

## UNWTO: International tourists reach a record 1.2 billion in 2015; growth is forecast to slow slightly

International tourist arrivals reached a total of 1,184 million in 2015, up 4.4%, according to the latest UNWTO World Tourism Barometer. This translates into approximately 50 million more tourists (overnight visitors) traveling to international destinations around the world last year compared to 2014.

This marks the 6th consecutive year of above-average growth, says UNWTO, with international arrivals increasing by 4% or more every year since the post-crisis year of 2010.

Demand was strong overall, but with mixed results across individual destinations. Tourism was affected by unusually strong exchange rate fluctuations, the drop in oil prices and other commodities which increased disposable income in importing countries but weakened demand in exporters, as well as increased safety and security concerns.

Growth in advanced economy destinations (+5%) exceeded that of emerging economies (+4%), boosted by the solid results of Europe (+5%).

By region, Europe, the Americas and Asia and the Pacific all recorded around 5% growth in 2015. Arrivals to the Middle East increased by 3% while in Africa, limited data available points to an estimated 3% decrease, mostly due to weak results in North Africa, which accounts for over one third of arrivals in the region.

### Positive, but lower, prospects for 2016

Results from the UNWTO Confidence Index remain largely positive for 2016, though at a slightly lower level as compared to the previous two years. Based on the current trend and this outlook, UNWTO projects international tourist arrivals to grow by 4% worldwide in 2016.

By region, growth is expected to be stronger in Asia and the Pacific (+4% to +5%) and the Americas (+4% to +5%), followed by Europe (+3.5% to +4.5%). The projections for Africa (+2% to 5%) and the Middle East (+2% to +5%) are positive, though with a larger degree of uncertainty and volatility.



### 2015 Regional Results

Europe (+5%) led growth in absolute and relative terms supported by a weaker euro vis-à-vis the US dollar and other main currencies. Arrivals reached 609 million, or 29 million more than in 2014. Central and Eastern Europe (+6%) rebounded from last year's decrease in arrivals. Northern Europe (+6%), Southern Mediterranean Europe (+5%) and Western Europe (+4%) also recorded sound results, especially considering the many mature destinations they comprise.

Asia and the Pacific (+5%) recorded 13 million more international tourist arrivals last year to reach 277 million, with uneven results across destinations. Oceania (+7%) and South-East Asia (+5%) led growth, while South Asia and North-East Asia grew 4%.

International tourist arrivals in the Americas (+5%) grew 9 million to reach 191 million, consolidating the strong results of 2014. The appreciation of the US dollar stimulated outbound travel from the United States, benefiting the Caribbean and Central America, both recording 7% growth.

Results in South America and North America (both at +4%) were close to the average.

International tourist arrivals in the Middle East grew by an estimated 3% to a total of 54 million, consolidating the recovery initiated in 2014.

### INTERNATIONAL PEOPLE & COMPANY NEWS



**Dubai Duty Free's** Executive Vice Chairman, **Colm McLoughlin**, was named "Retail CEO of the Year" at the *International Finance Magazine (IFM)* Award 2015 in London. The award was in recognition of his outstanding contribution to the travel retail industry.

In related news, Dubai Duty Free (DDF) has regained its ranking as the No.1 single airport retail operation in the world, according to *The Moodie Report*.

Based on 2015 sales figures of US\$1.888 billion, DDF has passed Seoul Incheon International Airport, and regained the No. 1 position it last held in 2013. DDF recorded close to 27 million sales transactions, an average of 74,000 per day, across both Dubai International and at Al Maktoum International. Over 78 million pieces of merchandise were sold in the 12 months. The opening of Concourse D at DIA next month will see a further 7,000 square meters added to the retail footprint.

**Flemingo International** – which has operations in the Americas in airports in St. Maarten, Costa Rica, Asuncion, Paraguay and Salvador, Brazil, has been awarded Duty Free concessions at nine airports across India.

The contracts are for 7 years except for one that runs for 10 years.

Flemingo is currently present in 11 International airports and 8 seaports in India, and manages Mumbai duty free, the largest duty free in the country covering an area of 50,000sq along with its partner DFS.

## North America airport retailing market forecast to reach \$9.9 billion by 2020

New market research forecasts that the North America airport retailing market is expected to grow from \$4.15 billion in 2015 to \$9.90 billion by 2020.

MicroMarket Monitor, a market research firm based in India, has issued a report forecasting that the North America airport retailing market will grow at a compound annual growth rate (CAGR) of 19% from 2015 to 2020.

According to the new Market Research Report **North America Airport Retailing Market By Category (Liquor & Tobacco, Perfumes & Cosmetics, Fashion, Food & Confectionery), By Type (Direct Retailer, Department Store, Specialty Retailer, Supermarkets), By Airport Size, By Geography - Forecast to 2020**, the North America airport retailing market has been increasing due to the rise in international air traffic to/from the US, and totaled more than 80 million passengers in 2015, a 5% increase compared to the previous year.

*Continued on page 2.*

## Argentina: lifting of currency restrictions should spur tourism

Europe could be seeing an influx of visitors from Argentina now that the new Government has lifted currency restrictions and the artificial exchange rate, which were limiting inbound and outbound travel, according to London-based JacTravel.

The agency is forecasting a steady increase of Argentine tourists in the coming months as the changes kick in.

"Travel to and from Argentina is going to be much easier now. The foreign currency tax has been scrapped, the limit on buying foreign currency has been relaxed and the paperwork needed for travel has been significantly reduced," explains JacTravel sales director Alexia Renedo.

The announcement by the Argentinian government last December came after four years of restrictions, which had discouraged international travel.

"The 35% tax on foreign currency by the previous government was a huge increase and it had a big impact on people traveling out of Argentina." Argentina had a tax on travel spending with credit and debit cards, as well as limits on the amount of foreign currency Argentinians could buy.

"It used to be a very small sum of

money; now it is \$2m/month. Outbound travel companies were similarly restricted; they could only wire \$50K a day which was a big problem as they had to slow down sales (by applying higher mark ups); now there is no limit," said Renedo.

"On top of this, there was much bureaucratic form-filling which needed approval from local tax offices," she added.

JacTravel says that its forecasts are based on discussions with several leading travel agents and tour operators in Argentina who use JacTravel's services.

Inbound travel to Argentina should also benefit from the new measures and the resulting devalued Peso is expected to make the country a more appealing and affordable destination in the coming year.

Argentina's new President, Mauricio Macri, has said he hopes that easing restrictions will help to boost exports and spark economic growth.

JacTravel says that the destinations most favored by Argentinian visitors in Europe include Madrid, Barcelona, London, Paris, Rome and other major cities.

## Brazil faces worst recession since 1901

*Bloomberg News* has reported that Brazil won't return to growth until at least 2018 after two years of recession and one of stagnation, according to the International Monetary Fund. This would mark the first time in over a century that Latin America's largest economy fails to expand for that long.

On Tuesday, the IMF cut Brazil's 2017 economic forecast to stagnation from 2.3% growth as it updated its World Economic Outlook, which was last published in October. Gross domestic product will shrink 3.5 % this year after contracting 3.8 % in 2015. That would be the first time since 1901 that Brazil has back-to-back recessions deeper than 3%, according to data from the government's economic research institute, known as IPEA.

Confidence has sunk to record lows in Brazil, depressing both consumption and investment as bottoming prices for commodity exports provide no relief, said the report.

Earlier this month, *Bloomberg News* had reported that Brazil's economy will contract more than previously forecast and is heading for the deepest recession since at least 1901.

Citing a survey of analysts, *Bloomberg* said that sinking economic activity and confidence, and the country's political crisis – including impeachment proceedings and an expanding corruption scandal – would result in a 2.95% reduction in the economy. This was according to the weekly central bank poll of about 100 economists.

Analysts lowered their 2016 growth forecast for 13 straight weeks and estimate the economy contracted 3.71% last year.

*Bloomberg* notes that Brazil's policy makers are struggling to control the fastest inflation in 12 years without further hamstringing a weak economy.

## North America airport retailing market forecast to reach \$9.9 billion by 2020 *Continued from page 1.*

Canada air traffic was 27.5 million in 2015, up 7% on year-on-year basis.

The report claims that the proportion of duty free airport retailing market in North America accounted for more than 25% of the global duty free airport retailing market in 2015.

The North America duty free market grew by 16.3% in 2014, compared to 2013. The US was the top performer in this market, due to increase in the number of flights that further results in rise in footfall at airports, says the report.

MicroMarketMonitor notes that airports are investing heavily in optimizing revenue per visitor, by providing an enhanced retailing experience with various facilities, such as parking, boarding, lodging, catering, and advertising.

North American airports are also focusing on promotional activities such as events, digital advertising, campaigns, and press activities, to boost duty free retail shopping and enhance product visibility. Numerous airports and duty free operators have also developed mobile apps to provide passengers a convenient shopping experience, as well as about the availability of nearby shops & restaurants, says the report.

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## Jack Coote steps down at Little Switzerland, returns to lead consultancy in US

One of the Caribbean's most experienced luxury retail jewelry executives, Jack Coote, has stepped down from his position of Vice President of Operations for Little Switzerland, where he was based in St. Thomas, US Virgin Islands. His resignation took effect as of December 31, 2015.

Coote had announced his decision internally back in June of 2015, but agreed to stay on until the end of the year to ensure a smooth transition.

"I will always cherish my three years at Little Switzerland and that throughout my tenure, I've constantly been sustained by the brilliance and commitment of the people I've had the honor to work with," he tells *TMI*.

Before joining Little Switzerland, Coote served for 19 years as Director to Stores for Colombian Emeralds International, where he was responsible for the management and direction of CEI's store operations through-out the Caribbean. His in-depth knowledge of the duty free retail market helped him play a key role in growing the CEI brand to over 60 stores.



With a jewelry career in Store Operations spanning 41 years, Coote also served as Director of Stores for Bailey Banks and Biddle in the Washington, DC/Maryland and Virginia region. He also spent 20 years with Zale.

Coote and his wife Debbie moved back to South Florida to be near family.

Coote will be resuming leadership of Retail Jewelry Consultants, LLC, a consultancy firm that he formed in October 2012 just prior to joining Little Switzerland.

RJC's mission is to "help our retail clients make clear, distinguishing, and sustainable improvements in their operations that lead to profitable growth and competitiveness," says Coote.

To contact Coote call 954-401-4081, or e-mail him at [jack.coote@gurucaribe.com](mailto:jack.coote@gurucaribe.com). Coote is located in Deerfield Beach, FL.

For more information go to [www.retailjewelryconsultants.com](http://www.retailjewelryconsultants.com).

## Is Revlon for sale? Company explores "strategic alternatives"

The majority owner of US cosmetic company Revlon, Ronald Perelman, last week filed a statement with the Securities and Exchange Commission to explore "strategic alternatives" for the future of the company.

The filing said that the company may communicate with third parties, but that it has not formulated and specific plans at this time.

Perelman controls Revlon through his investment firm, MacAndrews & Forbes, which owns about 78% of Revlon's outstanding shares.

Perelman has controlled Revlon since a hostile takeover in 1985.

The company has a market value of about \$1.3 billion, reports the *New York Times*.

In its most recent financial disclosure, Revlon said that its profit declined to \$6.2 million in the third quarter, from \$14.6 million in the prior-year period.

Revlon restructured and expanded its travel retail organization over the past year, as well as acquiring UK-based global fragrance management company CBBeauty. It had acquired the Colomer Group beauty company in 2013.

## Bacardi names 2016 cruise competition finalists

Bacardi's annual Bartender of the Year Cruise Competition – which has attracted thousands of entrants over its 12-year history – takes a giant step forward as it becomes part of a broader global bartender event.

Bacardi Global Travel Retail's annual cruise competition, which celebrates best practice, innovation and originality seen among bar professionals in the cruise and ferry sectors, this year is participating in the Bacardi Legacy Global Cocktail Competition.

As a result, Bacardi GTR has announced its three finalists for the 2016 Bacardi Legacy Cruise Competition Bartender of the Year. The three finalists and their cocktails are: **Miroslav Kljajic**, Carnival Cruise Lines with the **Blueberry Elixir Fizz**; **Bailon Pasamba**, Holland America Line with the **Tropical Fruits & Herb Tini**; and **Andres Poljakov**, Tallink Group with the **Golden Emerald**.

The three finalists all receive a US\$1000 cash prize and will travel to Miami for the Bacardi Legacy Competition Cruise Finals on February 22-26, 2016.

The winner of that event will receive a \$4000 cash prize and will compete in the final of the prestigious Bacardi Legacy Global Cocktail Competition, taking place in San Francisco on April 20-25, 2016. Here he will compete against professional bartenders from across the globe for the ultimate title.

The three finalist bartenders



Top: **Andres Poljakov**, Tallink Group;  
**Miroslav Kljajic**,  
 Carnival Cruise  
 Lines; Left: **Bailon  
 Pasamba**, Holland  
 America Line



will now be trained by the Bacardi Brand Ambassador, Ryan MacBean, to refine their recipes. Each of the finalists has also been awarded a \$3000 budget to create his own three-month-long promotional campaign.

Zachary Sulkes, Regional Manager Bacardi Travel Retail Americas, explains that this self-planned promotional activity is integral to the "expressiveness of the competition and gives our three finalists the opportunity to design their own promotional campaign to recruit a following for their recipe as a true Legacy contender and ultimately have their creation crowned as the next Bacardi Legacy cocktail.

"Making our final shortlist is a great achievement but we now want to push our finalists to take their entry to a stunning new level. Their promotional program could include activities such as on-board cocktail menus and presentations on how to make the perfect serve, point-of-sale creative and trade show presentations, as well as local media, blogs and social media messaging. We want to see them think outside the box and develop original communications around their recipes, expressing the quality of originality and character seen in the Bacardi brand," says Sulkes.

The cruise competition is part of the Bacardi strategy for continuous improvement, partnering with cruise and ferry partners to raise standards of professionalism in the on-board bar experience by injecting new levels of sophistication in the craft of cocktail making.

All entries were required to incorporate Bacardi Superior Rum or Bacardi Gold rum.



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# TRAVEL MARKETS INSIDER

## New Modern Muse Le Rouge launches in TR

Estée Lauder has unveiled the romantic new Modern Muse Eau de Rouge, a sheer new "young at heart" fragrance inspired by the flirtatiously sexy side of a Modern Muse.

Eau de Rouge has a soft, youthful attitude that reimagines the Le Rouge signature with a twist, transforming the ripened rose accord from Le Rouge into a transparent dewy rose accord, contrasted by juicy fruitiness that dries down to an iridescent woods accord.

The updated bottle design for Modern Muse Eau de Rouge features whimsical pink shades in the juice and a translucent pink, spray-through bow cap.

Modern Muse Eau de Rouge is now available at Estée Lauder Travel Retail locations worldwide.



## Rituals flies Upper Class with Virgin Atlantic

Rituals has announced that its amenity kits have been listed on Virgin Atlantic Airlines for its Upper Class passengers.

"...The amenity kits that we have put together for Virgin Atlantic contain the products that air passengers really value such as face and hand creams and lip balms. These are quintessential Rituals products that are all inspired by our brand philosophy which is to create products that transform every day routines into relaxing and rewarding rituals," commented Neil Ebbutt, Director Wholesale, Rituals Cosmetics.

by Raymond Cloosterman 15 years ago, is now shipping to 25 countries for travel retail, has 4 standalone airport stores, 100+ shop in shops within airports worldwide, 10 airline partners, is onboard more than 100 cruise ships and is available in more than 1100 boutique hotels.



### ESSENCE Corp.

is looking to fill three positions:

#### Senior Area Manager

Essence Corp is currently seeking an experienced full time Senior Area Manager with a minimum of 4 years in management in travel retail.

The ideal candidate will have a solid understanding of the best practices in the retail industry.

Exceptional management and leadership skills.

The understanding and ability to work with P&L. Must have strong written and oral skills in English and Spanish.

French a plus.

Ability to travel extensively.  
Advanced knowledge of MS Excel, MS Word and MS PowerPoint.

#### Project Coordinator

The ideal Project Coordinator candidate must be fluent in English and Spanish.

French or Portuguese are a plus.  
Highly proficient in Excel, Adobe and PowerPoint.

Must possess exceptional customer service and organizational skills.

The candidate will coordinate all personalization projects for permanent spaces in the Americas and Caribbean acting as a liaison between customer, brands and builders all while closely monitoring expenditures.

A dynamic team player with high emphases on following up.  
Experience in store construction and design is preferred.

#### Market Support Coordinator

The Market Support Coordinator candidate must be fluent in English, Spanish, as well as proficient in Excel and PowerPoint, French is a plus.

The Market Coordinator role is responsible for key administrative tasks, including order processing, customer support, and marketing support.

Must possess strong organizational skills and able to multi-task.

Please send resumes to  
[musallan@essence-corp.com](mailto:musallan@essence-corp.com)



Heinemann  
Americas, Inc.

### Heinemann Americas

Has an immediate opening for a  
**Junior Buyer – All Categories**  
Located in the Miami office.

#### Objectives of the jobs:

Ensuring efficient assortments for each brand with optimal assortment  
Reassuring flawless master data information

Ensuring correct pricing and payment terms for invoice discrepancies during invoice confirmation process

#### Candidates must have the following qualification and minimum requirements:

Degree in Business Administration  
Experience in purchasing  
Experience in the field of international luxury goods and/or consumer goods  
Negotiation skills in several languages (fluent in English, Spanish preferred)  
Advanced Microsoft Excel, Word, Power Point

Excellent data evaluation and analytical skills

Experience with SAP

Please send resume to  
[info@heinemann-americas.com](mailto:info@heinemann-americas.com)

### ACTIUM

Has an opening for a  
**Customer service specialist**

Candidate must be fluent in English and Spanish and possess exceptional customer service and organizational skills.

This position will be responsible for processing orders and assisting the Brand Manager with day to day operation as well as acting as a liaison between distribution team and 3rd party warehouse.

Knowledge of MS Office applications (with strong proficiency in Excel) is a must. Quickbooks knowledge and industry experience is a plus.

Company is based in Miami.

Send resume to  
[prodrigues@actium.us](mailto:prodrigues@actium.us)



A Fort Lauderdale-based Wines & Spirits marketing and distribution company, has an immediate opening for a

#### Sales Marketing Manager.

Bacchus is focused on the Duty Paid/ Duty Free channels in the Caribbean and Latin America as well as the Diplomatic, Cruise and Ship Chandlers markets.

#### Requirements

Fluent English  
Highly proficient in MS Office, very organized, self-starter and able to multi task  
University level studies  
Minimum 2 years Sales Marketing experience  
Traveling 2 weeks per month

#### Plus

Experience in the Wines & Spirits industry and the Caribbean Islands are pluses  
Accurate and structured with attention to detail  
Service oriented with good communication and organizational skills  
Ability to work under pressure, meet deadlines and with foreign nationals  
Flexible, proactive and positive attitude  
Experience with Navision and Adobe an advantage

For more information go to  
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