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TRAVEL MARKETS Vol.15-39 INSIDER

Covering the Americas & the Caribbean. parsnip5@aol.com

International Shoppes opens three new luxury retail stores at the AIRMALL at BOS

International Shoppes has added three new brand boutiques to its retail line-up at the AIRMALL in Boston Logan International Airport's Terminal E.

An 857sq ft stand-alone Michael Kors shop – selling classic fashion, handbags, shoes, jewelry and accessories - has opened in new space. IS Vice President Matt Greenbaum says his company has also added Kiehl's and Montblanc in-store boutiques in a new, 1,620sq ft duty free location.

"These openings are really the last pieces of our Boston project so far. This store includes a duty free space, a Michael Kors boutique, and Kiehl's and Mont Blanc shop-in-shops. The next boutique that we will open this year will be a Hugo Boss stand-alone boutique, which will be the last step," says Greenbaum.

"In the end, we will have Hugo Boss and Michael Kors as totally independent stand-alone boutiques. The Kiehl's and Mont Blanc boutiques are located within the duty free store, but with the way that they are situated in the store, they appear to be their own stand-

alone boutiques also. When a customer is facing the store it will look like a row of five individual stores: Kiehl's on the left, the duty free entrance, then Mont Blanc, then Michael Kors and Hugo Boss," he says.

"Kiehl's, Montblanc and Michael Kors are exciting additions to the retail lineup at the AIRMALL at BOS, and we're pleased to welcome these luxury brands to the concessions program," said Michael Caro, vice president of AIRMALL Boston. AIRMALL USA manages the retail program at BOS Terminal E.

"We are also pleased to see the duty-free program at the AIRMALL at BOS continue to grow and succeed with the addition of a second International Shoppes unit on Terminal E. These new units further exemplify our commitment to providing travelers with a robust duty-free program and a variety of shopping options at the airport."

International Shoppes became the duty-free operator for the AIRMALL at BOS on January 1, 2012.

Greenbaum tells *TMI* that the



BOS experience has already exceeded IS' expectations.

"These new boutiques are showing that there is an appetite for some higher end fashion that was not represented at that airport before. It is our first time opening up a Kiehl's section and it is our first Michael Kors boutique. We hope that with the success we have with them in Boston we can bring them to the other cities we operate in. For us these are new relationships and new milestones for the company."



Grupo Wisa's La Riviera in Panama Airport first to launch Absolut Amber in Americas TR



Absolut Amber, described as the "transformative new product that breaks down the traditional boundaries of white and dark spirits," debuted in Grupo Wisa's La Riviera stores in Panama's Tocumen International Airport in August. The dark golden spirit made by exposing Absolut Vodka to a variety of different oak types to produce oak barrel-aged spirits, was featured in a high profile, customized display and tasting event inside the airport. See full story on page 3.

Grupo Wisa's La Riviera store in Panama was also the first to bring Tequila Gran Patrón Piedra to travel retail, reports the company.



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TRAVEL MARKETS
INSIDER

FlyInStyle mobile app to create new opportunities for airport retailers and brands

MIAMI – An innovative mobile application from FlyInStyle will soon create new opportunities for airport retailers and brands to connect with traveling consumers.

The smartphone app promises to help travelers find shopping, dining and service promotions, including happy hours and special sales events, according to Amanda Anthony, co-founder and CEO of the Miami-based company.

“Our goal is to turn airport downtime into fun time for travelers, while providing an engaging new promotional channel for the retail industry,” says Anthony.

FlyInStyle's mobile app is now in closed beta testing and will be rolled out later in 2013 into open beta testing. “It will be the first app to provide users with a single destination to find deals and promotions in any airport across the globe,” Anthony said. “We are now in discussions with many global brands and retailers, as well as key regional players and expect to formally announce these partnerships shortly.”

FlyInStyle's four co-founders all have deep roots in the travel and retail industries, giving them a unique first-hand understanding of the distinct challenges and needs of airport retailers and restaurants.

Anthony has 10 years of experience in sales and marketing with global consumer goods leader P&G. Katherine Patch Sleipnes, CCO, represented P&G Prestige as head of travel retail Americas, and Gillian Davidson, CMO, represented The

Shops of The Ritz-Carlton, Bal Harbour Shops, Royal Caribbean and Atlantis - Kerzner Resorts on the agency side and was senior director of marketing and advertising for Sandals Resorts International. Philip Riverón, CFO, has ten years of experience in public companies and Big 4 consulting.

“Our team understands the challenges facing airport retailers, and has drawn on that knowledge to develop an effective digital, social and mobile marketing solution,” said Anthony.

“With FlyInStyle, savvy airport merchants can reach and engage their audience through multimedia smartphone promotions in ways that go far beyond traditional print airport posters and in-flight magazine advertisements. We will work with all concessions across all categories to help them grow traffic to their stores, websites and apps.”

Anthony adds that FlyInStyle's app will collect and track airport travelers' behaviors, helping retailers and brands develop more targeted campaigns and hopefully increase the returns on their promotional activities.

“We have a tremendous opportunity to develop strong partnerships within the airport industry,” said Anthony. Anthony and Sleipnes will be in Cannes to share the app with brands, retailers, airlines and airports.

For an appointment, please contact Jennifer at marketing@flyinstyle.com.

For more information, visit: www.FlyInStyleapp.com

Former McCarran director joins Hudson's Advisory Board

Aviation specialist Randall H. Walker has joined Hudson Group's Advisory Board of Directors. Walker, who led McCarran International Airport (LAS) as director of the Clark County Department of Aviation, retired from that post in June. During Walker's 16-year tenure as director, McCarran grew significantly, handling nearly 41.7 million passengers in 2012. Terminal 3, the largest capital expansion project in McCarran's 65-year history, opened last year to international acclaim, on time and within budget. McCarran also is recognized for having some of the highest customer satisfaction among major North American airports.

“Randy Walker[‘s]... vast airport management experience will help Hudson to better understand how airports think so that we can enhance customer service and become better partners with airports across North America,” said Hudson Group President & CEO Joe DiDomizio.

London Supply Foundation members to meet the Pope

Teddy Taratuty, President of Argentine travel retailer London Supply and other members of the London Supply Group Foundation will be received in an audience with Pope Francisco in the Vatican City later this month. The audience with His Holiness will take place on Wednesday, Sept. 25, when members of the London Supply Group Foundation will show His Holiness the social and educational projects carried on in the cities where the London Supply Group operates duty free stores and manages airports.

The Foundation is preparing a presentation to show Pope Francisco the work done by the company in the Primero de Mayo Neighborhood, in the City of Puerto Iguazú, Misiones, where it has built and donated to the local authorities an Educational Area that currently caters to more than 1000 school-age children.

The Foundation is currently finishing a kindergarten project following the building of a primary school in 2010 and a secondary school earlier this year. In addition, the Foundation hopes to receive the Papal Blessing for a new project, which entails the building of a new Parish Church to be donated to the Diocese of Puerto Iguazú. The Parish Church will be named “Beato Juan Pablo II” (Blessed John Paul II) and will be erected inland adjacent to the Educational Area.

John Gallagher

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*Source: The NPD Group, Inc. / Annual 2012, Dramatically Different Moisturizing Lotion is the top-selling moisturizer within the U.S. Prestige Beauty for the year 2012.



Grupo Wisa exclusives: “to offer only the best products in travel retail”

Ricardo “Tito” Gonzalez, Director of Category for Liquor, Tobacco and Chocolates at Grupo Wisa’s La Riviera stores, discusses the strategy behind three recent high-end exclusive product launches in the company’s flagship stores in Tocumen International Airport in Panama.

“We launched Absolut Amber in mid-August. When this product was presented to us back at the IAADFS show earlier this year, we knew right away that this was going to be a success from day 1. And we knew that a high profile product like this deserves a high profile launch, so we built an isle in the center of the new terminal area in Tocumen Airport in Panama City. The results were ‘extraordinaire.’

“The Absolut people did a great job designing the tasting booth, and the sales and brand communication & image surpassed our expectations. We are very happy that Pernod Ricard chose La Riviera for this prestigious launch.

“We are also the first to launch Tequila Gran Patrón Piedra in Latin America travel retail. We have plans to make more noise in the Region with this high end tequila, as it is also a high profile product for the brand owners, which suits perfectly with our strategy to offer only the best products in travel retail.

“We are also proud to mention that we recently launched an exclusive Cognac by Camus: Cuvée 5.150. It’s a masterpiece collection by Cyril Camus, celebrating the company’s 150 year anniversary. Only 1,342 bottles were produced and you can only find them in the most prestigious stores in the world,” says Gonzalez.

In conclusion, Gonzalez comments: “It takes time to build a reputation, and our goal is to be top-of-mind with our suppliers when it comes to exclusive product launchings and specialty, high profile promotions.”

Right below: La Riviera featured Camus: Cuvée 5.150 Cognac in its Tucumen Airport stores, Camus’ masterpiece in honor of the company’s 150th anniversary.

Below: Grupo Wisa also launched Gran Patrón Piedra in Panama. Gran Patrón Piedra stands out as Patrón’s first duty free exclusive, first extra-añejo tequila, and first tequila produced entirely from the time-honored “Tahona” process.



Absolut takes on a deeper character with Absolut Amber

The newest product release from Absolut fundamentally challenges the idea of a white spirit, transforming the heretofore clear liquid into a golden amber color resulting from combining it with a carefully selected blend of Swedish, American and Bourbon oak spirits combined with oak macerated spirits.

“With Absolut Amber we break down the traditional boundaries of white and dark spirits,” says Mathias Westphal, Global Brand Director The Absolut Company. “We are now able to offer our consumers a completely new taste experience,” he says.

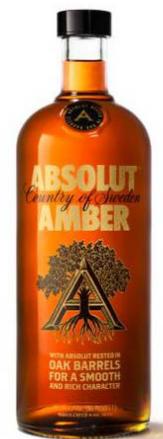
Created by a unique method of exposing Absolut to a variety of different oak types to produce oak barrel-aged spirits, Absolut Amber is blended with oak macerated spirits.

Absolut Amber has a natural amber color with a mellow and oaky taste while retaining the quality and smoothness of its original form.

“While experimenting with resting Absolut in oak, we explored various methods of barrel-aging, types of oak, and ways to use macerations, before landing on the perfect blend,” says Master Blender Per Hermansson.

Absolut Amber has been hand crafted by the Master Blender, Per Hermansson and is produced in Åhus, Sweden.

Absolut Amber launched first in Panama Travel Retail exclusively in Grupo Wisa’s La Riviera stores and select on-premise venues from August 1.



It rolled out in North America Travel Retail from September 1 in JFK International Airport, Miami International Airport and Dallas International Airport through Pernod Ricard Travel Retail. Other markets to be confirmed.

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AT THE POINT OF SALE

Grey Goose at Toronto International Film Festival

Bacardi Global Travel Retail has partnered with HMSHost to give travelers to the Toronto International Film Festival a special welcome when arriving at Toronto Pearson Airport with a complimentary Grey Goose Le Fizz cocktail and several special promotions.

Grey Goose Pop-Up Bar

The Grey Goose theme is carried over into the transformed bar/restaurant operated by HMS Host in the Arrivals area, where travelers can sample the same cocktails enjoyed by movie stars at exclusive Festival parties. Three cocktails - the Glacier Goose, the Canadian Crush and the Torontini - have been specially created for this year's Festival and are available to purchase from the Grey Goose Arrivals bar.

Also in the bar is a big screen where travelers can catch-up on Festival news, alongside films demonstrating how to make the Grey Goose cocktails.

Outside of the airport, Bacardi Global Travel Retail has joined forces with the Bacardi Canada team, to give visitors the opportunity to enjoy a complimentary Grey Goose cocktail in one of several bars, restaurants and clubs which are Festival hot spots throughout the city. The cocktail gift voucher comes with a Grey Goose Festival Guide featuring a map of the best places in Toronto to enjoy a cocktail during the Festival and on the reverse are the recipes for this year's cocktails.

Bacardi has also raised the profile of Grey Goose in the airport Departures area, driving footfall into the Nuance Departures stores as consumers at the Arrivals bar receive a card which they can present in-store on their way home to receive an exclusive Grey Goose promotion.

Leigh Irvine, Regional Director for the Americas, Bacardi Global Travel Retail, said: "We achieved

great results in Toronto last year and set a high bar for us to top in 2013, but thanks to an excellent collaborative effort we've created a seamless Grey Goose experience for festival-goers.

"From the moment they arrive in the city we want them to enjoy the very best taste experiences thanks to Grey Goose beginning with the extraordinary cocktails we are serving at the Grey Goose bar at Toronto Pearson. Early results indicate that consumers are continuing their Grey Goose taste experience in the city with the airport vouchers increasing footfall in key Grey Goose bars," Irvine continued.

"It's an achievement that wouldn't have been possible without the continued success of our collaboration with Toronto Pearson, HMSHost, Nuance and our domestic Bacardi team."

The activity is being supported with prominent Grey Goose product displays in the Airport's Nuance stores, hostesses distributing promotional cards and maps and advertising throughout the Terminal.

Mike Ross, Director of Commercial Development at Toronto Pearson, adds:

"We are committed to offering our passengers exceptional food and drink so the pop-up Grey Goose bar is a great new attraction for Toronto Pearson. For 10 days every year, the film festival takes over the city of Toronto so it's fantastic that we can now offer our guests an exciting taste of the festival from the moment they arrive in the Airport."



Diageo dominates the IWSR's World Class Brand rankings

Diageo's Johnnie Walker just edged out Hennessy (owned by LVMH) to top the IWSR's 2013 World Class Brands rankings. Jack Daniel's (Brown-Forman), Jameson and Martell (both Pernod Ricard) round out the top five. The IWSR has ranked these brands using its 2012 volume and value data.

Johnnie Walker has seen strong growth in a number of markets across the world, rising by over 100,000 cases in 2012 in countries such as Mexico, Poland, the US, South Africa and Thailand, as well as the duty free/travel retail market. Overall, the brand grew by 1m cases over the year to reach 18m cases in total.

Hennessy's second-ranking position is aided by its high price per case, but the brand also had a strong growth year in 2012. Thanks to a record year in China and a return to growth in the US, Hennessy added over 250,000 cases. These two countries now contribute a 63% share of brand sales.

Jack Daniel's, the third-ranked brand in the list, also had a very positive year. Volume gains were driven by strong growth in the US and increasing interest in the brand's flavor extensions brought total volumes to 12.2m cases in 2012. Jack Daniel's has been experiencing strong sales in a number of its key global markets such as Germany (+13.9%), France (+11.8%) and Australia (+15.7%), as well as in smaller markets such as Poland and Brazil.

Brown-Forman has also enjoyed remarkable success with its flavored Jack Daniel's Tennessee Honey extension. The flavored variant has succeeded in recruiting non-traditional consumers such as women into the franchise.

Diageo also has the largest number of World Class Brands, with 28, including four in the top 10 (Johnnie Walker, Ciroc, Buchanan's and Captain Morgan). That Diageo tally also includes four brands from the recently acquired USL India.

Paris-based Pernod Ricard follows with 18 entrants and three in the top 10 (Jameson, Martell and Absolut). Beam Inc. is well represented on the list with 11 brands, including its flagship Jim Beam at number nine. Bacardi follows with nine brands and Campari with seven.

In terms of categories, Scotch has the largest representation with 37 entrants. Vodka is next with 25 brands, followed by liqueurs at 18, rum with 13 and non-Cognac brandy with five.