



## HAPPY HOLIDAYS FROM TM INSIDER

### ETRC: European Parliament Transport Committee vote protects airport shopping

In an important step for travel retail, the European Parliament's Transport and Tourism Committee approved an amendment establishing the right of passengers to carry -- at no extra cost -- airport purchases on-board aircraft in addition to hand baggage. The agreement was passed on Dec. 17 during a vote on the revision of the Air Passenger Rights Regulation.

The compromise amendment adopted in Committee states that "Passengers shall be permitted to carry in the cabin, free of charge, essential personal items or belongings such as coats and handbags, and including at least one standardized bag of airport shopping in addition to the prescribed maximum cabin baggage allowance."

Says ETRC: "This vote establishes the principle that airlines can no longer restrict or charge passengers for carrying their airport shopping on-board in addition to their normal hand baggage allowances. The vote reaffirms the practice which has been in place for the last 60 years and is still accepted by the majority of airlines today."

The report will now go to vote in Plenary in February 2014 and will be subject to negotiations with the Council and European Commission.

ETRC and its national associations will continue to work with EU Member States to seek national governments' support for the European Parliament's position: to find a permanent legislative solution to restore passenger confidence in airport shopping and end consumer confusion.

### IAADFS exhibit space on pace to sell out again in 2014

The next major travel retail industry event, the 2014 IAADFS Duty Free Show of the Americas, is only a few months away, and organizers are seeing signs of another successful event.

Preregistration is now open for the event, which will take place March 9-12, 2014, at the Orlando World Center Marriott in Orlando, Florida.

IAADFS also reports that exhibit space for the 2014 show is nearly sold out with more than 75,000 square feet of the Trade-market floor claimed. Not only is there a high rate of return of 2013 exhibitors, but the IAADFS says that many exhibitors have requested larger spaces for 2014.

IAADFS also reports renewed

interest in the show from returning companies as well as many new exhibitors requesting space.

Returnees include Beaute Prestige International, MacDuff International, Marie Brizard, Nalsani (Totto), Oettinger Davidoff AG, Philippe Gerard Enterprises, and Victorinox Swiss Army.

First-time exhibitors include Agio Cigars, ALD International, Alfred Ritter, Brookville, Bulova, Constellation Brands, Distell Latin America, Duc D'O Chocolaterie NV, Jardin, Pan American Properties, Rosetta Stone, SNI, Solar Time, TDL International, and Tea Forte.

For more information, please go to <http://www.iaadfs.org>

### MIA highlights its role as a World Cup gateway to Brazil with new marketing logo

With the Soccer World Cup kicking off in Brazil on June 12, Miami International Airport is expecting a huge influx of traffic as soccer fans from North America, Europe and even Asia use the city as a gateway to Brazil. The airport has even gone so far as to introduce a new Gateway to Brazil logo to show its connection to travel to Brazil.

MIA already has direct flights to nine of the 12 Brazilian World Cup cities -- more direct connections to Brazil than any other U.S. city -- including to Porto Alegre and Curitiba, which American Airlines added in November.

Brazilian airline TAM is beginning direct service to Belem, which while not a World Cup venue, brings the number of cities in Brazil served directly from Miami to 10.

New Qatar Airways service from Doha to Miami that begins June 10 also will help make Miami a gateway to Brazil for travelers from the Middle East and Asia, according to an article in the *Miami Herald*.

MIA Director Emilio T. González has formed a working group with airlines and local tourism officials to discuss how South Florida can capitalize on and prepare for travelers to the World Cup, and has even been in touch with officials at London's Heathrow Airport to learn how the airport handled the crowds from the 2012 London Olympics, said the *Herald* article.



### PEOPLE/COMPANY NEWS

South American Duty Free Association **ASUTIL** has elected a new Board for 2014-2015. The new Board was voted on at the ASUTIL General Assembly on Dec. 13.

The new officers are: President - **Enrique Urioste**, Neutral; Vice President - **Marcelo Montico**, Grupo Wisa; Treasurer - **Martín Laffitte**, Zeinal Hnos. S.A. Directors: **Cynthia Barreto**, Bright Star; **José Carlos Rosa**, Dufry Brasil; **Oscar García Pedrosa**, Dufry Argentina (Interbaires); **Alvaro Neto**, Dufry Uruguay (Duty Free Uruguay); **Victor Hugo Bonnet**, London Supply; **Pedro Castro**, World Duty Free Group.

In two high ranking management developments at **Elizabeth Arden**, former L'Oréal executive **Eric Lauzat** has joined the company as Executive Vice President and General Manager International. Lauzat, whose positions at L'Oréal included President of Parbel and Lancôme USA, will be based in Geneva but is expected to visit Miami often.

**Gilles Viger**, General Manager --The Americas Distributor Markets at Elizabeth Arden International, is also again resuming responsibility for Arden's Travel Retail Americas business, in addition to the Distributor Markets and Brazil. "It is nice to be back into the circle of friends," Viger tells *TMI*.

**Jodi Ornstein** has returned to **PPI Group** in an expanded role as Director of Editorial Content and Corporate Communications as well as Editorial Director for its flagship cruise travel magazine, **Porthole Cruise Magazine**. Ornstein had served as PPI Group's Managing Editor for more than 10 years until 2012, when she became Director of Marketing for Cruise Planners-American Express Travel, where she led the marketing team in producing direct mail, digital marketing, and social media campaigns.

## TAG Heuer celebrates 50 years of the iconic Carrera Series and the grand opening of new Boutique in Cozumel, Mexico

TAG Heuer celebrated the opening of its new Boutique in The Forum Shops, Cozumel, Mexico with a grand 50 Years of Carrera Theme Event on Nov. 23, 2013.

The Forum Shops, Diamonds International Luxury Shopping Mall in Cozumel, was fully decorated, creating a unique environment that guided all who entered the mall to walk through a TAG Heuer tunnel that led to the TAG Heuer Boutique and main center of festivities.

The opening cocktail party featured welcoming speeches from Moshe Etzioni, Diamonds International Regional Director, Roberto Fuentes, TAG Heuer Sales Manager for Latin America and the Caribbean and Cozumel Mayor Fredy Marrufo; a ribbon cutting, a display of TAG Heuer timepieces, a light show, and special watch raffle.



*Below Left: Moshe Etzioni, Diamonds International Regional Director, Cozumel Mayor Fredy Marrufo Martin, and TAG Heuer Sales Manager Roberto Fuentes cut the ribbon in Cancun. The Diamonds International Watch & Design family.*

## Brazil: Ferrari perfumes presented in shopping centers in Rio & Sao Paulo



*Ferrari branded perfumes, distributed by Frajo Internacional in Brazil, are being presented in shopping centers across Brazil, reports Marco Lares, Director of Sales-Americas for licensee Perfume Holding Corporation.*

*"The stand features Ferrari's range of Cavallino and Scudetto perfumes for the male market, and the Scuderia Club fragrance, the next*

*Ferrari launch for 2014," says Lares. The animation has already been presented in the Morumbi Shopping and Shopping Analia Franco malls in Sao Paulo, and the Barra Shopping in Rio de Janeiro.*

## Martinique opens first Cruise Village

The Martinique Tourism Authority on Dec. 11 opened its first Cruise Village, the latest initiative to enhance the experience of cruise visitors to the French-owned island. The complex, which consists of vendors and information points, is located at the Pointe Simon Cruise Terminal at the entrance of downtown Fort-de-France. Welcoming all cruise passengers, the village is open from 8:30am to 4:30pm, on days of call for ships, until Friday, April 18, 2014.

The village features a wide variety of vendors, who all accept US dollars, and sell local clothing, jewelry and accessory designers, locally-produced skin care products and perfumes, souvenir shops, local artists exhibiting their paintings and artisanal treats. The experience is enriched by live music, local dancing and rum tasting. Visitors will soon be able to buy the local AOC rums.

The Martinique Tourism Authority and the Fort-de-France tourist office also have booths onsite to assist visitors in designing their day in Martinique. Further into the city, visitors will be assisted by "city stewards" in red jacket uniforms. These multilingual local guides, dispatched throughout the city, answer questions, give directions and greet visitors.

Cruise lines making port calls in Martinique during the 2013-2014 cruise season include: Holland America, Royal Caribbean, Celebrity, Aida, Seabourn, Star Clippers, Club Med, Compagnie du Ponant, Costa, MSC, Sea Cloud and Swan Hellenic.

Karine Roy-Camille, the Martinique Tourism Commissioner stated: "This temporary cruise village is a milestone for the cruise passengers' experience in Martinique. We hope to enhance visitors' appreciation of the island by extending the traditional Martinican hospitality from the moment they step off the boat."

*Ribbon cutting ceremony with Hon. Karine Roy-Camille, Martinique Tourism Commissioner*



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## Bacardi Bar opens on Norwegian's private island in the Bahamas

Norwegian Cruise Line has opened the Bacardi Bar, the first permanent Bacardi Bar location in the Caribbean, on Great Stirrup Cay, the line's private island in the Bahamas.

The Bacardi Bar, a first of its kind rum bar, offers Norwegian's guests the opportunity to relax at a spectacular beach venue and experience Bacardi's range of iconic rums.

At its grand opening on Dec. 12, guests sailing on board *Norwegian Pearl* attended the bar's opening festivities, which featured a live DJ set, exhibitions by two of Bacardi's top mixologists, drink samples, giveaways and a christening ceremony that featured a ceremonial Bacardi-bottle breaking.

"We are honored to partner with Bacardi for the launch of our island's newest bar," said Kevin Sheehan, Norwegian's chief

executive officer. "Bacardi's rich history and quality beverage products are the perfect complement to our private island experience. We know that our guests are going to love spending time here during their visit to Great Stirrup Cay."

Inspired by Bacardi's rich 151-year history and distinct Cuban heritage, Great Stirrup Cay's Bacardi Bar and terrace house the iconic Bacardi Bat logo, original Bacardi advertising artwork and Cuban-inspired fixtures including specially-designed tiles and shutters.

The Bacardi Bar will feature Bacardi's superior craft rums in cocktails such as the Bacardi Cuba Libre and the Original Bacardi Mojito, as well as a flight of Mojitos so that guests can sample some of Bacardi's most popular Mojito creations.



The Bar will also host exclusive events and entertainment, including live mixology, live DJs and a variety of interactive games.

"We have had a long, strong partnership with Norwegian Cruise Line and I am pleased that we were able to work together so closely to develop Great Stirrup Cay's new Bacardi Bar," said Zachary Sulkes, Bacardi Global Travel Retail Regional Manager.

"Norwegian's Private Island offered an opportunity for Bacardi and Norwegian to give guests a new and unique experience, and we believe Norwegian's guests will agree when they visit the island."

Guests sailing on board *Norwegian Pearl*, *Norwegian Breakaway* and *Norwegian Sky* all have the opportunity to experience the Bacardi Bar during their upcoming cruises to the Bahamas.

## Johnnie Walker Blue Label Gallery lights up Miami International Airport

With the eyes of the art world firmly set on the Art Basel International Art Fair in Miami Beach last week, Diageo's Johnnie Walker Blue Label ultra-premium Scotch Whisky launched its own art gallery at Miami International Airport.

More than 50,000 international visitors jetted in to Miami Beach for Art Basel, and were treated to a pioneering, immersive exhibition before they even left the airport, according to the company. The exhibit will be on display until the end of January 2014.

Reflecting the unique travel credentials of the Johnnie Walker brand and taking the form of a 3D art exhibition in a bottle, the exhibit was created in conjunction with some talented and up-and-coming artists. It showcased the artists' interpretation of "The Rare Blend" and paid tribute to the rarity and craftsmanship synonymous with the brand.



Commenting on the collaboration with the next generation of artist game-changers, Doug Bagley, Managing Director, Diageo Global Travel & Middle East said, "The artists have taken the theme of 'The Rare Blend' as their inspiration, to produce a unique creation that is reflective of the pioneering, game-changing ethos of Johnnie Walker Blue Label.

*Continued on page 4.*





### ESSENCE CORP.

Has an immediate opening for an  
**Account Supervisor**  
based in Miami.

Candidate must be willing to travel 50% of the time. Must have min of 2 years of experience within the luxury brands industry.

Must be organized, dynamic and self-motivated with strong sales skills and proficiency in Excel, Word, PowerPoint and other MS Office applications.

Fluent in English and Spanish both written and oral.

### Essence Corp.

Has an immediate opening for an  
**Area Manager**  
based in South America.

Willing to travel 50% - 60% of the time. Area: Local Markets, South America.

Extensive follow up of local distributors for Fragrances and Cosmetic brands.

Must have minimum 3 years in the cosmetic and perfume Business (Local Market or Travel Retail).

Fluent in English and Spanish both written and oral.

Portuguese considered a plus. Advanced MS Office (Word, Excel, Power-Point) and Outlook skills.

Strong organizational skills, self-motivated and sales driven.

### Clarins Division

Has an opening for an  
**International Trainer**  
based in Miami

and willing to travel 50% of the time. Must have min of 3 years of experience within the luxury brand industry; and be organized, dynamic and self-motivated with Strong sales skills and proficiency in Excel, Word, PowerPoint and other MS Office applications. Fluent in English and Spanish both written and oral.

### Clarins Division

Has an immediate opening for a  
**Sales Planner**

to be responsible for analyzing sales results by accounts, territories,

Prepare sales report and follow up. Minimum 1 year related experience Knowledge Excel, Power Point, and Word.

Team Player, Multi-tasker. Dynamic personality.

Please send resumes to

[musallan@essence-corp.com](mailto:musallan@essence-corp.com)

## CTO Chairman calls to promote Caribbean as single tourism destination

In the Caribbean Tourism Organization's annual Christmas Message to the industry, Chairman Beverly Nicholson Doty raised a plea to the Caribbean tourism sector to promote the region as one destination throughout 2014.

"We [sh]ould each commit a percentage of our annual tourism budgets towards the marketing of a strong Caribbean brand so that the Caribbean Tourism Development Company, which we own jointly with the Caribbean Hotel and Tourism Association (CHTA), can bolster our campaign for the region's benefit," said Nicholson Doty, who went on to praise those destinations that are investing in language training and long haul airlift in preparation for new visitors in 2014.

In January, the Barbados-based Caribbean Tourism Organization, which encompasses 30 member countries and territories plus private sector entities, celebrates 25

years of existence.

"During the year-long celebrations it is hoped we will be able to harmonize our efforts to boost travel to and within the region," said Nicholson Doty.

She also tasked the industry with addressing "the onerous taxes that suffocate our sector.

"While we will not soften our stance on requesting the British authorities address the Air Passenger Duty in a manner that is equitable, we cannot ignore the effects some of our own tax regimes are having on intra-regional travel," she went on to say.

During the State of the Industry Conference held in Martinique in September, CTO Director of Research and Information Technology, Winfield Griffith, reported that the Caribbean had slipped to third place behind Asia and the Pacific in tourism arrivals in 2013.

## Johnnie Walker Blue Label Gallery

*Continued from page 3*

"We're delighted with the results and we have enjoyed exploring the synergies between the worlds of art and whisky for this Gallery, which we hope will surprise and delight Miami travelers," said Bagley.

Using the latest in projection techniques, the artistic endeavors were showcased from inside three large format Johnnie Walker Blue Label bottles that stand at almost three meters tall. The bottles were filled with custom-made, 3D holographic projection technology digital artworks and brought to life a key element of the heritage of Johnnie Walker Blue Label:

**Coral Morphologic**, in partnership with the University of Miami, represented a rare collaboration between a marine biologist and musician, and a shared vision of the artistic potential of living coral reef organisms. Their vibrant and complex lifecycle reflects the evolution of the whisky in the cask and the process of blending Johnnie Walker.

**Anrika Rupp**: This Miami artist used fine art and photography to focus on the art of blending flavors captured from the four corners of Scotland.

**Kai & Sunny**, a duo of artists who have exhibited internationally, created a mesmerizing animation where the simple becomes complex in an ever-changing cycle of smooth lines as a tribute to a blend made of the rarest whiskies.

The Johnnie Walker Blue Label Gallery first launched in Singapore in September with great success, is in Miami through the end of January 2014 and will overlap with a Gallery that launched in London Heathrow Terminal 5 on December 11.

### BROWN-FORMAN

#### Global Travel Retail

Has an opening for a  
**Territory Manager For the US & Canada**

The position is responsible for 20+ North American Duty Free customers encompassing approximately 200+ outlets to successfully implement & execute brand plans utilizing the 360 degree sales process. The duty free sales channel includes international airport, in-flight, diplomat, border, cruise and port retail.

#### Minimum requirements include

Bachelor's Degree in Business, Marketing, or related area plus at least 7 years packaged goods sales experience.

- Minimum 3 years experience of key national account (or similar) management.
- Fluent spoken and written English, ability to converse in Spanish.

#### Preferred requirements:

MBA, Minimum 5 years sales experience in Travel Retail, preferably in wines and spirits, but related sectors such as tobacco, confectionery, perfume & cosmetic, luxury can be considered;

Ability to communicate in Spanish, French and Portuguese.

To apply, or for more details, please go to

[www.brown-forman.com/careers](http://www.brown-forman.com/careers) and enter Territory Manager into Search.

### Clarins Division

Has an opening for an

#### Administrative Assistant

Candidate must be fluent in English and Spanish, with the ability to write and read both languages.

Minimum 3+ years administrative experience supporting senior-level executives.

Advanced MS Office (Word, Excel, Power-Point) and Outlook skills.

Careful attention to detail and exceptional customer service skills. Ability to anticipate needs and act upon requests independently.

Excellent written, oral communication, analytical, and interpersonal skills.

Self-motivated and flexible, with the ability to work in a fast-paced team environment.

Please send resumes to

[musallan@essence-corp.com](mailto:musallan@essence-corp.com)