



Caribbean tourism outperforms all regions in the world in 2015, with record arrivals and earnings

The Caribbean has turned in record-breaking tourism and spend numbers for 2015, although island retailers tell *TMI* that they are not seeing the increased spend in their stores. In addition, they worry that the spread of the mosquito-borne Zika virus could cut in to this year's arrivals.

The Caribbean Tourism Organization (CTO) announced this week that international tourist trips to the region grew by 7% to 28.7 million visits, much higher than the 4-5 % growth that was projected. Arrivals were significantly above the global rate of growth, which the UN World Tourism Organization quotes at 4.4 %.

For the first time since the CTO began keeping records, the Caribbean outperformed every major tourism region in the world, said CTO Secretary General Hugh Riley during the annual State of the Industry news conference streamed live to a global audience on Feb. 16.

The CTO reports that visitors to the Caribbean spent an estimated \$30 billion, over a billion dollars more than they did in 2014. This is up 4.2% over the \$28.8 billion spent during the previous year.

"So 2015 was the second year in a row that the region has done better than the rest of the world, and the sixth consecutive year of growth for the Caribbean," said Riley.

The CTO attributes the growth to improved global economic conditions; a boost in consumer confidence, particularly in the United States; falling oil prices; rising seat capacity and persistent marketing by CTO member countries and their partners.

All the major markets – the United States, Canada, Europe,

the Caribbean and South America – reported growth, with the intra-regional market performing better than it has ever done before.

Source Markets

The US, which remains the Caribbean's primary market, accounting for about 50% of arrivals, grew 6.3% to 14.3 million visits.

The Canadian market grew by 4.5% to 3.4 million; Europe grew by 4.2% to 5.2 million – the first time total arrivals from Europe reached the five million mark -- and South America continued its rapid growth, generating 2.1 million visitors, up 18.3% over 2014, says the CTO.

Of the 5.2 million visitors from Europe, 1.1 million came from the United Kingdom, which recorded a 10.4% rise.

Arrivals from Germany were even better, up by 11.5%; France was relatively flat, however, increasing by 0.8%.

This was the European market's best performance in seven years, said Riley.

"In each quarter the region recorded at least 6% growth in stayover arrivals over the corresponding quarter for 2014; and each month in 2015 was better than the same month the previous year," said Riley.

Market trends - Target islands

Ryan Skeete, CTO Director of Research & IT, followed Riley's presentation with a detailed breakdown of the arriving tourists and where they were visiting.

The majority of Americans to the region visited the Dominican Republic, Jamaica, Puerto Rico and The Bahamas. The highest growth rates in arrivals from the US market were recorded in Barbados (27.6%), Curaçao (15.3%) and Trinidad & Tobago (14.9%).

STATE OF THE TOURISM INDUSTRY REPORT 2015

KEY STATS

Caribbean Tourism Organization | Ground Floor | Baobab Tower | Warrens | St. Michael | Barbados | BB22026

Here is a snapshot of how the Caribbean performed in 2015 and what we can expect for 2016.

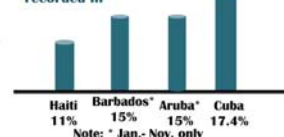
Source: CTO Member Countries and CTO estimates.

GLOBAL TOURISM PERFORMANCE

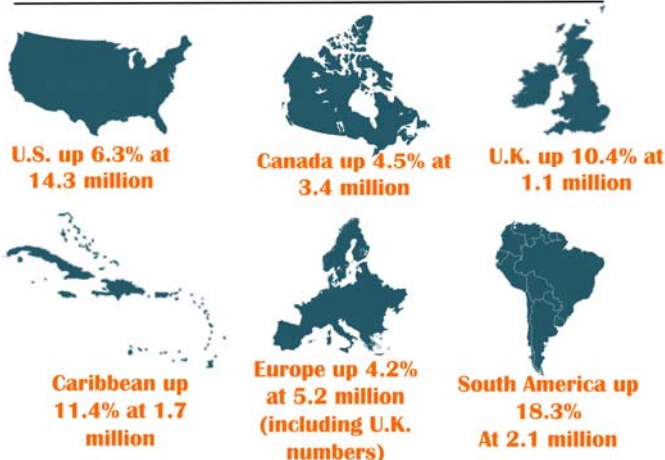
Caribbean tourism growth up 7% with 28.7 million stopover arrivals, surpassing world tourism growth of 4% in 2015.

CARIBBEAN TOURIST STOP-OVER ARRIVALS

Double digit growth recorded in



CARIBBEAN MAJOR MARKET GROWTH



The Canadian market continued to perform well, up 4.5% in 2015, although the CTO says it is concerned that 13 destinations recorded decreases, compared with increases in 11 markets. The top performing destinations were Curaçao (45.5%), Suriname (58.0%) and Barbados (17.8%).

The top performing islands for European visitors were Turks & Caicos Islands (34.7%), Cuba (23.1%) and Montserrat (12.1%).

The 1.1 million arrivals from the U.K. preferred to visit Cuba (up by 25.2%), Barbados (14.3%) and Jamaica (12.3%).

South America was a surprisingly buoyant source of tourism, says Skeete:

"Despite the political and economic challenges faced by many South American countries, the South American source market provided the highest rate of

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Caribbean tourism sets arrivals records in 2015 *Continued from page 1.*

growth of Caribbean trips, registering 18.3%," said Skeete.

"Indeed, this has been consistently the case since 2010, which resulted in South American arrivals displacing Caribbean arrivals as the 4th largest source market in 2014. The destinations receiving the highest increases in South American tourists were Dominican Republic (25.1%) and Aruba (28.8%). The main markets within South America are Venezuela, Brazil and Argentina, in that order."

Caribbean intra-regional travel was another strong source market, peaking in 2015 with arrivals up by 11.4% to 1.7 million trips. All sub-regional groupings experienced solid growth, with Other Caribbean (Cancun, Cozumel, Cuba, Dom Republic, Haiti, Suriname) registering the highest rate of increase of 13.7%.

Outlook

Riley notes that the outlook for 2016 is positive with tourist arrivals expected to increase by 4.5 - 5.5%, while cruise arrivals are estimated to grow by 1-2%, as the summer redeployment of ships continues.

Cruise Trends

Cruise arrivals to the Caribbean grew by about 1.3% to reach 24.4 million, in line with expectations at the beginning of 2014, reports the CTO. Demand for Caribbean cruises was relatively high in the winter months of 2015, averaging a 4.8% rise in the period. However, cruise passenger visits contracted by 2.0% in the summer period, as cruise lines repositioned their ships to other destinations, says the CTO.

Trinidad & Tobago (104.0%), Bonaire (74.2%) and British Virgin Islands (43.1%) recorded the highest percentage increases during 2015. The Eastern Caribbean, the largest sub region for cruise passenger arrivals, hosted 32.2% of all arrivals to the region and recorded the highest rate of growth of 3.3%.

The main Caribbean cruise markets (those with one million or more cruise passenger arrivals per year) performed as follows:

The Bahamas cruise arrivals fell 6.2% to 3.628 million (please note these numbers only cover the January-October period).

Cayman cruise passenger arrivals were up 6.7% to 1.717 million (full year figures).

Cozumel cruise passenger arrivals were basically flat, down .3% to 3.396 million (full year figures).

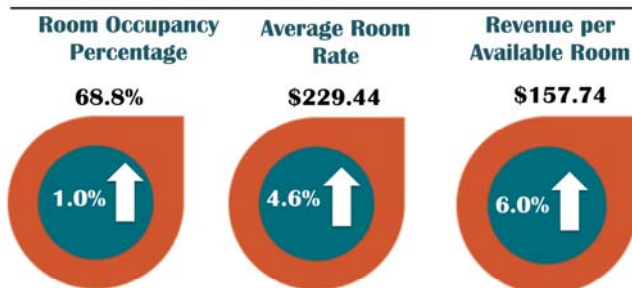
Jamaica cruise passenger arrivals rose 10.2% to 1.569 million (full year).

Puerto Rico cruise arrivals rose 7.4% to 1.457 million (full year).

St. Maarten cruise arrivals fell 5% to 1.902 million (full year).

US Virgin Islands cruise arrivals fell 9.8% to 1.879 million (full year).

CARIBBEAN ACCOMMODATION PERFORMANCE



Source: 2014 STR Global

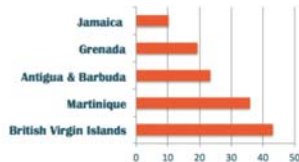
CARIBBEAN CRUISE ACTIVITY PERFORMANCE

Total Estimated at 24.4 million in 2015

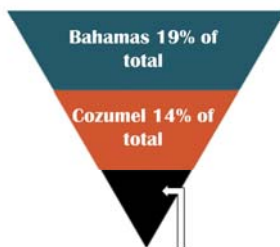
1.3% ↑



Destinations with double digit increased cruise passenger visits



Destinations with most cruise passenger visits



St. Maarten and the U.S. Virgin Islands both represented 8% each of the total.

Source: CTO Member Countries and CTO estimates.

CARIBBEAN TOURISM 2016 OUTLOOK

Overall, tourist arrivals are projected to increase between 4.5% and 5.5% in 2016.



All figures are provisional and subject to revision.
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TFWA: drinks category research highlights how to up appeal of core sector

Value for money remains a critical driver in the drinks sector and is key to increasing footfall, conversion and spend, according to the latest research from TFWA.

The study, which was conducted by travel retail research specialist Counter Intelligence Retail, revealed that over half of passengers (53%) believe they will find a price advantage for spirits by shopping at the airport. This is higher than any other travel retail category. Half of those taking part in the study say they would be encouraged to purchase in the future if prices were cheaper; a substantial 38% check prices before they go to the airport.

After price, respondents said that the wide range of products was the next most compelling reason to buy. In addition, one in four of those surveyed stated that they would be tempted to buy in the future if a broader selection was available.

Travel retail exclusives are also important to alcohol shoppers, and just under two thirds (61%) said that good value is the most important attraction; 49% said that they

like being able to buy products that aren't available elsewhere.

A significant two thirds (62%) purchase for themselves, and on average buyers spend more on alcohol when buying for themselves than when buying a gift. Just one in five responding consider alcohol as suitable for gifting.

Product sampling and gift with purchase are the most appealing promotional initiatives (say 52%). Lack of anything that catches the eye is the main barrier to purchase cited by just under a third (32%), while the absence of attractive promotions is a barrier to purchase for one in five.

Planned spending on alcohol in duty free and travel retail shops is significantly higher than among buyers in all other categories combined. While half of buyers in all categories plan their purchase, two thirds of alcohol buyers plan their purchase in advance. While two in five shoppers across all categories know what brand they will choose, three in four alcohol shoppers know the brand they wish to buy.

Commenting on the results, TFWA President Erik Juul-Mortensen said:

"Price is still clearly an important motivator to purchase alcohol at the airport, and retailers need to do all they can to ensure that the value proposition is fully understood by passengers. However driving sales in this sector will be about more than cost cutting.

"There is clearly substantial opportunity to encourage customers with initiatives such as engaging gift with purchase promotions as well as capitalizing on the appeal of the travel retail exclusive. Developing gifting also represents an untapped opportunity, and there is room for growth here too," he added.

The TFWA Alcohol Duty Free and Travel Retail Category Report was compiled by Counter Intelligence Retail. It was based on approximately 1,000 shopper interviews conducted at four key airports across the globe. A minimum of 50% of the sample were duty free buyers. Each interview lasted approximately 15 minutes.

NPD: Prestige Beauty, makeup drove sales in 2015

Color cosmetics drove sales in both the prestige and mass beauty sectors last year, reports Karen Grant, VP and global beauty industry analyst for the NPD Group, speaking at the Cosmetic Executive Women's CEW/NPD Year-in-Review Event in New York City earlier this month.

NPD reported that prestige beauty in the United States grew 7% to \$16 billion, while mass beauty grew 2% to \$21.7 billion. Overall, beauty reached \$37.7 billion in the US. Prestige online beauty sales grew 24% to \$1.8 billion for the 12-months ended September 2015.

As reported by the CEW, makeup saw the biggest growth globally, with the US posting 13% increases, Canada up 18%, the UK up 14%, Italy up 3% and Spain up 8%. Overall beauty sales in France were down by 1%, with fragrance sales down 2%, skin care up 1% and makeup flat.

The NPD Group says that three out of every four dollars gained in prestige beauty was from makeup in 2015. In North America, makeup in the Prestige Beauty category was up 14%, and in Europe, makeup in the Prestige Beauty category was up 8%.

In other trends, NPD reported that Amazon poses the biggest threat to retailers (Ed. Note: as it does in travel retail). Amazon's online market share is 35%, and 25% of US households have an Amazon Prime subscription (30 million). Amazon offers approximately 500 million items, says the report.

Key Spring TR launches from Estée Lauder, Clinique, Bobbi Brown and Jo Malone

Estée Lauder has released details of some of its key launches for this season, which will be highlighted by the company at the IAADFS Duty Free Show of the Americas.

Estée Lauder Advanced Night Micro Cleansing Balm. Building on decades of research and expertise, Estée Lauder has developed an innovative cleanser, Advanced Night Micro Cleansing Balm. Formulated specifically for a special night cleansing, this cleanser creates the perfect foundation to prepare skin for the evening regimen. Available at Estée Lauder TR locations worldwide from March 2016.



Clinique Pep-Start Eye Cream, a lightweight cream that instantly and over time brightens, awakens, and refreshes tired-looking eyes. The innovative custom-spherical massaging applicator de-puffs eyes to help keep them looking fresh, smooths the way for makeup, and will make eyes look wide awake in just three seconds. Available at Clinique Travel Retail locations in the Americas from February 2016 and across Asia from April 2016.

Bobbi Brown Nourishing Lip Color Oil-Infused Shine. With a blend of five emollient natural oils and Vitamins C and E, this hybrid lip color delivers 24-hour sustained moisturization, hydration and conditioning, with a nutrient-rich formula to make lips softer, smoother and plumper. Available at Bobbi Brown Travel Retail locations worldwide from April 2016.

Jo Malone The Herb Garden. Five new scents that invoke a day in an aromatic herb garden -- verdant, crisp, juicy and sweet. The Herb Garden Collection includes: Sorrel & Lemon Thyme; Wild Strawberry & Parsley; Nasturtium & Clover; Carrot Blossom & Fennel; Lavender & Coriander (all 30ml). Available at Jo Malone London Travel Retail locations worldwide from March 2016.





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BEAUTE PRESTIGE INTERNATIONAL is seeking an Area Sales Manager for

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based in Miami.

Responsibilities include implementing our sales and distribution strategies, negotiating sales conditions, determining product listing and price structures, managing sales budget/P&L, implementation of marketing calendar, and direct management of a team.

Ideal candidate has at least 3+ years sales experience in the Travel Retail fragrance industry, as well as strong management and excellent communication skills.

40-50% travel required
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gcamplani@bpi-sa.com

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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.

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QUALIFICATIONS:

The ideal Port Shopping Guide candidate is a highly motivated, ethical, sales-driven, comfortable with public speaking, and ready to embark on a challenging and potentially lucrative adventure. Key attributes include organization, focus, dedication, and commitment to excellence. Previous onboard experience is not required. RMP is especially interested in bilingual candidates, fluent in Spanish and/or Portuguese.

TO APPLY:

Interested candidates should submit the following for review: résumé (please indicate all languages you speak and note proficiency), three professional references, and video auditions. Submissions should be sent via email to RMP Human Resources. Contact them for more information at

jobs@royalmp.com.

Please indicate "Port Shopping Guide Applicant" in the subject line.

To find out more please visit
"PORT SHOPPING"
(<http://royalmp.com/PortShopping>)



La Prairie has an opening for a Regional Marketing & Sales Coordinator position in the Miami office.

Candidate must be fluent in English and Spanish.

For more information, please send resume to
Catherine.cochaud@laprairiegroup.ch

ESSENCE Corp. is looking for a:

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 Work and MS PowerPoint.

Please send resumes to
musallan@essence-corp.com



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
www.bacchusllc.com

Please send resume to
tom@bacchusllc.com

