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CRUISE NEWS

Carnival Corp. launches new brand that allows cruising for a cause

Cruise giant Carnival Corp. & plc has announced the creation of its 10th brand, Fathom, which offers travelers the option of cruising for a cause.

Defining a new travel category it is calling “social impact travel,” Carnival says that its Fathom cruises will offer consumers authentic, meaningful impact travel experiences to work alongside locals as they tackle community needs.

Beginning in April 2016, Fathom will embark on 7-day voyages from PortMiami aboard the *MV Adonia*, a 710-passenger vessel redeployed from Carnival Corporation's P&O Cruises (UK) for the start-up of the new operation. The company's first destination will be the Puerto Plata region of the Dominican Republic.

“...travelers will have the opportunity to choose from a range of social impact activities and experiences both onboard and onshore,” said Arnold Donald, CEO of the Miami-based company in a statement.

Donald brought in a non-traditional, social entrepreneur, Tara Russell, Founder and Chairman of Create Common Good (www.createcommongood.org), to lead this effort. Russell will serve as President of Fathom and as Global Impact Lead for Carnival Corporation. Russell established and led the team that has been working on the design and business model for Fathom since late 2013.

Based on extensive market research, Fathom has identified a

sizable and growing market of potential social impact travel consumers – approximately one million North Americans who are strongly predisposed, in addition to global travelers already pursuing service-oriented travel experiences worldwide – who will be interested in this type of travel offering.

In addition, the company believes Fathom will attract a significant number of travelers who have never before cruised. According to research, nearly 40% of the individuals who will book a social impact trip on Fathom might otherwise never have chosen to cruise.

Fathom has initially identified two lead partners in the Dominican Republic – Entrena and the Instituto Dominicano de Desarrollo Integral, Inc. (IDDI). Fathom travelers will work alongside these organizations to help Entrena and IDDI programs achieve greater impact. Because Fathom will regularly transport hundreds of travelers to the country, the support will be significant and sustainable – Fathom travelers are expected to make long-lasting contributions to the community.

A portion of every ticket purchase price will go directly to Fathom partner organizations to cover on-the-ground activities in the Dominican Republic, including supplies, travel, personnel to assist with the activities and funding to support the partner organizations' overall missions. This sustained partnership between Fathom and its impact partners allows these organizations to have predictable revenue streams to even further amplify their missions.

Carnival says that the Fathom experience will focus on education, environment and economic development.

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Sir Branson raises Virgin Cruises flag in Miami

Richard Branson, founder of the Virgin Group, announced yesterday that his newly created Virgin Cruises has selected PortMiami as the home port for its first cruise ship that will set sail in 2020. He also revealed Virgin Cruises has signed a binding Letter of Intent (LOI) with Italian shipbuilding company Fincantieri for three new mid-size ships.

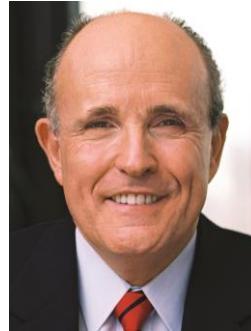
“We now have the right partners in place to build a world-class cruise line that will redefine the cruising experience for good. The Virgin Cruises approach will appeal to cruisers and non-cruisers alike, and we look forward to being in Miami and delivering an experience for people who want a new way to cruise,” said Branson.

Virgin Cruises' three new mid-size ships, of about 110,000 gross tons each, are slated for delivery in 2020, 2021 and 2022. Each ship will feature 1,430 guest cabins to host more than 2,800 guests. There also will be 1,150 crew on board. Embarking from PortMiami, Virgin Cruises plans to offer a range of seven-day Caribbean itineraries, with a Sunday sail date.

Virgin Group announced the formation of Virgin Cruises in a venture with investment firm Bain Capital in December 2014.



CANNES 2015



Former New York City Mayor Rudy Giuliani will headline the TFWA Global Summit in Cannes

TFWA has announced that former **New York Mayor Rudy Giuliani** and **Peter Long, Joint CEO of TUI Group** will be the headline speakers at the opening plenary of the TFWA World Exhibition & Conference on Monday, Oct. 19, 2015 in the Palais des Festivals et des Congrès, Cannes.

As New York Mayor from 1994 to the end of 2001, Rudy Giuliani led the city through the aftermath of the 09/11 attacks. An authority on crisis management, he has a broad political perspective and successful business career. He speaks on a wide range of subjects from leading change to economic and foreign policy.

TUI Group, headquartered in Germany, is the world's largest leisure, travel and tourism company and operates several airlines, hundreds of hotels, travel agencies, retail stores plus a dozen cruise ships. Peter Long brings a remarkably broad overview of current global travel trends, tourism and retail.

Welcoming the keynote speakers to the stage will be **Erik Juul-Mortensen, President TFWA**, who will present his annual State of the Industry address. Registration is open now at www.tfwa.com.





FDFA promotes duty free through online Summer Contest

On June 29, Canada's Frontier Duty Free Association is launching an online summer contest to promote duty free awareness in Canada.

The Grand Prize is a C\$5,000 visa gift-card and both Canadians and Americans are eligible to participate in the contest.

The **2015 FDFA Summer Contest** will be promoted online via store websites, Facebook and Twitter. Customers will be asked



to complete a series of duty free questions regarding the Canadian Duty Free Industry in order to enter via the Contest microsite. The contest will run from June 29 – August 16.

Prizes: A total of 25 prizes will be awarded throughout the contest period, comprising 24 weekly prizes plus the \$5,000 Grand Prize (Pre-Paid Visa in Canadian dollars). The weekly prizes will total C\$3500 and include \$50 Tim Hortons gift cards, \$100 gasoline cards from Petro Canada and \$500 gift cards from the Apple store.

Each store operator will receive an information kit in advance of the contest that will include posters and artwork in English and French in a variety of sizes, as well as promotional

slug/flash artwork that can be uploaded onto individual store websites.

Each week, participants will be asked a multiple choice question about Duty Free and will receive a hint directing them where to find the answer at dutyfreecanada.com, the Duty Free Canada Facebook page, or @dutyfreecanada on Twitter. More information will be available in English at www.winwhatyouknow.com and in French at www.gagnezcequevousavez.com (these will be live after June 29.) Before June 29, go to www.dutyfreecanada.com for more information.

FDFA is hoping to generate strong interest through Social Media sites and is asking for suggestions on potential travel sites to use.

New IATA Chairmen named

Andres Conesa, CEO of **Aeromexico**, has assumed his position as Chairman of the International Air Transport Association (IATA) Board of Governors for a one-year term, effective now. Conesa is the first Mexican to hold this position. He has led Aeromexico, Mexico's largest airline, since 2005.

Conesa succeeds **Calin Rovinescu**, CEO of **Air Canada**,

whose one-year term expired at the conclusion of the Association's 71st Annual General Meeting (AGM) and World Air Transport Summit in Miami, Florida last week. Rovinescu will continue to serve on the Board of Governors and the Chair Committee.

IATA also announced that **International Airlines Group (IAG)** CEO **Willie Walsh** will serve as Chairman of the Board of Governors from June 2016, following the conclusion of Conesa's term.

Coty's Becht remains CEO, as Leoni Sceti 'reconsiders'

Coty Inc. announced this week that Bart Becht will remain as Interim Chief Executive Officer of Coty and that Elio Leoni Sceti, who was planned to assume the role of CEO in July, has decided not to join Coty. Becht will also continue in his role as Chairman of Coty.

Peter Harf, Director and Chairman of the Remuneration and Nomination Committee of Coty commented, "After further discussion, the Coty Board of Directors determined that leadership continuity is critical in ensuring the continued success of Coty's strategy implementation. We certainly understand Elio's decision not to join Coty as planned, thank him for his professionalism throughout this process and we wish him all the best in his future endeavors."

Published reports, including a story in *Women's Wear Daily*, suggests this move may signal that Coty is getting closer to acquiring parts of Procter & Gamble Co.'s beauty business.

ELC names Guillaume Jesel to head Tom Ford Beauty

The Estée Lauder Companies has named **Guillaume Jesel** to the position of Senior Vice President/ Global General Manager of Tom Ford Beauty. In this role, he leads the global beauty brand, working directly with **Tom Ford**, President and CEO of Tom Ford International and reporting to **John Demsey**, Group President, ELC.

Jesel has been with ELC for 14 years, serving in a number of senior roles, including VP, Global Makeup Marketing for the Estée Lauder brand, and SVP of Global and North America Marketing, M·A·C Cosmetics. He joined ELC from Lancôme.

"Through his tenure at The Estée Lauder Companies and his career, he has gained a profound understanding of the global beauty industry. His experience is invaluable as we launch in China and continue to build our beauty business internationally," said Tom Ford.

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WiTR's CHARITY CHALLENGE FOR 2015: BUILD ACCOMMODATION FOR 30 RAILWAY SLUM CHILDREN

Brahmaputra Home for Railway Children, Guwahati, Assam, India

Industry networking group Women in Travel Retail (WiTR) has announced its charity project for 2015 – to build accommodation for children living in shacks right next to the railways lines in Guwahati (Assam), India.

WiTr's Sarah Branquinho, and TFWA President Erik Juul-Mortensen visited Guwahati last November, and Sarah reports: "Entire families live in cardboard and tin shacks less than 3 meters from the passing trains; toddlers crawl across the rails, snatched up by the nearest person when an approaching train is heard. It is an appalling indictment on society that these people have no safe home, and that their children have no education and no hope of a different life. Home for these children is at best a hovel made of old card-

board boxes, tins and rags. There is no electricity, no running water, no toilets, no medical support, no education," she writes.

TFWA Care, working with Lotus Flower Trust, has already funded the first stage of a home on the outskirts of town, next to a school, where 25 children are being cared for. Sarah and Erik report that the children who have moved there are thriving and making great progress at school.

For this year, the goal is to build two more dormitories and an extended kitchen at the school in Guwahati. The estimated cost is £20,000 (approx. US\$32,000). WiTr hopes to reach this goal by October during the TFWA World Exhibition and Conference in Cannes.

Anyone wishing to make a donation, or help raise funds, may send the money to Lotus Flower Trust at <https://www.justgiving.com/BrahmaPutraRailwayHomeandSchool>; please mark your contribution WiTR Brahmaputra extension.

**For more WiTr news,
please go to page 5.**



Canada airport sales up double digits, land border sales down slightly

Canada's airport duty free stores continued their sustained growth in April, rising 16% for the month, while the land border stores' sales slipped 1%, according to the latest figures from the Canada Border Service Agency.

Airport sales were \$27 million in April. For the year sales are \$118 million, up 20% for the first four months of the year.

Perfume, Cosmetics, & Skincare, the number one category in Canada's airport stores with 34.39% of sales, was up 22% in April 2015. Alcohol, the second most popular category (20.19%), was up 14.62%. Tobacco, with 16.75% of airport sales, dropped 1.48% for the month.

April land border sales were \$9.5 million, for a total of \$32.5 million for the year (up 1.25%).

Regionally, the Prairie region, with \$680,000 of April sales, fell 13%. The Pacific region (\$1.6 million April sales) dropped 9%. Ontario, the largest Canadian land border region, had April sales of \$5.4 million, up 3.53% versus April 2014. Atlantic/Quebec April sales were \$1.7 million, down .9%.

Alcohol, the number one category on the land border with 35% of sales, grew 7.99% in April, while tobacco, the second most important category with almost 30% of sales, fell 7.48%. Perfume, Cosmetics, & Skincare, with 17% of land border sales, was down almost 10% in April.

The FDFA expects the summer land border numbers to improve, says FDFA Executive Director Laurie Karson.

"With the current exchange rate, we are anticipating in many areas of the country seeing more U.S. visitors this summer who typically spend more per duty free visit," she says. "With the newly created duty free consumer website (www.dutyfreecanada.com) and with exciting summer, consumer initiatives in the final planning stages, we are anticipating more consumer awareness of the amazing savings and product offerings at all land border duty free stores."

Karson believes the announcement creating *Connecting America* by Canadian Prime Minister Harper, which allocated more than over \$30 million to create incentive programs to increase U.S. visitors, will impact tourism in the coming months.

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Carnival Corp. plans to expand social impact cruises to other brands

Continued from page 1.

Carnival explains that the Fathom journey is a carefully designed, holistic impact journey that will begin with one to two days at sea preparing for the on-the-ground experience, ranging from an orientation to the Dominican Republic, conversational Spanish lessons, impact activity training, creative workshops, personal enrichment and much more.

Fathom travelers may build their own schedules and will have the flexibility each day to choose from a variety of activities that can vary in length from a few hours to multiple days.

"Fathom will cater to a growing market of consumers who want to have a positive impact on people's lives, and aren't always sure where to begin," said Donald. "We believe travel is a meaningful way to allow for personal growth while making purposeful and engaging contributions to the world."

In addition to leading the new Fathom brand, Russell will work with Carnival Corporation's nine other brands in her role as Global Impact Lead on social impact strategies and opportunities.

CONSTELLATION BRANDS,

a leading international producer and marketer of beer, wine and spirits, is hiring a 16-month contract position

Manager of Key Accounts, Global Travel Retail.
Location is flexible.

Job responsibilities include:

- Manage Duty Free P&L Strategy for Key Account GTR customers, aligned to the overall Global Travel Retail strategy.
- Working with Regional Sales Managers and Directors on the domestic teams to align overall strategies and tactics.
- Attend GTR trade fairs, meetings, trainings, and quarterly / annually reviews.
- Develop a business plan to gain growth in sales, distribution and activation.
- Work with Marketing function heads to develop programs and displays.
- Manage marketing and promotional budgets.
- Work on new product launches, packaging changes, supply constraints.
- Develop a pricing strategy and annual pricing plan.

Qualifications and minimum requirements:

- University degree in a Business related subject with 5-7 years of sales or key account management experience.
- Proven understanding and experience of working in Travel Retail channels.
- Excellent influencing & negotiating skills.
- Excellent Brand building capability.
- Excellent financial skills with evidence of profit responsibility.
- Wine & Spirits industry knowledge and experience preferable.

Please apply online at www.cbrands.com/careers

Bacardi creates Marketing Centers of Excellence, splits global marketing into regions

Bacardi says that it is establishing Centers of Excellence ("CoEs") in Europe and North America as "a major step forward in bringing the company's brand strategies closer to its markets and making them even more relevant to its consumers."

Each CoE is headed by a Chief Marketing Officer who will report to Bacardi Limited Chief Executive Officer **Mike Dolan** on the company's global brands and to those Regional Presidents on regional and local brands, and in Region marketing executions, to create a "more agile Corporate Creative Excellence team," said the company statement.

As a result, Bacardi has eliminated its global chief marketing officer position, and is splitting executive duties between two new CMOs overseeing North America and Europe. **Dima Ivanov**, who had served as global CMO since January, will be leaving the company.

Mauricio Vergara, who joined

Bacardi in 2013, has been named CMO for North America, where his duties will also include global oversight for the Bacardi and Grey Goose brands.

Shane Hoyne will take over as CMO for Europe and will also assume global lead duties for Martini, Dewar's, William Lawson's and Bombay. He was previously at William Grant & Sons where he was global brands director on Grant's Whisky, Drambuie and Tullamore Dew Irish Whiskey.

The company's Ready-To-Drink (RTD) and Tequila brands continue being led from Shanghai and Mexico respectively and brand leaders will be named shortly.

Bacardi has also created a new position called head of creative excellence that will be filled by **Zara Mirza**, based in London. Her duties will include overseeing global agency relationships.

Diageo GTME appoints two senior positions

Diageo Global Travel Retail has made two appointments to its senior leadership team:

Dayalan Nayager is named **Regional Director, GTME Europe** effective July 1, based in London. Dayalan will lead and manage all travel retail channels for Diageo in the region. He joins the business from Brandhouse in South Africa and also held positions with Mars and Heinz.

Zeina Hatem, based in Dubai, UAE, becomes **Regional Director, Middle East & North Africa (MENA)** effective July 16, 2015. Hatem is currently General Manager of Innovation for Latin America and the Caribbean for Diageo, and prior to this worked as Marketing Director for Moet Hennessy Diageo France.

In her new role, she will spearhead all of Diageo's businesses within the travel retail and domestic

channels as well as Free Trade Zones across MENA.

Both positons report to **Doug Bagley**, **Managing Director** of Diageo Global Travel and Middle East (GTME).

"Travel Retail is an exciting and rapidly-growing retail opportunity for Diageo's much-loved brands," said Bagley. "We are committed to strengthening our leadership position in the Wine and Spirits Category through a clear strategic focus on premiumizing and differentiating our spirit brands, developing even stronger partnerships with our customers and continuously transforming the retail and shopper experience. I am delighted that Dayalan and Zeina have joined the team to help drive forward our ambitious plans for our Europe and Middle East businesses."

Socializing for the Greater Good



Nearly 40 travel retail women attended the WiTr meeting organized by Federica Tojo during the final afternoon of the ASUTIL conference held in Panama City in early June. The group raised \$1,300 for a sports programs for a school in a poor neighborhood in Argentina.

South Florida helps Indian children in the Himalayas

Virginie Cordero, Zoila Andonie and Katherine Patch Sleipnes organized an elegant tapas and cocktail get-together for the Florida WiTRs at Katherine's house last week. It was a wonderful gathering, with a number of brand new travel retailers as well as a group of industry pioneers, who shared some hilarious stories of "the old days."

It was a lovely evening that included a raffle with many wonderful gifts. The proceeds are going to raise funds for beds in an extension to the English Speaking School in Ladakh, India, which Virginie visited last year with Christine Mazy, Sarah Branquinho and Erik Juul-Mortensen. More than 300 students have now had the opportunity to learn English to a standard that will help them find jobs in the tourism industry in this remote Himalayan region – the school itself is at 3,500m above sea level.

The evening netted more than \$1,100 -- enough funds to purchase four new beds – including a very generous donation covering the full cost of one bed from Rebeca Marmol in memory of her mother, Lourdes Marmol, "who had a passion for children and their well-being," said Rebeca.



Americas WiTr network helping children throughout the world

The Americas Women in Travel networking groups have been very active in June.

ASUTIL - Panama City

At the beginning of the month, Federica Tojo organized a great gathering during the ASUTIL Conference that was attended by nearly 40 WiTRs. Over drinks and chatter, and with the generous contribution of the ASUTIL Association, suppliers, retailers, media editors and one anonymous donor, the group raised US\$1,300 for the Colegio Santa María Madre del Pueblo, a technical High School specializing in promoting journalism students to work in the TV, Radio and Press industries.

The school is located inside a very poor villa named 1-11-14 (villas in Argentina are similar to favelas in Brazil and not to be confused with the luxurious Spanish equivalent, explains Tojo), where drug addiction and poverty are rife. The school patrons are building a sports campus and then a primary school to ensure a solid educational program and sports to give children a positive focus in life.