



BY THE NUMBERS

Tourism spend: International visitors injected more than \$127.3 billion into U.S. economy January-July

The U.S. Department of Commerce reports that international visitors spent an estimated \$112.2 billion for the first six months of 2015, up approximately 1 percent over January-June 2014. Total spend rises to \$127.3 billion for the first seven months.

Conversely, U.S. resident spending abroad is up nearly 7% during the same period (January through June), totaling about \$76.1 billion on imported travel and tourism-related goods and services, and reaching \$89.4 billion in the January-July period.

International visitors spent \$18.7 billion on travel to, and tourism-related activities within, the United States during the month of June, a slight increase when compared to June 2014.

Of this amount, Travel Receipts -- travel and tourism-related goods and services, totaled \$11.6 billion during June, an increase of 2% when compared to last year. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the United States, and other items incidental to foreign travel. Travel

receipts accounted for slightly more than 62% percent of total U.S. travel and tourism exports during June 2015.

In July, international visitors spent on travel to, and tourism-related activities within, the United States was estimated at \$18.1 billion, up 1 percent compared to July 2014. The price of passenger air transportation - declining nearly 10% in Q1 2015 - continues to decline as fuel prices fall, ultimately leading to a 13% decline in nonresident passenger fare receipts.

Air Canada offers free layovers to promote visits to Toronto

Air Canada is offering free Toronto stopovers of up to one week on flights booked between the U.S. and Europe or Asia with the goal of positioning Toronto Pearson International Airport as a global hub.

This special offer, developed with the support of Tourism Toronto, is designed to encourage U.S. originating international customers to take advantage of their connection to experience Canada's largest city. "As Air Canada's global hub, Toronto Pearson is quickly growing in popularity as the most efficient connecting point for U.S. originating travelers to Europe or Asia. But in addition to being extremely convenient for transiting international travelers, Toronto makes an ideal city getaway and for those who have the time, as there is a tremendous amount to see and do in one of the world's most multicultural and vibrant cities. This is why we are pleased to offer our U.S. originating customers flying on international connections with an opportunity to stop over in Toronto for up to a week at no extra cost to their Air Canada ticket so that they can explore and enjoy its diverse attractions," said Benjamin Smith, President, Passenger Airlines, at Air Canada.

"International travelers are always looking for added value and exciting destinations and this offer provides both. It's the perfect way to spend some time exploring Toronto – for the first time or the tenth time – without any additional airfare," said Andrew Weir, Chief Marketing Officer of Tourism Toronto.

Air Canada's extended stopover offer is available to U.S. originating international customers connecting through Toronto while traveling from more than 50 U.S. cities to Europe or Asia and can be applied to either the outbound or inbound portion of the trip. Customers can stay up to one week in Toronto for the same price as a usual roundtrip ticket – without any additional fees for an interrupted journey. The offer is valid for flights operated by Air Canada, Air Canada Express or Air Canada rouge.

The promotion is similar to one developed by Icelandair, which offers free stopovers in Reykjavik on all transatlantic flights.



Travel Blue teams up with Braun, Oral-B and Duracell

Travel Blue has partnered with Braun in travel retail to offer a selective range of Braun, Oral-B and Duracell products.

The three global brands will form part of the Travel Blue offer and will be featured on their display stands, which are already present in hundreds of airports in over 100 countries worldwide.

The partnership will generate additional sales to the retailer on existing space, creating incremental business without needing any extra space, says the company.

"We are delighted about this new collaboration to offer these 3 global brands. The carefully selected range we are offering is a natural extension to our well established distribution, especially in the airport shops working with the top global operators," says Avi Levin, owner and Managing Director of Travel Blue.

"We are delighted about this cooperation with Travel Blue which will bring additional placements at key international airports around the world.

"The #1 travel accessory company has joined forces in Travel Retail with Braun, Oral-B and Duracell, the 3 famous international brands," says Klaus Mellin, owner of Tax Free Trade, P&G's exclusive agents for Braun, Oral-B and Duracell in Travel Retail.

The very concise range will feature key retail price points targeted to generate impulse purchases of travel essentials. These include Oral-B battery powered toothbrushes and replacement toothbrush heads, Duracell most powerful batteries and the Braun Mobile Shaver and other key items from Braun.

For more details visit Travel Blue (Red Village, M24) and Braun (Mediterranean Village, P15) at the Tax Free World Exhibition.



Hershey restructures travel retail organization to maximize shopper engagement

In a move that underscores the company's commitment to experiential retail solutions and shopper engagement, The Hershey Company has moved its World Travel Retail team into The Hershey Experience organization.

Under the leadership of Suzanne Jones, vice president of The Hershey Experience, the World Travel Retail team will leverage the unique portfolio, experiential retail concepts and innovative technology applications currently in Hershey's Chocolate World attractions globally to bring new excitement to the Travel Retail channel. Steve Bentz, Director of Hershey World Travel Retail, will now report to Suzanne.

"While our Hershey retail stores around the world are popular travel destinations, airports are the pass through for many of our visitors. We want to make sure we're engaging shoppers with our company and brands at all points during their journey and at their destination," said Suzanne Jones, Vice President of The Hershey Experience, The Hershey Company.

"We are excited to have increased connectivity with The Hershey Experience team. We are already implementing experiential 'store within a store' concepts in the travel retail channel and this move will allow us to accelerate and expand that innovative work," added Bentz.

In addition to expanding Hershey's travel retail's available portfolio and accelerating its experiential design work, the team will continue to focus on bringing best-in-class category and channel insights to its travel retail partners by building strong brand connections and taking shopper engagement solutions to travel retail worldwide.



B+D expands in inflight channel

Eyewear company B+D has strengthened its presence in the inflight channel and announces new partnerships in America and Asia with DFASS, DFASS ASIA, ISG and Duty Free World.

B+D says that with the premium listings it has established with these inflight operators will target different ways of purchasing and reaching new customers, which will result in increased sales growth.

Both the B+D Readers and the new Sunglasses Traveler Collection have been included in the inflight catalogues of Avianca, Lan, Tam, Tame, Aeromexico, United Airlines, Hong Kong Air, Hong Kong Express, Korean Air, Cathay Pacific and V-Air, highlighting B+D's newest developments: the Folding Readers and the Folding Two, specially designed for the channel. Each item is packed in a B+D classic transparent hard acrylic case to ensure portability, product safety and cleanliness.

For more information, contact Candelaria Pourtalet at candelaria@bplused.com



Travel Markets Insider 255 NE 3rd Ave., #312,
Delray Beach Florida USA 33444
parsnip5@aol.com www.travelmarketsinsider.net

Kevin Baker heads Marie Brizard's new travel retail drive

Travel retail veteran Kevin Baker has been named Global Travel Retail Director of Marie Brizard Wines & Spirits. The former Belvedere Group, which went through a complete restructuring of its business during 2014, is embarking on a new 'BIG 2018' strategy (Back In the Game) this year.

Baker's role is to develop and establish a Travel Retail business for MBWS by creating and implementing a channel strategy aligned to the strategy. He will also manage the Middle East region.

The company has a strong portfolio of both established and innovative brands including Cognac Gautier, Sobieski Estate Vodka, Marie Brizard Liqueurs, and the recently launched SHOTKA.

Baker brings a long and distinguished 30-plus-year track record to Marie Brizard with huge experience on travel retail brands,

distribution and retail.

Best known for his 20 year experience of sales and marketing with Brown-Forman and Diageo, he most recently was Global Head of Liquor and Head of Category Europe for Liquor, Tobacco & Technology for The Nuance Group based in Zürich. Before this, he was also a director at World of Patria International.

"Joining Marie Brizard in this very exciting period for the group is a tremendous opportunity for me to exercise all the skills I have gained over the last 30 years – many of which have been in travel retail. I am very much looking forward to taking on the challenge and catching up with old friends, colleagues and sparring partners (!) in Cannes, next month," commented Baker.

Contact Baker at : Kevin.Baker@mbws.com





David Ferreira
dferreira@cros

Chivas Regal The Icon debuts in the Americas in Vancouver

Chivas Regal introduced ultra-prestige Scotch whisky Chivas Regal The Icon for the first time in the Americas at an event at Vancouver Airport in September. The inaugural edition of Chivas Regal The Icon is available exclusively in the Americas at Vancouver International Airport's World Duty Free Group (WDFG) store from September - December 2015.

Chivas Regal The Icon is a blend from some of the rarest and oldest whiskies available and is the pinnacle of the Chivas Regal range, says the company.

The whisky is a blend of whiskies from more than 20 distilleries across Scotland, including some rare whiskies from distilleries now lost forever. The blend includes the rarest malts from Strathisla, the oldest continuously operating distillery in the Scottish Highlands, and hand-selected single malts from Longmorn and Glen Keith.

"Chivas Regal The Icon is a truly exquisite blend - perfectly smooth with an intense concentration of sumptuous flavors that develop into an exceptionally long, lingering finish. I am proud to present this luxurious expression of the Chivas Regal house style to you," says Colin Scott, Chivas Regal's Master Blender, who created the blend.

At 40% ABV in 70cl bottles, and with an RRP of \$4,580 (CAD), this luxury Scotch whisky will then be available in the rest of the region starting January 2016.

"We are delighted to introduce Chivas Regal The Icon to The Americas in partnership with WDFG," states Guillermo Brea, Brand Director at Pernod Ricard America Travel Retail. "As the pinnacle of the brand, this exceptional blend represents a new expression in luxury whisky which will continue to impress whisky connoisseurs."

"We're excited that our customers at Vancouver International Airport will be the first in the region to access this unique, fine whisky," says Jose Manuel Slater, Liquor Category Manager - International, World Duty Free Group. "An interesting and prestigious product range is core to our retail offer and Chivas Regal is a partner that shares our passion and commitment to providing an exceptional experience for our global customers. We are confident that this exquisite whisky will delight connoisseurs and novices alike."

A limited number of bottles of this Scotch whisky will be produced each year. Chivas Regal The Icon is presented in a hand-blown crystal decanter created by expert craftsmen at Dartington Crystal. Green glassware, an homage to the original Chivas Regal bottle, is etched and finished with precision crafted metalwork and adorned with a signature luckenbooth stopper, a traditional Celtic symbol of love.



Absolut goes Elektrik with new edition

Absolut has announced its newest limited edition, Absolut Elektrik. Two new bottles are available in either "striking" silver or electric blue, and are filled with Absolut Original Vodka.

Absolut Elektrik will be available starting October 1, 2015, domestically in the U.S. in time for the holiday season, and rolling out in November in travel retail in the Americas.

The Absolut Elektrik bottle is the latest continuation of Absolut Nights, an ongoing campaign dedicated to reimagining the future of nightlife. In simple, sleek metallic, the bottles serve as a muse for raising the energy of nights out and in. The launch will be supported with Absolut Elektrik House, a concept the company says will transform the typical house party into a once-in-a-lifetime experience.

"At Absolut, nightlife is in our DNA," said Joao Rozario, VP, Absolut Vodka, Pernod Ricard USA. "For us, nights are unique opportunities to celebrate creativity and self-expression, and we continue to seek ways to reimagine and re-energize what a typical night



out, or in, can be. Our Elektrik Bottle is the latest expression of our 'Nights' campaign and we hope it inspires unexpected, transformative nights for our consumers."

Absolut Elektrik made its preview debut last week on E!'s Countdown to the Red Carpet and Live from the Red Carpet, when the show hosts celebrated the night's nominees with an "Elektrik-fied" toast using the Absolut Signature E! Cocktail—Absolut Best Dressed. The bottles will officially be available nationwide starting October 1, 2015 through the holiday season for an MSRP of \$19.99(750ml) and \$24.99 (1L).



WiTr meeting at TFWA in Cannes aims to raise funds to give 30 railway slum children a home

Reminder: This year Women in Travel Retail is working with Lotus Flower Trust, a charity operating in India, to add space for a further 30 children at the home sponsored by TFWA Care in Guwahati, Assam. Nominated by Sarah Branquinho, a founder of WiTR, Lotus Flower Trust and WiTR worked together in 2011 to build a hugely successful home for children with severe physical and mental challenges in India.

The challenge this year is to raise €20,000 to build two more rooms and an extended kitchen.

The fund-raiser is part of WiTR's annual TFWA World Exhibition meeting which will take place on Tuesday Oct. 20, (5:30-7:00) on level 1, near the

Business Centre and Hotels Desk at the Palais des Festivals.

Fund raising has already started with commitments from industry colleagues of auction and raffle prizes for the grand draw, and donations. Each business card entry raises €10 towards the project (three entries for €20).

It's a great opportunity for women in the duty free and travel retail industry to exchange news, views and experiences – all women in the duty free and travel retail industry are welcome to come along.

** Please deliver donations to the Furla stand (Bay Village Bay 15) by 3 p.m. on Tuesday Oct. 20th.*



ARI-NA opens M.A.C in Montréal Airport

Aer Rianta International North America (ARI-NA) has debuted a new M.A.C Cosmetics boutique in The Loop at Montréal-Pierre Elliott Trudeau International Airport. The new M.A.C counter is positioned in the heart of the International store and carries an extensive range of makeup, skincare, fragrance and tools and brushes.

ARI-NA General Manager Seamus Holmes commented: "We are delighted to be working with such an iconic makeup brand, which will really enhance our existing F&C offering.

"This listing is the culmination of a lot of effort by the M.A.C and ARE-NA teams and very much in line with our vision to bring new and exciting retail concepts to The Loop at Montréal Airport. Customer reaction to date has been very positive and we look forward to a long and successful partnership."

Stoli names Lars Vestbirk Marketing Director – International

Stoli Group has appointed Lars Vestbirk as Marketing Director - International, effective immediately. Lars has been promoted from his current capacity of Global Brand Director, and will continue to lead the development of Stolichnaya Premium Vodka and elit by Stolichnaya around the world.

Vestbirk has more than 9 years' experience in international spirits brand management and previously worked with Belvedere Group primarily handling Danzka Vodka globally.

Rob Cullins, CEO comments: "Lars has done an outstanding job in leading the Stolichnaya brand platform over the past few years. I'm very pleased to recognize his efforts and contributions to the Group, by having him lead our International Markets' brand strategies and marketing resources."

BEAUTE PRESTIGE INTERNATIONAL - BPI

has immediate openings in the Miami office for the following positions:

Commercial Assistant (full-time) -

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 Area Manager with day to day operation.

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

Use reference

\u001Amtkcrd072015\u001A when submitting resume.

Merchandising Coordinator (part-time temporary to permanent)

\u001A 20 hrs/wk to assist the Marketing Department with merchandising projects. This position calls for strong proficiency in computer-aided design (CAD) packages, such as AutoCAD and SketchUp, to create/modify designs for counters and in-store displays.

Use reference

\u001A Amrchrd072015\u001A when submitting your resume.

Knowledge of French is a big plus.

Send resumes to

gcamplani@bpi-sa.com

(Apply only if you are able to legally work in the USA)

GODIVA

GTR Americas & Caribbean has an opening for an Assistant Trade Marketing Manager

In the Ft. Lauderdale office.

The position reports to the Global Travel Retail Trade Marketing Manager

for the Americas Region, to support the execution of all marketing and promotional initiatives in the Region, including coordinating all collateral and POS materials to support and execute special events and promotions.

Main duties and responsibilities consist of Marketing 70%; Invoices / Finance 25%; and Administrative 5%.

English is mandatory, with Spanish an advantage. Must have experience with the creative process – design/layout development and print production is required, as well as advanced computer skills M/S Office.

Must have a 4-year University degree and experience with luxury/premium brands. Travel Retail experience is an advantage.

Please apply online at:

<https://www.godivachoc.apply2jobs.com/ProfExt/index.cfm?fuseaction=mExternal.showJob&RID=2338>

Or visit our website at

www.Godiva.com



MONARQ

drinks distribution & marketing group

THE MONARQ GROUP

has an immediate opening for a Sales and Marketing Assistant in its Miami Office.

Candidate must be fluent in English and Spanish, as well as proficient in Microsoft Office programs- knowledge of Publisher and Adobe Illustrator a plus.

The Sales and Marketing Coordinator is responsible for key administrative tasks, including commercial and marketing follow-ups, program implementation, reporting, and marketing support.

The ideal candidate must possess strong organizational skills, be able to multi-task and be a self-starter. Background in the Wines and Spirits industry a plus.

Please send your resume, or questions about the position to:

HR@monargroup.com