

## Cannes 2019: attendance tops record 7.5k; industry calls for a major thrust for sustainability

The 35<sup>th</sup> TFWA World Exhibition & Conference was deemed an unqualified success, according to the organizers.

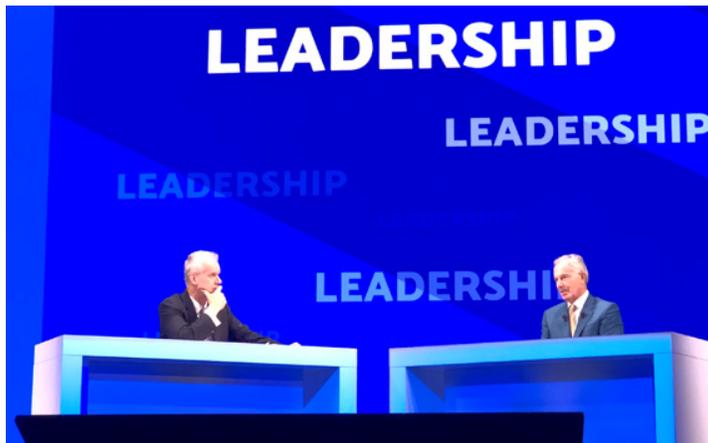
Following a week of spectacular weather on the French Riviera, the annual industry event closed on an upbeat note as TFWA President Alain Maingreud announced that a record 7,531 delegates visited the exhibition during the week, an increase of 7% from 2018.

The conference on Monday also attracted a record 2,000 people. The Rt. Hon. Tony Blair, former Prime Minister of the United Kingdom, shared a number of candid anecdotes from his years at the center of world politics, touching on topics ranging from leadership, sustainability, climate change and democracy, to politics and Brexit.

Mr. Blair also shared a number of warm memories of former French president Jacques Chirac, who had died earlier in the week, despite the fact that the two were often at odds while they were in office.

The biggest news about the Prime Minister's appearance at the Conference – which was deemed controversial by many in Europe and the UK – was that the press was notified shortly before the conference that it would be off the record.

However, Mr. Blair was undeniably charming, insightful and informative during his far-ranging Q and A with moderator



Keynote speaker The Rt. Hon. Tony Blair, former Prime Minister of the United Kingdom, (right) shared a number of candid anecdotes during a far-ranging Q&A with Stephen Sackur, moderator of BBC World's HARDtalk, in Cannes.

Stephen Sackur, of BBC World's HARDtalk, and several delegates who had opposed the Prime Minister's invitation told *TMI* that they found themselves agreeing with much that he said.

In a question about Mr. Blair's invitation during the Closing Press conference at the end of the week, Maingreud commented that the choice had been unanimously approved by the Association's Management Committee.

### Technology & One Young World

In a second fascinating presentation, David Jones, former CEO of advertising agency Havas and the founder of You & Mr. Jones, stretched the audience's mind with his descriptions of new technologies and how they will/are being

embraced by younger generations.

Even more compelling, Jones showed videos of his organization One Young World, which he founded with Kate Robinson 10 years ago, in an effort to help brilliant young leaders to drive change in the world, he said. One Young World brings together 1,500 of these young leaders every year, from 195 countries, and puts them on the stage with counselors who include such luminaries as activist Bob Geldorf KBE, Sir Richard Branson, Meghan Markle, etc., which also gives them a global audience.

In a break with tradition, Alain Maingreud's annual State of the Industry presented no figures, which he said was because the

*Continued on page 2.*

## WiTR (and friends) raise over €19,000 to help young women to break the circle of poverty

Thanks to the generosity of companies and individuals, Women in Travel Retail raised close to €19,000 during its October meeting in Cannes. The money will go to Friends International's beauty vocational training program to provide training to young women aged 16-24, helping them to work in a safe place, provide for their families and learn customer-oriented skills in a real work environment.

The original target of €15,000 was exceeded in part thanks to significant contributions – from Shiseido, the Moodie Davitt Report, Gebr. Heinemann, Sunil Tuli, and WiTR networking meetings in Singapore, Hong Kong and Orlando – and to the generosity of companies in providing fabulous silent auction items and raffle prizes and to all who participated by bidding and entering the draw.

Friends International Founder and Executive Director, Sabastien Maron, commented: "We extend our thanks to the exhibitors and visitors to TFWA Cannes who have helped WiTR to reach their target and ensured that these young people can achieve their dreams by completing their training, finding employment and going on to have stable, successful and happy lives."

"This was the biggest meeting ever of Women in Travel Retail with many new faces. There are now over 300 WiTR members – and we're still growing," commented Sarah Branquinho, Chair WiTR. "All women in travel retail are invited to join WiTR; next year's charity will again be nominated and decided by WiTR members."

WiTR also thanks Follador – celebrating their 250<sup>th</sup> anniversary – for again adding sparkle to the meeting with its donation of wine, and Rob Grossman and his team at QuestExhibits for their help with the logistics.

For information on how to become a member of WiTR, please contact [lucy@wefiltr.com](mailto:lucy@wefiltr.com).



Global TR contact: Zack Boiko, [zboiko@Actium.us](mailto:zboiko@Actium.us)

## Cannes 2019: industry calls for a major thrust for sustainability

*Continued from page 1.*

industry was suffering from a collective failure of a sharing of information.

“We need valid statistics,” he insisted. Maingreud also argued for the critical need for sustainability, which became a theme from nearly every company *TMI* met with throughout the week.

“We cannot ignore the effect of aviation on the planet,” said Maingreud, stressing that as an industry we must do whatever we can to help mitigate the negative impact.

With 504 exhibitors and an expanded floor space the exhibition itself was also very upbeat.

Another highlight this year was the TFWA Innovation Lab, which was moved to a centralized location that was much more convenient for delegates. With a much broader scope than the previous

TFWA Digital Village, the Innovation Lab was busy throughout the week.

Again sustainability was a major topic. In the Innovation Lab, as well as in the conference and workshops, there was much talk about how the industry can continue to prosper, while acknowledging its responsibilities towards the environment. From recycling of retail fixtures to creative new ways to reduce plastic packaging, companies seriously discussed how to improve the sustainability of their own businesses. *TMI* will be covering this in greater detail over the next weeks.

During the conference, TFWA President Alain Maingreud also announced that the TFWA World Exhibition & Conference will stay in Cannes for at least the next three years.

*Lois Pasternak*



*Left: Jessica's Secret CEO Mirko Wang, Pernod Ricard group Chairman & CEO Alexandre Ricard, Chairman & CEO of Pernod Ricard Global Travel Retail Mohit Lal, and MyTravelResearch.com CEO Carolyn Childs at Pernod Ricard Global Travel Retail's industry panel. Below: Caribbean retailers at L'Oréal.*



*From left: Innovation Workshop with Chris Morriss, Director of Concourse Display Management; Christina Lu, CMO, Global Travel, Alibaba Group; Julie Menville, Head of France for Amazon Pay, with Michele Miranda, TFWA Conference Manager. Franco Gabriele, Alfa Duty Free and Christoph Henkel of InnoTRI at the Fire & Ice cocktail for Cihuatan Ron de el Salvador and Pillitteri Carretto Icewine; The Women in Travel Retail networking meeting with Colleen Morgan of The MoodieDavitt Report explaining about this year's chosen charity, Friends International.*



*See more photos on the TMI website.*

### Duty free allowances to increase in Brazil

Brazilian President Jair Bolsonaro's Twitter announcement that the Brazilian government will confirm new duty free allowances within the next few days came as no surprise to Latin American duty free industry observers. The current allowances have been in place since 1991 and over the last few months there have been several calls to bring them up to date to take account of inflation.

On Friday Bolsonaro tweeted on his personal account that the allowance for purchases in airport duty free shops made by Brazilian residents arriving on international flights will be increased from US\$500 to US\$1000, within the next few days. Bolsonaro also tweeted that the allowance for purchases from land-based stores on the Paraguayan border will be increased from US\$300 to US\$500. Most pundits expect that this allowance will also apply to other Brazilian land borders, including Argentina and Uruguay. The new allowances will allow duty free shop operators, both in airports and on land borders, to offer more expensive products.

Brazil's Finance Ministry controlled by Paulo Guedes is expected to publish the regulatory decree before the end of October.

President Bolsonaro's tweet was posted shortly after ASUTIL Secretary General Jose Luis Donagaray had held a media webinar Friday morning to inform the industry press that the increased allowances were expected this week.



## Carnival Cruise Line resumes calls to Grand Bahama

In a major boom to hurricane-stricken Grand Bahama, Carnival Cruise Line resumed regular calls to the island beginning last Friday, Oct. 11, with *Carnival Pride* docking in Freeport. *Carnival Elation* followed on Oct. 13 and *Carnival Freedom* on Oct. 15.

*Carnival Pride* departed Baltimore on Sunday, Oct. 6 on a week-long cruise with nearly 2,400 guests. Between now and the end of the year, Carnival Cruise Line expects to host 39 calls in Freeport, bringing more than 100,000 visitors to the destination and providing a significant impact to the local economy.

For the full year, over 400,000 guests will visit Grand Bahama on a Carnival cruise vacation aboard 10 different ships sailing from nine different U.S. homeports. More than 15 shore excursions will be offered.

“Cruise ship visits are important to the local economy and our shore excursion team has been working closely with local tour operators and has confirmed a variety of attractive onshore excursions for our guests,” said Terry Thornton, Carnival’s senior vice president of nautical and port operations.

Senator James Kwasi Malik Thompson, minister of state for Grand Bahama, adds: “The rebuild-

ding of Grand Bahama has begun. We welcome the return of Carnival Cruise Line back to Grand Bahama after Hurricane Dorian. Carnival is an incredible partner for the Bahamas and Grand Bahama.”

In related news, the *Carnival Ecstasy* arrived in Freeport last Monday to undergo an extensive 12-day dry dock at the Grand Bahama shipyard, becoming the first cruise ship to utilize the facility since Hurricane Dorian.

### Relief efforts

The company’s relief efforts include a \$2 million pledge from Carnival Corporation and the Micky and Madeleine Arison Family Foundation, as well as relief shipments delivered by Carnival Cruise Line ships and via a partnership with Tropical Shipping. Carnival employees and guests have also donated well over \$500,000 through online giving tools and collections on embarkation day and onboard.

As reported in *TMI 20-41*, Bahamas Paradise Cruise Line was the first cruise line to bring leisure travelers back to Grand Bahama Island following Hurricane Dorian, with two-night round-trip sailings from Palm Beach beginning September 27.



*Carnival Pride* returned to Freeport on Oct. 11, heralding the rebuilding of Grand Bahama Island following Hurricane Dorian on Sept. 1.

## Hudson Group enters into agreement to acquire 34 Brookstone U.S. airport locations

Travel retailer Hudson Group has signed an agreement to acquire the assets of Brookstone stores in U.S. airports from Apex Digital, Inc. Hudson has also obtained the right to be the exclusive airport retailer to operate Brookstone stores through a license agreement with Bluestar Alliance, LLC, owner of the Brookstone brand and trademarks.

The agreement covers 34 airport stores, of which 30 are currently open and operating. Of these 34 stores, 33 stores are in airports where Hudson has existing operations.

Brookstone is an established American brand well known for its unique selection of innovative products in the travel, wellness, home and entertainment categories. As part of the agreement, Hudson will also have the exclusive right to sell select Brookstone merchandise in its travel convenience stores.

A Dufry Company, Hudson Group is one of the largest travel retailers in North America, operating Hudson, Hudson News and Hudson Bookseller brands and over 1,000 duty-paid and duty free stores in 89 locations, including airports, commuter terminals, hotels and some of the most visited landmarks and tourist destinations in the world. Its wide range of store concepts include travel essentials and convenience stores, bookstores, duty free shops, branded specialty stores, electronics stores, and quick-service food and beverage outlets.

*SheaMoisture*

**#1** Multi-cultural Hair brand

**#2** Natural Baby Brand

**#1** Natural Baby SKU

**#1** Natural Personal Wash SKU, w/ 2 SKUs in the top 10 Natural SKUs in Personal Wash

Source: IR U.S. MULO 52 weeks ending 7/14/19 | Numbers based off UNIT sales.

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The \$100,000,000 New Voices Fund will directly invest in the businesses of women of color. The natural hair movement, led by women of color, has changed the landscape of beauty and business. Together, we're taking the new voice in beauty and expanding its reach to transform commerce and industries.

For information contact Karen.Granit@unilever.com

## The Estée Lauder Companies unites the world in hope with 2019 Breast Cancer Campaign

The Estée Lauder Companies launched its annual Breast Cancer Awareness Campaign on October 1, a program the company has spearheaded since 1992.

Committed to saving lives in its mission to create a breast cancer-free world, ELC has been a leader in the global breast cancer movement since Evelyn H. Lauder co-created the Pink Ribbon and started The Breast Cancer Campaign (The Campaign) in 1992.

A year later, in 1993, Evelyn Lauder founded the Breast Cancer Research Foundation (BCRF), the highest-rated nonprofit breast cancer organization in the U.S., dedicated to advancing the world's most promising research to eradicate breast cancer.

The Campaign has raised more than \$79 million to support global research, education and medical services through the collective support of consumers, employees and partners worldwide, with more than \$65 million funding 260 medical research grants through BCRF. This year the Campaign aims to raise another \$9 million globally.

Real impact has been made, in part as a result of the Campaign. Mortality rates from breast cancer have declined by 40% among women since the late 1980's, according to the American Cancer Society and BCRF-funded researchers have been involved in every major breakthrough in breast cancer prevention, diagnosis, treatment and survivorship.

Breast cancer is spoken about more openly and important messages about early detection are saving lives – five-year survival rates are better than 90% with early detection.

William P. Lauder, Executive Chairman of The Estée Lauder Companies Inc., continues to honor the legacy of his late mother, stating, "The Breast Cancer Campaign is an expression of the best of what we do as a company. My mother, Evelyn Lauder, had a vision to end breast cancer when

she started The Campaign in 1992.

"Since then, we have been pioneers in the breast cancer movement, driven by our passionate employees, partners and consumers around the world. I am so proud that her legacy lives on as we remain committed to making sustainable investments in research, education and medical services to bring us closer to eradicating this disease."

The Campaign will continue to drive worldwide efforts aligned to its mission:

- \*Launch a new social media call to action to rally supporters around the world to participate and raise funds through the simple action of drawing a Pink Ribbon on the back of their hand using pink lipstick, sharing why it's #TimeToEndBreastCancer and posting a photo on Instagram also with #ELCdonates. For every public, in-feed Instagram post during the month of October featuring both #TimeTo EndBreastCancer and #ELCdonatetogether, @esteelaudercompanies will donate \$25 (a half hour of research) up to \$250,000 to @bcrcure. \$250,000 will fund a one-year BCRF research grant.

- \* Illuminate buildings, monuments and landmarks worldwide in glowing pink lights to raise awareness of breast health—including the Empire State Building, New York City, the Eiffel Tower, Paris, and Kiyomizudera Temple, Kyoto.

- \* Distribute informational brochures and pink ribbons at The Estée Lauder Companies' beauty brand counters worldwide Mobilize 48,000 employees to positively impact communities and unite in action

- \*Drive donations to BCRF through [ELCompanies.com/BreastCancerCampaign](http://ELCompanies.com/BreastCancerCampaign)

This year, 19 of the The Estée Lauder Companies' beauty brands will support The Campaign's mission: AERIN, Aveda, BECCA, Bobbi Brown, Bumble and bumble, Clinique, Darphin, DKNY, Donna Karan, Estée Lauder, Glamglow, Jo Malone London, La Mer, Lab Series, Origins, Prescriptives,

RODIN olio lusso, Smashbox, and Tom Ford Beauty.

Each will contribute by selling Pink Ribbon Products or making donations to BCRF and/or other charitable organizations around the world.

The assortment differs by country and organization.

### ELC travel retail executives Israel Assa and Javier Simon are promoted and join executive leadership team

The Estée Lauder Companies has announced the promotions of two key leaders within the Travel Retail business -- Israel Assa and Javier Simon -- reflecting the growing strategic importance of the channel to the company.

Both Assa and Simon are familiar to the industry in the Americas, as they held senior positions in ELC's travel retail business in Miami.

Israel Assa has been promoted to President, Commercial, Travel Retail Worldwide, and Javier Simon has been promoted to President, Travel Retail Asia Pacific. Both will continue to report to Olivier Bottrie, Global President, Travel Retail and Retail Development and will join the extended executive leadership team.

Since 2016, **Israel Assa** has been Senior Vice President and General Manager, Business Operations, Travel Retail Worldwide leading The Estée Lauder Companies' three Travel Retail regional organizations.

Assa joined The Estée Lauder Companies in New York in 2001 as Executive Director, Travel Retail Marketing and moved to Miami as Vice President and General Manager, Travel Retail Americas in July 2006. Prior to taking on his current position, Assa led the Estée Lauder brand as Senior Vice President and General Manager, Estée Lauder, Travel Retail Worldwide from 2014 to 2016.

"Israel's deep understanding of our Travel Retail business, his longstanding relationships with retailers and airport landlords, and his passion for our consumer continue to enable our business growth and advancement as the Travel Retail industry evolves," said Bottrie. "I look forward to our ongoing partnership and I wish him all the best in this elevated role."

**Javier Simon** has led the Travel Retail Asia Pacific region since 2009 as Vice President and General Manager and has played an instrumental role in guiding The Estée Lauder Companies' portfolio of brands to success in this fast-growing and dynamic region. Under his leadership, ELC's Travel Retail Asia Pacific business has led the way in developing innovative retail experiences, embracing omni-channel, building brand equity and expanding consumer reach.

Simon joined The Estée Lauder Companies in 2000 as Regional Director for the Estée Lauder brand in Travel Retail Americas, and he was subsequently appointed Vice President and General Manager for Travel Retail Americas in 2001.

*Continued on next page.*

## Edrington GTR harmonizes whisky and music with GTR exclusive The Macallan Concept Number 2

The Macallan unveiled the global travel retail exclusive Concept Number 2 with a special “sonic whisky tasting” at TFWA World Exhibition in Cannes.

This is the second release in the Concept Series, a collection that fuses the passion behind The Macallan’s whisky making with innovative art, music and culture.

Concept Number 2 is inspired by the similarities in the creative approaches of crafting whisky and creating music, two of the passions of The Macallan Whisky Maker, Steven Bremner, who is also a house music DJ.

“Music has inspired many aspects of my life, both creatively and practically, as has whisky, so the creation of Concept Number 2 allowed me to look at my two passions through a different lens,” said Bremner.

“Creating a track and crafting a single malt can take a similar path. Beginning with the layering of sounds just like the layering of different flavors from specific cask types.

“Each different cask brings its own influence to the character of the liquid, like each instrument, or sound, adds depth to a track. In both cases, we can alter each different element to play up or down particular sounds or flavors.”

The Macallan Concept Number 2 uses three different casks which the company says gives the whisky “rhythm, treble, and harmonies:” sherry-seasoned American oak casks, Miguel Martin sherry casks, and ex-bourbon casks.

Suzy Smith, Edrington Global Travel Retail Managing Director, commented: “Following the positive reaction to Concept Number 1, we are delighted to reveal the second Concept release – which again highlights our evolving, innovative approach to travel retail-exclusive products.

“We are committed to enhancing and developing the offer for our global consumers and GTR partners and Concept Number 2 underlines our ongoing strategy to focus on premiumization, brand-building and recruitment.”

The Macallan Concept 2 will first be made available at The Macallan Boutiques in Taiwan Taoyuan Airport and London Heathrow Airport Terminal 5; as well as Dubai Duty Free in December 2019. It will then roll out to key airports globally from January 2020 at an RRSP of 150 USD / 120 GBP / 135 EUR.



*The Macallan unveiled the GTR exclusive Concept Number 2 with a special “sonic whisky tasting” at the TFWA World Exhibition in Cannes. Concept Number 2 brings together music and whisky - two of the passions of The Macallan Whisky Maker, Steven Bremner, who is also a house music DJ.*

## ELC promotions

*Continued from page 3.*

In 2006, Javier was appointed General Manager for the Swiss Affiliate before taking on his current role in 2009, based in Singapore.

“Javier’s strong business acumen, his ability to anticipate and capitalize on trends, as well as his dedication to cultivating a team of passionate brand-builders make him an essential part of our Travel Retail leadership team,” said Bottrie.

“I wish him continued success leading our Asia Pacific region.”

In more news from The Estee Lauder Companies, Guillaume Geslin became vice president/general manager of Travel Retail Americas effective July 1, 2019. Geslin held the position of VP/GM for Bobbi Brown within the APAC Region since 2016, following 13 years at L’Occitane en Provence.



*Top from left: Israel Assa and Javier Simon will join The Estee Lauder Companies extended executive leadership team along with their latest promotions. Assa and Simon continue to report to Olivier Bottrie, Global President, Travel Retail and Retail Development, left.*

## Sarah Branquinho elected DFWC President

The Duty Free World Council (DFWC) has unanimously elected Sarah Branquinho to the role of President of the Council for a two-year term.

Branquinho, External Affairs Advisor at Dufry International AG, had previously served on the board of the DFWC in her former role as President of ETRC. She is well known within the industry as a figure with long duty free and travel retail experience and a history of active contribution to various industry bodies in addition to her corporate responsibilities.

The new DFWC board is Sarah Branquinho, President, Grant Fleming, President APTRA, Gustavo Fagundes, President ASUTIL, Nigel Keal, President ETRC, Abe Taqtaq, President FDFA, René Riedi, President IAADFS, Haitham Al-Majali, President MEADFA and Alain Maingreud, President TFWA.

## Brown-Forman Global Travel Retail reminds travelers that “We are Jack” in airports around the world

Brown-Forman Global Travel Retail is launching its “We are Jack” campaign at dozens of airports around the world, ranging from London and Los Angeles, to Paris to Bangkok.

Focusing on the iconic American whiskey’s authenticity and taste, the “We Are Jack” campaign message is that Jack Daniel’s is “the whiskiest whiskey from Lynchburg, Tennessee.”

“Jack Daniel’s is a whiskey that for 153 years has remained true to its core values of independence, authenticity and integrity as established by Mr. Jack himself. Our new ‘We Are Jack’ campaign being launched in over 50 airports worldwide is designed to introduce those values to new friends and reinforce it among the legions of Jack Daniel’s loyalists everywhere,” explained Aude Bourdier, Vice President and Marketing Director for Brown-Forman Global Travel Retail.

The “We Are Jack” campaign will focus equally on the authenticity and integrity of the whiskey as well as the loyalty and professionalism of those who make it at the Jack Daniel Distillery in Lynchburg, Tennessee. “We Are Jack” will also remind travelers that every drop of Jack in the world is made in a town with one stop-light and allow them an encounter with the proud men and women of that town who make it happen every day.

“Truth is more powerful than marketing fiction and the ‘We Are Jack’ campaign is designed to emphasize the fact that Jack Daniel was a real person, his distillery is located in a real place and the people who make it are passionate and loyal professionals whose motto goes back 153 years: Every day we make it, we’ll make it the best we can,” Bourdier said.

Jack Daniel’s Tennessee Whiskey is an American icon brand and is currently the number two selling spirit by volume in travel retail.

“This brand and the people who make it – more so than any other American whiskey – don’t just talk the talk but, more importantly, they walk the walk as Jack Daniel’s global popularity and reputation illustrates,” Bourdier added.

While she declined to disclose the actual budget for the “We Are Jack” campaign, Bourdier did acknowledge that it represented a sizeable financial commitment by Brown-Forman Global Travel Retail in support of one of the top selling whiskeys in the world in both domestic and travel retail markets.

“We are very pleased with the positive reception ‘We Are Jack’ has received from our retail partners. They have embraced the campaign completely and will work closely with us to bring the history and authenticity of Jack Daniel’s Tennessee Whiskey - as well as news of the special people who make it - to international travelers in airports around the world,” she said.

“We Are Jack” displays and other items are scheduled to begin appearing in major international airports this fall.



Expect to see images like these in dozens of airports worldwide as Brown-Forman Global Travel Retail launches its “We are Jack” campaign.

## Neptune Rum and Duty Free Global aim to “drive the rum category forward” with GTR partnership



Neptune Rum has signed an agreement with Duty Free Global for global travel retail.

Duty Free Global will distribute the award-winning family-owned Barbados rum in global travel retail globally.

Neptune is a blend of 3, 5 and 8 year old Rum, aged in bourbon oak casks, and created in a mix of pot and column stills.

“We are really delighted to be working with the team at Neptune Rum in the global travel retail channel. We instantly loved the whole brand concept, the quality of the award-winning Rum and the great CSR element and we firmly believe that it will be a very big success with our operator partners,” says Barry Geoghegan, Founder Duty Free Global.

“The whole concept of guarding

the ocean of plastic and ‘Paying Neptune his due’ will resonate with our operator partners and the traveling passengers, many of whom have actively been involved with their own local projects cleaning up beaches and coastlines in their own countries,” continues Geoghegan.

Trevor Moore, Chief Operating Officer at Neptune says “We are delighted to work in partnership with DFG to bring a truly exceptional Rum to the travel retail sector and help drive the Rum category forward with quality innovation and a strong, consumer centric brand message.

“Neptune has already established itself as a World class Rum and we are ready to offer Neptune to the world of travel,” says Moore.

## EMPLOYMENT OPPORTUNITIES

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Essence Corp has an immediate opening for an Accounts Payable Clerk.

The position mostly consists in issuing payments, controlling expenses and reconciling AP accounts. The ideal candidate should be fluent in English & Spanish with an advanced level of Excel skills and basic accounting knowledge. Responsibilities include but are not limited to paying suppliers, recording expenses and reconciling AP accounts. Must possess strong organizational skills, self-driven, team player, and have the ability to multi-task in a very fast paced environment.

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**Cruise Ship Sales Representative****Job Summary**

'One Stop' service provider and distributor of global lifestyle brands throughout the Americas travel retail channel is in immediate need for Cruise Ship Sales Representative to conduct Luxury Watch Trunk Shows on board cruise ships sailing around The Caribbean. The position involves travel onboard high end cruise ships from 3 up to 7 consecutive days. While on board, the Sales Representative will have the task of generating sales by promoting our brand through onboard seminars, special events, and promotions in coordination with the Cruise staff.

**Responsibilities**

- Achieve/exceed sales goals per voyage.
- Daily sales reporting
- Set up all merchandise in the shops showcases.
- Conduct inventory control on a daily basis.
- Arrange and distribute marketing collateral to promote more sales.
- Load and unload marketing collateral on & off board, from the cruise ships.
- Attend confirmed Voyage dates accordingly & on time

**Show time:** Attend every show, Night or Day (when out at Sea) during event, he/she must interact with consumers and show host, visually merchandise product, arrange marketing material accordingly, Speak & Present the product, track sales and ensure all items are accounted for, packed appropriately, and returned back to inventory safely.

**Relationship Building + more****Qualifications**

Passion for the Travel Industry  
Experience in promoting and selling luxury Watches; Experience living on Cruise ships for extended periods; Bilingual English & Spanish. Knowledge of Spanish and / or French is an advantage. Valid Passport good for travel around The Caribbean with minimal Visa requirements .  
• Candidates must have good communication and interpersonal skills; Dynamic, proactive, with own initiative.

Departing Port: Fort Lauderdale, Florida.  
Compensation Base: hour wage plus commission based on sales On board accommodations  
Starting Date: November 1<sup>st</sup>, 2019

Please send your CV to  
[irasema.vazquez@dutyfreedynamics.com](mailto:irasema.vazquez@dutyfreedynamics.com)

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