offline.”

The digital activation, available via the Create Your Own app, offers an original way for consumers to connect with the brand as international travel begins to resume. The app comprises three main elements that each offer a different insight into the world of Concept No.3 and the inspiration behind the whisky.

Fashioned as a 3D Linear Gallery, the virtual experience is inspired by Concept No.3’s vibrant creative expression in physical retail spaces. On arrival at the ‘hall of fame’ style gallery, consumers are encouraged to discover artist David Carson’s inspiration and motivation for working with The Macallan.



Top: Concept No. 3’s virtual 3D Linear Gallery with David Carson’s artwork. Above: Visitors on the app discover the key tasting notes of the whisky.

The Macallan and Bentley Motors collaborate for a sustainable future

The Macallan single malt Scotch whisky and luxury British automotive manufacturer Bentley Motors are partnering to develop distinctive collaborations and further their vision of a more sustainable future.

The collaboration is designed to create immersive experiences and inspirational products with a commitment to a more progressive world, says the companies.

The global brand partnership was unveiled in July at The Macallan Estate in the Speyside region of Scotland, alongside the launch of a new Hybrid Bentley – the next step in Bentley’s journey

to become the world’s leading sustainable luxury mobility company as part of its Beyond100 strategy.

Igor Boyadjian, Managing Director for The Macallan, said: “The Macallan and Bentley Motors each have a rich heritage, and shared values of mastery, craftsmanship, creativity and innovation. Our collaboration presents a remarkable opportunity to compare our time-earned knowledge and learn from each other. We will generate fresh and contemporary thinking around our consumer engagement, our exceptional experiences, and ultimately our products.”

The Macallan hopes to achieve carbon neutrality on The Macallan Estate by 2030, and is promoting responsible sourcing and cultivating a global community of artisans. It is also committed to having a fully electric passenger vehicle fleet on The Macallan Estate by 2025.

Following the partnership announcement with Bentley Motors, the brand will take delivery of two hybrid Bentleys this year.

The partnership will initially focus on a selection of core areas, including the brands’ shared journey to carbon neutrality, inno-

Advancing through the Linear Gallery, consumers can dive deeper into the three core pillars of Concept No.3 – Place, Mastery and Taste – via short videos relating to the stories about The Macallan Estate, the collaboration with David Carson and influences for creating the whisky. Next, consumers can learn more about the key tasting notes of the whisky – pear, cinnamon, vanilla – on a virtual scent bar that displays the ingredients in a bell jar.

Further into the Linear Gallery, a placard invites visitors to try out the Create Your Own app. The virtual walk-through culminates in a tasting experience with Whisky Maker Polly Logan and the opportunity to purchase a bottle of Concept No.3 via click & collect.

Create Your Own is a first-of-a-kind application that invites consumers to unleash their inner artist to create bespoke artwork with graphic elements inspired by the work of David Carson. Users can experiment with colors, textures, shapes, icons and bottles before signing their creations and sharing them on social media or on the specially designed virtual gallery wall. Providing a source of inspiration for budding Concept No.3 artists, the virtual gallery wall houses all the artwork that has been created via the app.

The digital activation can be accessed [here](#).

vative research into the sourcing of sustainable materials, and teamwork on finding and sharing sustainable, local suppliers.

It will additionally deliver a wide range of projects over the coming years, including jointly-developed products from both The Macallan and Bentley, curated customer experiences and collaborative events.