



Sky Duty Free – first new store in the area--to open in Foz de Iguacu on Argentine-Brazil border



The first border duty free shop in the Brazilian state of Paraná – under the name of Sky Duty Free-- is due to open within a matter of weeks. So far, following the approval of legislation in Brazil permitting duty free stores in 33 cities, the only store openings have been in the state of Rio Grande do Sul. These have taken place within the past two months.

The operators of Sky Duty Free plan a soft opening of their 550sqm store located in the center of the town of Foz de Iguacu as soon as merchandise arrives from suppliers in Montevideo and other countries.

The official inauguration is planned for the end of January, but the final date will depend on stock availability of the major brands arriving in-store as merchandise arrives direct from suppliers in Europe and North America.

According to company director Alex Beridze, Sky Duty Free will offer a wide range of international brands to meet the needs of tourists visiting the Iguacu Waterfalls.

Located on the Brazilian – Argentine border, and adjacent to the triple border shared by Brazil, Argentina and Paraguay, the area is a major tourism destination.

“We aim to have all the leading brands of spirits, wine, tobacco, perfumes

& cosmetics, and food & confectionery, available for travelers to the area. Brand owners who have visited our store are happy with what we are doing and we think we will be giving a great selection of brands to people who come and shop with us,” says Beridze.

“We were unable to import until we got our license from the Receita Federal, the Brazilian Customs Authority. Now we are working as quickly as possible with our partners to get merchandise on the shelves at our store. As soon as all the brands are there, we will have the formal shop opening,” he says.

The opening at Foz de Iguacu is only the start according to Beridze, who says that the company will be looking at more opportunities in Foz and other parts of Paraná.

“We have visited all 33 towns where duty free shopping is permitted in Brazil and we are already looking at a number of projects,” he adds. “We also hope to announce new stores in various other countries around the world within the next few months.”

Comment – Situated close to the low tax stores in the Paraguayan town of Ciudad del Este offering a solid travel retail offer and the London Supply 10,000sqm megastore in Puerto Iguazu in Argentina, the new stores in Foz de Iguacu will face strong competition. Sky is the first and we understand that DFA Brasil will also be opening soon. Almost certainly there will be more stores announced over the next few months. It should be interesting to see how sales develop in all three countries as competition intensifies. Unlike other border towns, the tourist flows in the Triple Border area are strong throughout the whole year – this is good news for store owners, the competition will surely be even better news for shoppers.

John Gallagher

m1nd-set report: gifting key footfall driver year-long

Just in time for the holidays, the latest monthly insights report from m1nd-set explores the potential of gifting as a footfall driver in airports and other travel retail outlets.

The report reveals that gifting is the number one purchase driver globally and reveals how this varies from region to region.

Gifting has increased across all seasons over the past 12 months, according to m1nd-set, with the past quarter from September to November accounting for the highest share of gift purchasing as a percentage of all purchases.

The three months from December 2019 to February 2019 reported the highest increase in gift purchases, with a 6% increase in gift shopping to 42% up from 36% during the same period twelve months earlier.

‘Looking for a gift’ is globally the third most common reason to visit the airport shops, according to m1nd-set.

m1nd-set
expert in travel market research

ROLE OF GIFTING IN GLOBAL TRAVEL RETAIL

BS
BUSINESS INTELLIGENCE SERVICE

Share of purchases bought as a gift:



The Swiss research agency’s last report of the year highlights how gifting is an important purchase driver, not only in the pre-festive season weeks and months, but throughout the year.

Gift shopping is the main reason for browsing the Duty Free shops in particular for travelers from the Middle East and Africa region and the second most commonly quoted reason for visiting the shops among travelers from Asia Pacific. Asia Pacific shows consistently higher than average shares of gift purchases among all airport shopping spend. Around half of airport shopping in the region is dedicated to gift purchases across all previous four quarters. Electronics, Souvenirs and Confectionery are the top three categories for gift shopping in airports the report reveals.

Gifting is more common among male shoppers than female shoppers according to the research.

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Hudson unveils new branding, store design

Hudson, over the past two weeks, unveiled its new branding and a revamped and innovative store design concept for 2020 that the company says positions it for future growth, while enhancing the airport experience for today's consumers.

The next generation Hudson stores will feature digital displays that allow for localized consumer content and a flexible store model with interchangeable modular walls enabling stores to be customized for the local market.

Hudson's next generation store concept will also include self-checkout stations to create quick transactions for travelers.

"Our mission is to reflect the changes in the travel industry that passengers have come to expect," said Brian Quinn, EVP and Chief Operating Officer.

"Our refreshed design concept will grab customers at the door and draw them all the way into the back of the store – giving us the opportunity to customize each store to make it more enticing to travelers and profitable for our travel-hub partners."

The new look will launch in key markets starting in early 2020 as part of a phased opening, says Hudson.

The company will also introduce its new consumer-facing mobile application in mid-2020.

The "Hudson Blue" app connects travelers with their Hudson store from their mobile device, allowing them to gather information on products and promotions at any time.

Staying true to its purpose of being the Traveler's Best Friend, Hudson's consumer application will also provide features to ease the stress of travel outside their stores.



New brand identity for Hudson

Hudson revealed a new corporate logo and brand identity at the end of November. The company says that the new branding reflects how Hudson has kept travelers top-of-mind for more than 30 years by evolving with their needs.

Hudson's evolution from a few newsstands in LaGuardia Airport to an all-encompassing North American travel experience leader owned by travel retail giant Dufrey now operates more than 1,000 stores in airports, commuter hubs, landmarks and tourist destinations and has a growing international presence.

The design of the new logo represents the four cornerstones of the business as windows, which, together, form an iconic letter "H." The new logo was created by global brand-strategy firm Siegel+Gale which was engaged by Hudson to develop a clear brand strategy, voice and visual identity that express Hudson's journey from travel retail pioneers to travel experience leaders.



JFK T4 & Hudson celebrate holiday season with pop-up kiosk



JFKIAT, the operator of Terminal 4 at John F. Kennedy International Airport, is partnering with Hudson on a one-of-a-kind holiday shopping experience in the terminal's Retail Lounge.

Inspired by New York City's iconic Bryant Park Holiday Village, the "Holidays by Hudson" kiosk is unique to T4 and brings together a curated and locally sourced selection of products designed for customers of all ages. The offerings in the kiosk include ornaments, holiday sweaters, FAO Schwarz toys, chocolates, and a variety of other gift products. The special holiday pop-up is open now through January.

Fraport USA wins Terminal B retail concessions contract at Newark Liberty International Airport

The Port Authority of New York and New Jersey (PANYNJ) has awarded Fraport USA a five-year contract to manage the retail concessions at Terminal B at Newark Liberty International Airport (EWR).

Fraport USA will provide retail management services (including food court and common areas) and manage the loading dock/storage facilities at Terminal B. The EWR contract is the third new concessions award within the last three years won by Fraport USA.

The concession space at Newark Liberty's Terminal B covers about 47,000sqf and houses some 30 specialty retailers, restaurants, and a Dufrey duty free store catering to the airport's growing domestic and international passenger traffic.

Serving more than 46 million passengers in 2018, EWR achieved record traffic growth and ranked eleventh in the United States.

The Terminal B contract award follows an intensive competitive bid and review process by the PANYNJ, which owns and operates Newark's Terminal B.

"We are committed to our partnership with the Port Authority of New York and New Jersey. Together, we share the vision of enhancing operations and delivering vibrant retail experiences for the passengers at Newark Liberty. At the same time, we are proud to expand our role within the largest airport system in the United States," commented Fraport USA acting CEO Brett Kelly.

Fraport USA is already active at the Port Authority's John F. Kennedy International Airport (JFK), where it manages the retail concessions area of JetBlue's Terminal 5. It also operates in Baltimore/Washington, Cleveland Hopkins International Airport (CLE), Pittsburgh International Airport (PIT), and Nashville.

CLIA STATE OF THE CRUISE INDUSTRY OUTLOOK REPORT

32 million to cruise in 2020; 19 new ships to launch, industry commits to responsible tourism practices

Cruise industry trade organization Cruise Lines International Association (CLIA), has released the *2020 State of the Cruise Industry Outlook* report.

The newly released data shows 32 million passengers are expected to set sail in 2020. To meet ongoing demand, CLIA Cruise Lines are scheduled to debut 19 new ocean ships in the upcoming year, resulting in a total of 278 CLIA Cruise Line ocean ships projected to be in operation by the end of 2020.

The data also shows that cruising sustained 1,177,000 jobs equaling \$50.24 billion in wages and salaries and \$150 billion total output worldwide in 2018.

CLIA also reports an industry-wide commitment to responsible tourism practices, with a focus on environmental sustainability and destination stewardship. It highlights the industry’s \$22 billion investment in the development of new energy efficient technologies, partnerships with local governments in key destinations, and a commitment to reducing its rate of carbon emissions by 40% by 2030 compared to 2008.

“While demand for cruising has reached new heights, the cruise in-

dustry is accelerating our efforts to be a leader in responsible tourism,” said Kelly Craighead, president and CEO, CLIA.

“Our members are at the forefront of best practices designed to protect the sanctity of the destinations we visit and enhance the experiences of travelers and residents alike.”

Industry growth results in positive economic progress in communities around the world. According to the *CLIA 2018 Global Economic Impact Analysis*, passengers spend **\$376** in port cities before boarding a cruise and spend **\$101** in each visiting port destination during a cruise. North America accounts for the highest rate of cruisers with 14.2m North Americans cruising in 2018.

“The industry’s economic impact is a big part of the story, especially as it relates to our passengers’ contributions to local economies and the diverse workforce onboard our ships,” said Craighead. “We recognize that with growth comes increased responsibility to raise the bar in all aspects of what we do to ensure cruising remains a force for good and the best way to experience the world.”

2020 Cruise Industry Trends

Corporate responsibility will play a strong role in the cruise industry in the coming years.

Current trends include environmental responsibility, destination stewardship and reduced dependence on single-use plastics.

Other trends reported by CLIA are Cruise and Stay, with more travelers spending time in and near cruise ports, (65% of cruise passengers spend a few extra days at embarkation or debarkation ports, says CLIA);

Lone Cruisers- cruise lines are responding to the shift in passenger demographics by offering studio

cabins, single-friendly activities, eliminating single supplements and solo-lounges, and

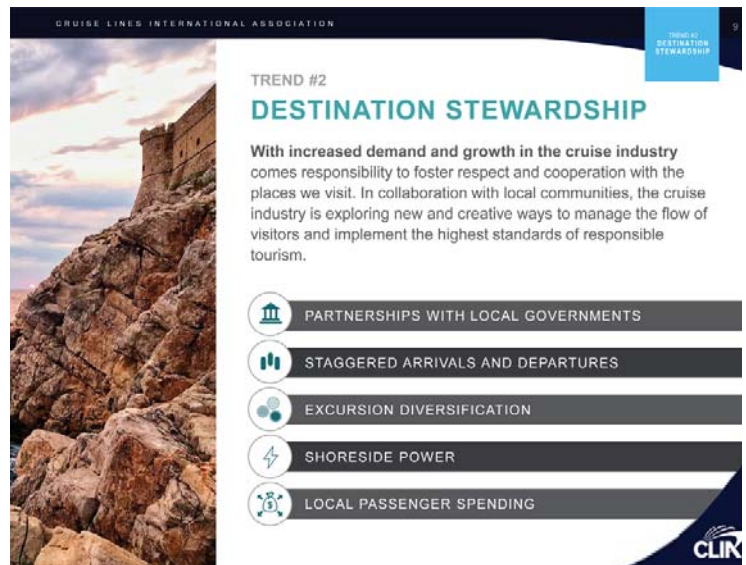
Micro Travel, with many travelers looking for quick trips, cruise lines are offering cruises over a three-to-five-day period offering shorter itineraries to a variety of destinations.

The CLIA report also finds that cruising appeals to a wider range of consumers. Calling the trend Generation Cruise Positive, CLIA says that more than 66% of Generation X and 71% of Millennials have a more positive attitude about cruising compared to two years ago.

LATAM get together to celebrate Holidays



Members of the travel retail industry based in South America gathered together last week for a holiday sail trip down the Rio de la Plata in Buenos Aires, Argentina. From left, Oscar Garcia Pedrosa - Dufry, John Gallagher - TMI, Federico Tojo, Silvina Bianchina – Bottega, Roberto Crom – B+D, Claudia González (B+D national sales manager), Bettina Montiel – Siscom, and Claudio Boccanfuso – Beauty Corp.



TREND #2
DESTINATION STEWARDSHIP

With increased demand and growth in the cruise industry comes responsibility to foster respect and cooperation with the places we visit. In collaboration with local communities, the cruise industry is exploring new and creative ways to manage the flow of visitors and implement the highest standards of responsible tourism.

- PARTNERSHIPS WITH LOCAL GOVERNMENTS
- STAGGERED ARRIVALS AND DEPARTURES
- EXCURSION DIVERSIFICATION
- SHORESIDE POWER
- LOCAL PASSENGER SPENDING

Bacardi and DFA create multi-sensory campaign at MIA, offer domestic travelers ability to purchase in a travel retail first

Bacardi Global Travel Retail and Duty Free Americas have partnered on a groundbreaking campaign at Miami International Airport featuring Bacardi rum cocktails, personalized gifting and photo opportunities.

In a travel retail first, international and domestic travelers can purchase Bacardi Superior, Bacardi Cuatro, Bacardi Ocho and Bacardi Diez from the space in Terminal D through January 3, 2020.

Domestic purchases are made via ReserveBar.com, and delivery of the product is available within the U.S. This is the first time that alcohol retail purchases have been made available to domestic travelers at MIA. The benefit to domestic passengers is that they can have bottles custom engraved with free shipping home in the U.S. As always, duty free pricing is only available to people traveling internationally.

The campaign's core message 'Aged under the Caribbean sun' is brought to life with an impactful, multi-sensory campaign located in the center of the terminal, featuring a range of Bacardi's aged rums: Bacardi Cuatro (4YO), Bacardi Ocho (8YO), Bacardi Diez (10YO) and travel retail exclusive Bacardi Gran Reserva Especial (16YO).

A central feature of the space is a giant interactive palm tree representing 'El Coco', the iconic coconut tree planted by Facundo Bacardi Moreau on the day in 1862 that his father, Don Facundo Bacardi Massó, opened the first Bacardi distillery in Santiago de Cuba.

Pulling a lever located at 'El Coco' releases a golden coconut to represent one of the Bacardi variants.

A brand ambassador is available to expand on the story behind each rum, its ageing process and taste profile, before offering a drink at the tasting bar.

Consumers can sample a Bacardi Carta Blanca Daquiri or a Bacardi Cuatro Mismo cocktail, or choose to sip a Bacardi Ocho, Diez or Gran Reserva Especial.

Shoppers may also personalize the label on a bottle of Bacardi Carta Blanca.

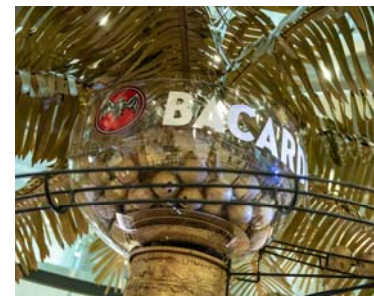
Angel's Share

As part of a series of engaging touchpoints, travelers can learn about the Angels' Share, the term given to describe liquid lost from barrels to evaporation when ageing.

The airport campaign is a travel interpretation of the global Bacardi platform, 'Do What Moves You' which encourages freedom of choice and expression.

"Creating stand-out memories for travelers is at the heart of this Bacardi campaign. We want to encourage people to relax and have fun as they get to understand the ageing process in Bacardi rums and to enjoy exploring the versatility of our portfolio," says Geoff Biggs, Regional Director Americas, Bacardi Global Travel Retail.

"With rums for every drinking occasion, from holiday cocktails to a considered sipping experience, we want to increase people's appreciation of Bacardi premium



Bacardi's symbolic El Coco tree in MIA



Bacardi's "Aged under the Caribbean sun" campaign at Miami International Airport held in association with Duty Free Americas through Jan. 3, 2020.

rums as they find the one that's the right expression of who they are," he adds.

Jon Bonchick, Director of Buying and Merchandising- Duty Free Americas adds. "Rum is an important category for us at Miami International but shoppers are not always confident to try something new.

"With a high level of consumer trust and recognition, Bacardi is the perfect brand to inspire greater confidence especially with the educational creativity and fun in this campaign. It's great to see people enjoying themselves within a well-planned strategy that brings excitement and footfall to the whole category."

m1nd-set report: gifting key footfall driver year-long

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Depending on the time of year, between 47% and 50% of purchases by men are for gifting, compared to between 35% and 42% of shopping among women.

There are very few differences across age groups however. Millennials tend to spend more than other age groups –Middle-aged and Senior shoppers – (49% vs 45%) during the last quarter from September to November, but through-out the rest of the year there is little variation across the age ranges.

Gifting for good growing trend

m1nd-set owner and CEO Peter Mohn said "It is worth noting that

'gifting for good' is a growing trend. Between 55% and 73% of consumers (depending on variables such as age group, nationality, etc.) are willing to pay a premium for goods where the sales proceeds will benefit a social or environmental cause. Younger women have a greater tendency to support brands with a philanthropic cause

"Gifting lends itself in particular to social shopping as consumers are more open to brands with a story; the social cause linked to the product enhances the shopping experience and enables the giver to make more of an impact with the gift purchase and pass on the story to

the recipient," he explains.

"Understanding purchase drivers is essential to securing the sale and increasing average spend among shoppers. Sales associates need to learn more about the reasons why travelers enter the store and why they purchase to enable them to make the sale and increase the average transaction value through upselling and cross-category sales. Time of year is clearly a key factor, but there are many reasons for gift shopping throughout the year."

For more information, contact m1nd-set info@m1nd-set.com.

Carolina Herrera unleashes Bad Boy launch in Latin America



Puig Travel Retail Americas has partnered with Dufry to execute an extensive launch campaign for Carolina Herrera's new masculine fragrance, Bad Boy. Left: Interactive HPPs at Lima's Jorge Chávez International and (right) São Paulo-Guarulhos International

Puig Travel Retail Americas has partnered with Dufry to execute an extensive launch campaign for Carolina Herrera's new masculine fragrance, Bad Boy.

The two-month launch promotion, which includes a mega event at Lima's Jorge Chávez International and animations at other airports in Latin America, underscores Puig's mission to consolidate Carolina Herrera's leadership position in the region.

So far, more than 80 Bad Boy animations in 294 doors across Travel Retail Americas have been implemented. Participating airports

include Aeropuerto Internacional Benito Juárez in Mexico, Ezeiza International in Buenos Aires, Tocumen International in Panama, São Paulo-Guarulhos in Brazil and Santiago International Airport in Chile.

The activations encourage travelers to immerse themselves in the light and shade of the contemporary man's personality through digital screens within the space, while retailtainment activities present the brand's new oriental aromatic fragrance to consumers.

Lima's Jorge Chávez International Airport and Brazil's

São Paulo-Guarulhos International hosted some of the most impactful Bad Boy activations to date. Here, customer interaction was a key focus through engaging retailtainment activities such as a lightning-shaped buzz wire game and innovative lighting technology.

The animations invite travelers to "wake up their inner Bad Boy" via a digital touch-screen feature which ignites lightning bolt visuals on both the screen and digital flooring.

Passengers can also play a digital game to find out if they are good or bad.

Travelers are further immersed in the Bad Boy universe via digital screens on the interior of the space, which play the Bad Boy advertising spot featuring British actor Ed Skrein wreaking havoc in a busy street.

Bad Boy, created by Quentin Bisch and Louise Turner, is an aromatic oriental scent with spicy top notes of bergamot and pepper, woody heart notes of sage and cedar wood, and gourmand base notes of tonka bean and cocoa.

Bad Boy comes in a lightning-shaped flacon in midnight blue.

Luxottica's new SunGloss Hut 4.0 retail concept aims to enhance shopper experience

Eyewear giant Luxottica Group has introduced its latest store concept, SunGloss Hut 4.0, designed to drive innovation. The implementation of this new layout aims to enhance the consumer's shopping journey, taking into account the evolving needs of today's consumers, says Luxottica. It believes the concept will boost the company in the travel retail market, as it offers travelers an engaging and seamless shopping experience through the integration of personalization and digital features.

Sunglass Hut 4.0

With 3,600 SunGloss Hut stores globally, of which approximately

300 are in travel retail*, SunGloss Hut 4.0 creates a store atmosphere that highlights its brands, imbues the idea of luxury and minimalism and exhibits a rich product portfolio that includes exclusive designs to ensure differentiation.

The innovative store concept, features wall fixtures that are detached from the walls, giving retailers greater flexibility to adapt to the needs of the ever-changing travel retail environment. The support surfaces are reduced to the minimum, allowing for brands to be easily recognized. Also, with the use of specially selected metallic materials and lights, the store is able to better showcase the different kinds of lenses available.

Digitalization Tool – Remix-strong in US

In addition, Luxottica has introduced Ray-Ban Remix in its retail stores. It is based on consumer insights that see a rising demand for customization options, a "phygital" experience, as well as the use of digital platforms while shopping.

The Smart Shopper platform, which is the foundation of Remix, adds value to the shopper experience via a sleek navigation interface, and offers access to thousands of personalization options from Ray-Ban, the number one sunglasses brand in the world.

The digital Remix tool is available now in 300 SunGloss Hut

stores, including selected tourist destinations in North America such as key Disney locations as well as premium shopping destinations like the Las Vegas Outlets and Orlando Premium Outlets.

Two international US airports, Minneapolis-Saint Paul International Airport and George Bush Intercontinental Airport, also feature the new concept and Luxottica plans to implement it across all SunGloss Hut locations next year.

** The best performing SunGloss Hut stores are located in airports and they are twice as productive as compared to departmental stores, reports Luxottica.*

EMPLOYMENT OPPORTUNITIES


NEW
MARKET COORDINATOR

Essence Corp has an immediate opening for a Market Coordinator. This position provides daily support in the department by ensuring high levels of communication and performance with internal and external customers. The ideal candidate must be fluent in English & Spanish with an advanced level of Excel skills.

Highly proficient in the ability to complete Sales Analysis and Forecasting Reports.

Responsibilities include but are not limited to key administrative tasks, order processing and customer support.

Must possess strong organizational skills, be a self-driven, team player, and have the ability to multi-task in a very fast paced environment.

Interested candidates may apply directly at <https://www.ziprecruiter.com/job/e4d598b6> or via email to musallan@essence-corp.com.

NEW
ACCOUNT EXECUTIVE

Essence Corp. has an immediate opening for an **Account Executive**.

The ideal candidate must have 2 years of retail sales experience preferably within the luxury brand industry.

Willing to travel 50% to 60% of the time.

Strong communication and presentation skills.

Team player with the ability to motivate sales.

Must be organized, detail oriented, and possess strong analytical skills.

This individual will be responsible for counters, beauty advisors, sell-outs and in store events and promotions. Coordinate the organization of travel schedule in conjunction with Area Managers.

Must have a high level of skills using Excel, PowerPoint and other MS Office applications.

Fluent in English and Spanish both written and oral.

Please apply at

<https://www.ziprecruiter.com/job/fe52dbb3>

or you can send your resume to

musallan@essence-corp.com

ACCOUNT MANAGER

This role will oversee a defined territory in the Caribbean with quantitative and qualitative objectives to ensure the success of our brands.

The position reports directly to the Sales Director.

The ideal candidate should be fluent in English & Spanish (French is a plus) with an advanced level of Excel skills.

Must possess strong organizational skills, self-driven, team player, and the ability to multi-task in a very fast paced environment.

Interested candidates may apply directly at <https://www.ziprecruiter.com/job/ac8b20f1> or via email to musallan@essence-corp.com



NEW
Retail Manager /Account Executive
for North America - Southeast region

Shiseido Miami office is looking for a Retail Manager, based in Miami.

Ideal candidate will have a minimum of 2-3 years experience in the Travel Retail luxury goods market.

Responsibilities include developing sell-out figures for its cosmetics and perfume brands through supervision of salespeople, implementation of the brands' merchandising and promotion guidelines.

Experience in retail sales is a plus.

Must be able to travel 40 to 50% of the time.

Applicants please send resumes to:

gcamplani@sac.shiseido.com

EMPLOYMENT OPPORTUNITY
INVICTA Travel Retail Group

Has an immediate opening for a person to handle

Planning, Merchandising and Training

This is an entry to mid-level position with lots of opportunity to grow and learn in a fast pace growing business.

Responsibilities

Manage and analyze inventory for client retail partners

Identify potential opportunities

Sales and stock forecasts

Visit ships to train, merchandise ships and identify needs and areas for growth

Work with small team in all phases of the travel retail business

Requirements:

2 to 4 years Retail experience preferred in the planning and merchandising area

Weekend ship visits and travel required

Undergraduate degree preferred
 Effective communication skills both written and oral

Strong analytical skills and knowledge of Retail math

Adaptability - Team player

Willingness to work in all phases of the business

Salary commensurate with experience.

Please send resume to kathyellevine@gmail.com