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## SFO posts highest rate of international traffic growth in U.S.

*Airport tops Department of Commerce report on international traffic for 2015*

San Francisco International Airport (SFO) has reported the highest rate of international passenger traffic growth of any airport in the United States for 2015. According to statistics released by the Department of Commerce's International Trade Administration, SFO posted a 9% increase in international travelers, ahead of other major international gateway airports such as New York-JFK, LAX, and Miami.

"Through our pursuit of smart traffic growth, SFO achieved a new milestone in 2015, serving a record 50 million total passengers," said Airport Director John L. Martin. "The International Trade Administration report on international traffic growth further

highlights the success of our efforts, which include improved facilities, a keen eye on cost control, and an unwavering commitment to the guest experience."

On a national level, the International Trade Administration reported record international traffic of 209.1 million passengers traveling to and from the United States in 2015, an increase of 6% over the previous year. The study also noted that nationwide traffic to and from China increased by 25% in 2015.

In 2015, SFO welcomed six new airlines and/or new flights, including Turkish Airlines nonstop service to Istanbul, Swiss International flights to Zurich, China Southern nonstop service

to Guangzhou, COPA nonstop service to Panama City, Air India with the first nonstop flight from the U.S. West Coast to Delhi, and Qantas returns to SFO with nonstop service to Sydney.

SFO also reports it is adding six new flights in May and June, with nonstop service to Tel Aviv from United, nonstop service to Düsseldorf, Germany from Air Berlin, and nonstop flights to Xi'an, China from United, which is also launching the first U.S. nonstop flight to Singapore.

In addition, WOW Air is launching nonstop flights to Reykjavik, Iceland and Fiji Airways is inaugurating nonstop service to Nadi, Fiji.

*Continued on page 2.*

### PEOPLE

**Marcelo Colombo**, currently commercial director at **Edrington WEBB Travel Retail Americas** based in Miami, is moving to Singapore to become head of marketing for **Edrington Global Travel Retail**, effective April 15.



Registration is now open for the **2016 ASUTIL XX Conference, STEP by STEP in the RIGHT DIRECTION.**  
**June 8-11**  
**Santiago, Chile**  
Visit  
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for information.

## IGL works with TFWA in project to aid Haitian children

Canadian border operator Importations Guay Ltée, spearheaded by Vice President Justin Guay, has been approved by TFWA Care for a project in Cap Haitien, Haiti, that will impact the lives of 75 impoverished children in the devastated island country. TFWA member Brown-Forman is the project sponsor.

Guay's TFWA Care program will provide a self-sufficient solar power system, their very first refrigerator, on-site hydroponic vegetable production, and 25% of the education costs for 75 children over a 2-year period.

The project is very important to Guay, who has been interacting with the children for the past three years and has seen firsthand the lives these "street kids" live.

"I run marathons with a group of runners called Marathon Expeditions led by John Bingham and Jenny Hadfield of *Runner's*

*World* fame. For the past 3 years we have partnered and visited with a charity in Cap Haitien called Streethearts Haiti. Linsey Jorgensen is an American who traveled to the small city to run with street youth to give them structure and provide them with a shelter and food. She currently takes care of 75 street kids," says Guay.

What began as the group of about 150 runners donating used shoes to the shelter quickly turned into support for a new building and work apprenticeship programs, says Guay.

"I spent several days at the shelter in July 2015 and carefully examined how to further improve their situation. Although they had moved into a new building they still have many basic needs that are not being fulfilled," he says.

"I contacted TFWA Care and Brown-Forman to help with this project. Today we are currently in

*IGL's Justin Guay with two of the children at the Streethearts charity in Cap Haitien, Haiti.*



the initial stages of shipping the solar equipment for them for installation."

TFWA President Erik Juul-Mortensen comments on the new program.

"Like many around the world, all of us at TFWA have been touched by Haiti's plight since the catastrophic earthquake of 2010, and so we are delighted that Streethearts Haiti is one of the charities we are supporting through TFWA

this year. Helping children and young people in developing countries is one of the main aims of TFWA Care, and this project is a good fit with that ethos. Together with the project sponsor Brown-Forman, we look forward to seeing our support change the lives of young people in Cap Haitian for the better," he tells *TMI*.

Guay will be on-site to manage the project as it unfolds.

## Flowers at MIA, Apple apps at DFW, ACI partners to offer advanced degree

### MIA to distribute 25K bouquets in celebration of International Women's Day

Miami International Airport, in partnership with the Association of Floral Importers of Florida (AFIF), will distribute 25,000 bouquets to passengers throughout the airport on Tuesday in celebration of International Women's Day and Women's History Month.

Miami-Dade Aviation Director Emilio T. González and other MIA officials will join employees and volunteers from the AFIF, American Airlines, the Miami-Dade Police Department and the Transportation Security Administration to greet passengers at entrances to the airport with flowers including roses, gerbera daisies, carnations and spray chrysanthemums, and a postcard with information about the global day of recognition.

The postcards also highlight MIA's special relationship with flowers, as the gateway for 91% of all flower imports to the U.S.

### ACI and Ecole Nationale de l'Aviation Civile to offer advanced master's degree in Airport Management

Airports Council International (ACI) and Ecole Nationale de l'Aviation Civile (ENAC) have today signed a Memorandum of Understanding (MoU) on the launch of an advanced aviation training program. The Advanced Master's Degree in Airport Management is aimed at developing the next generation of airport professionals.

The signing, which took place today at the Millennium Gloucester Hotel during ACI's 8th Annual Airport Economics and Finance Conference, marks the first time that ACI will partner with a university to offer an airport management degree.

As part of the agreement, ACI will use its extensive network of airport members to provide expert instructors for the course, which will cover key areas of the airport business such as airport revenue generation; financial and managerial accounting for airports; airport team and human resource management; business aviation; airport crisis management; airport security and facilitation; airport terminal and landside operations; and airport master planning.

In turn, ENAC, founded in 1949 in Paris-Orly, and internationally recognized as a leader in the field of aviation management education, will take advantage of its considerable academic and organizational experience to deliver this unique Master's level course.

Working aviation professionals worldwide are encouraged to find out about the qualifying criteria by contacting ACI's Global Training department at [training@aci.aero](mailto:training@aci.aero) or +1-514-373-1200.

### DFW becomes first US airport to offer Apple Watch app

*Future Travel Experience* reports that Dallas/Fort Worth (DFW) International Airport has become the first U.S. airport to offer an Apple Watch app, which has been launched to coincide with the introduction of an updated smartphone app for iOS and Android devices.

The Apple Watch app allows travelers to view flight information and notifications

on their smartwatch once it has been synched with the mobile app.

To make the mobile app more accessible, it now supports six new languages in addition to English: Korean, Portuguese, Japanese, Spanish, Simplified Chinese and Traditional Chinese.

Other key features on the mobile app include wayfinding functionalities, interactive maps, personalized flight information, news and weather alerts on the home screen, an enhanced flight search tool, and easy access to DFW's social media channels. Passengers who have driven to the airport can also use the app to save their exact car park location using GPS.

Sean Donohue, Chief Executive Officer, DFW Airport, said: "More than 90% of DFW passengers are carrying smartphones and want information regarding their travel instantly. The DFW Mobile App and our new Apple Watch app allow us to provide customers real-time information tailored to their particular journey, and another example of how we are leveraging the use of technology to provide an overall customer experience that is warm, welcoming and efficient."

Source: *Future Travel Experience*

## U.S. international traffic figures – 2015

*Continued from page 1.*

### Total U.S. international traffic up 6%

The DOC reported that total international air traffic to/from the U.S. reached 209.1 million passengers in 2015, a 6% increase over 2014. U.S. citizen travel (93.4 million) was up 8% and comprised 45% of all air traffic, increasing market share.

Non-U.S. citizen air travelers (115.7 million) increased by 4%.

### China-U.S. traffic soars

In other highlights of the report, 3,149,858 passengers traveled between China and the U.S. in 2015 on non-stop flights, up 21.8% from the year before. Of these, 2,167,436 travelers originated in the PRC, up 25.2% over 2014. Another 982,422 were returning U.S. citizens, up 15.1% over 2014.



## Westfield unveils first phase of redevelopment at LAX T1

Westfield has completed the first phase of redevelopment in Los Angeles International Airport Terminal 1, which will introduce Southwest Airlines customers to a new retail and dining collection.

As part of a \$508 million overhaul spearheaded by Southwest and Los Angeles World Airports, Westfield's new dining and retail collection will feature 24 destinations and a "reimagined experience with a hip, modern California feel."

The first of three phases features the opening of six brands, including Rock & Brews – from KISS front men Gene Simmons and Paul Stanley – Be Relax, Brookstone, I Love L.A., Sol Surf and Treat Me Sweet.

In addition, Southwest is upgrading the customer gate areas, giving the terminal a fresh new look while providing a more efficient customer experience.

The Terminal 1 overhaul was announced in September 2014 and is slated for completion in 2018. When finished, the Terminal 1 retail and dining collection will nearly double in size to 25,242 feet. The new design of the terminal offers an immersive retail experience featuring unified retail storefronts.

In partnership with the city of Los Angeles and LAWA, Westfield is transforming the passenger experience at LAX terminals 1, 2, 3, 6 and Tom Bradley International Terminal.



*KISS front men Gene Simmons and Paul Stanley joined Westfield and restaurant operator Crews in celebrating the opening of Rock & Brews at LAX T1 on March 1.*

## Buckley London appoints new global head of sales

UK-based fashion jewelry designer, Buckley London, has appointed Rasmus Olsson to spearhead its international sales growth plans. Rasmus previously held a Sales Director role at Swarovski for over 10 years.

In his new position at Buckley London, Rasmus will lead the international business development strategy and market expansion of the brand. With a proven track record in luxury retail and wholesale experience, Rasmus will focus on developing key partnerships, expanding networks and introducing engaging sales campaigns.

"Having worked in the global jewelry industry for a number of years, I am delighted to join Buckley London at such a pivotal point and am excited about the challenges ahead," commented Rasmus.

Founder and owner of Buckley London, Adrian Buckley, added: "We're absolutely thrilled to welcome Rasmus onboard at a very exciting time here at Buckley London. Thanks to a recent brand refresh and innovative new product range, we've seen positive global growth and are forecasted for further market expansion. Rasmus brings key industry knowledge and expertise which will be hugely beneficial to the Buckley London brand strategy and vision."

Rasmus will be attending the IAADFS Duty Free Show of the Americas to meet with customers.

Buckley London currently supplies over 600 retail outlets worldwide including 300 high street stores, 140 airlines, 100 airports and over 80 cruise ships.

Buckley London is exhibiting in Orlando at Booth #613.



## Ferrero appoints Baubry to head up TR

Ferrero has appointed Patrick Baubry as general manager Ferrero Travel Market, effective March 1.

Patrick Baubry has extensive experience in the confectionery sector having held various senior roles in Ferrero and in other brands, including Mars and Mondelez, most recently in global sales development for Ferrero operations worldwide.

The appointment follows the selection of Francois Godin – who successfully led the Travel Retail team for the past three years --for a new role within the Ferrero group.

Comments Baubry on his new role: "I am conscious of the strong legacy and I am proud to lead the travel retail business unit. Ferrero has already established a strong presence in airports worldwide and in the coming months we will consolidate and develop our position in the market."



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David Ferreira [dferreira@cross.com](mailto:dferreira@cross.com)



## The miracle of Hand in Hand for Haiti:

### Lycée Jean-Baptiste Pointe du Sale school reaches five year anniversary

In a remarkable accomplishment for which the travel retail industry should justifiably be very proud, the world-class Lycée Jean-Baptiste Pointe du Sale school in Saint-Marc, Haiti will be celebrating its fifth anniversary this year. Conceived by three travel retail executives in the aftermath of the devastating earthquake that hit Haiti in January 2010, the school – developed by the Hand in Hand for Haiti Foundation -- opened in October 2011 with 153 students. Today it teaches 350 children beginning from three years old– and will eventually encompass 700 students a year.

Hand in Hand for Haiti (HiHH) was founded by the Estée Lauder Companies President, Travel Retailing Worldwide, Olivier Bottrie, former DFS Group Chairman & CEO Ed Brennan and the Moodie Report's Martin Moodie. It remains today the biggest charity initiative in travel retail history, with companies and organizations such as DFS Group, Starboard Cruise Services, On-board Media, Dubai Duty Free, Dufry, DFASS, The Moodie Report and Women in Travel Retail – among others - making major donations in money and time.

With the appointment of Erin Morales as Director of Development, Hand in Hand for Haiti's first U.S.-based employee whose

responsibilities include global resource development, the project enters a new phase, with an even greater focus on sustainability. (See *TMI Vol 17 No. 37* for more about Morales).

*TMI's* Lois Pasternak had the opportunity to meet with Olivier Bottrie late last year to discuss where the school is today, how well it is meeting its mandates, and what Hand in Hand for Haiti is striving for in the years ahead.

“Our focus continues to be to deliver the education that we set out to deliver. To this end we have 20 teachers, several of whom teach English; the rest of them teach French, and also Creole. And we have seven grades now, beginning with nursery school at age 3,” begins Bottrie.

#### Sustainability

“This is not ‘mass education’ or a ‘good enough’ education. It is about providing these kids with the best possible education and the standards we have set are those of the international schools in New York, as a benchmark. Here is a picture of one of the students with my daughter, and I tell people that there is no difference between these two and I want them to have the same education.

“Are we there yet? Of course not, we are still a start-up. But we are raising the bar, and increasing teacher training. We have impor-



tant supporters, in France, in the U.S., and we have a university helping us with teachers. So we have a lot of people helping us to make sure that the program is as good as it needs to be,” he says.

Bottrie stresses that the Lycée is a free school. The parents pay nothing and about 90% of the children in the program come from very poor backgrounds. Along with their education, the students get uniforms, two meals a day, and transportation from the city to the school.

“We have a nurse, we have a psychologist, we have a social worker, we have a doctor come once a week. We train teachers. We hold ‘camp’ for Easter break and the summer. This has been the vision from the beginning and we have not moved an inch from it,” says Bottrie.

“This is expensive – for Haiti. But it is about the education. This is the future. Public school in NYC for one child is \$15-20,000. In France it is 8-12,000 euros. We supply the books, we supply the school supplies, but this is our vision and we are basing ourselves against the American schools I mentioned, not against the worst case scenario.”

#### Power and water

In addition to the education curriculum, HiHH is looking to control expenses and improve life in the surrounding communities through instituting two substantial ancillary programs involving energy and water.

One goal is to make the school a fully solar-powered facility.

“Today we are spending a lot of money buying diesel fuel for generators. It is too expensive, and it is not right because there is a better way to get power. We need to switch from diesel to solar. We are working on raising money specifically to bring solar to the school,” explains Bottrie.

“Water --our second priority today -- is also an immediate concern. We do not have water in the school. During 60-70% of the year we capture water from the sky using a rain catchment system, but this is not drinking water, it is to wash with, to clean with. Our vision is to bring water to the community when we bring water to the school. Not only would it save us money, but the town would have water for cooking and everything else, as well as water to irrigate the land around them and give people a job. We have a project that has been designed for us. We know where the water is. And we are trying to raise money for this specifically as well.”

The water project will cost about \$200,000 and the solar project will be around \$350,000. Negotiations for funding are underway now, he says.

“From the beginning we had a concept of community involvement, nearby and in the wider community of Saint-Marc,” he says. “We want to be a good citizen. We have created 93 local jobs so far, of which 58 are full time jobs. Our lowest paid employee is paid twice the minimum wage of Haiti, plus they get meals. The school has become an economic force in Saint-Marc.

*Continued on next page.*



*Olivier Bottrie with students at the Lycée Jean-Baptiste Pointe du Sale school in Saint-Marc, Haiti during the school inauguration held in 2014.*



## Hand in Hand for Haiti *continued from page 4.*

We also consume a lot of local products. The mayor has told me that we are the largest employer in the city today.”

HiHH's founders think of the Lycée as a “school plus”-- the plus being economic development.

“We are doing much more than just providing education for kids. Our core goal is to provide a group of educated young people who will want to stay in Haiti and develop its future. But today, we are building something more immediate.”

This year about 90% of the children in the program come from very poor backgrounds, up from 80% when the school first opened.

“The community around us is given priority to attend. About 1/3 of the kids come from the surrounding community, and 2/3 from the greater Saint-Marc area. And every child comes every day.”

Teacher training and volunteer internships are other key elements sustaining the school. A new dorm that houses 42 people on two floors was recently completed for the college student interns and summer camp staff volunteers, who come from France, the U.S. and Canada.

### Awards and donations

This past October, Olivier Bottrie was awarded the Ordre National Honneur et Mérite (Order of National Honor and Merit) from the Haitian government in recognition of his role in the funding, building and operation of the Saint-Marc Lycée.

This is Haiti's highest honor, bestowed in acknowledgement of distinction in such areas as charitable works, diplomacy, politics and the arts.

Bottrie appreciates the honor, but sees it in terms of how it can help the school going forward.

“The award gave us recognition and the most sought after public interest status. This is very important. Next we need to obtain a duty exemption, so we do not have to pay taxes on everything that is imported. We have been working on obtaining this since 2011,” he says.

In more recognition for HiHH, French bank Meeschaert Group, on the occasion of its 80<sup>th</sup> anniversary last year, donated more than one million dollars for scholarships for students attending the school.

In its announcement, Meeschaert said:

“Our goal is to support 80 Haitian children attending Lycée Jean-Baptiste Pointe du Sable in Sant-Marc, through the Hand in Hand for Haiti Foundation, by funding at least 80 scholarships of \$5,000 each, over the next three years.”

Meeschaert also called on its network of employees, clients, suppliers, associations and foundations, and artists and their galleries to join with it in supporting the cause.

For information on how you can help support Hand in Hand for Haiti, please go to: <http://hihh.org>

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Above: The Hope Tree at the Center of the school.  
Top: more than 300 children now attend the Lycée.