



CTO encouraged by record arrivals and tourism spend

Caribbean tourism officials said they were "encouraged" by the record tourism numbers achieved by the Caribbean in 2014, but cautioned that the region still has to work to maintain and grow its market share.

The comment was made by Hugh Riley, secretary general of the Caribbean Tourism Organization, during the question and answer session following the annual State of the Industry news conference streamed live to a global audience on Feb. 10.

"The one word to describe 2014 would be 'encouraging,' although we are not where we need to be yet. But I am confident that if we do what we need to do, we can have another encouraging

year in 2015," said Riley.

The Caribbean welcomed a record 26.3 million tourists in 2014, up 5.3% or 1.3 million, over the previous year. Visitors spend was up by 5%, totaling a record US\$29.5 billion, or nearly \$1.5 billion more than in 2013, reports the CTO.

"Last year, we received more visitors than ever before - recording our fifth straight year of growth as a Region - and visitors spent more money in the Caribbean than they ever did before," said CTO Chairman Ricard Sealy, also Barbados' minister of tourism and international transport.

"There was strong demand throughout 2014 and I am parti-

cularly pleased with our performance during the summer period when our growth rate was almost twice that of the summer of 2013," he added.

"With a strong year for air travel, a positive performance by the accommodation sector, solid growth in cruise visits and faster-than-expected rise in stay-over arrivals, the Caribbean Tourism Organization is pleased to report that the state of Caribbean tourism is sound," said Riley.

The US - with nearly 13 million visitors --continues to be the region's primary market, accounting for just under half of the total arrivals. Canada rallied from a flat performance in 2013 to post a 5.7% gain, while Europe topped five million visitors for the first time since 2008, registering a 4.6% increase over 2013.

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MITR and DFA open New York-themed interactive M&Ms store at JFK

DFA and Mars International Travel Retail (MITR) officially opened a new M&Ms store at JFK's Terminal 7 (British Airways) between Gates 7 and 8, on Feb. 5.

The colorful, interactive 30 sqm store replaces the previous M&Ms outlet, in place since 2011. The company says that the store "is a perfect example of how [Mars] is bringing its new 'smiles' strategy to life."

Mars launched its category vision around the power of a smile in Cannes last year based upon the insight that "a smiling traveler is a spending traveler." With a full program of the right instore and airport experiences available, Mars believes it has the tools to help the industry to double the category by 2020.

The store features a local New York design and product offer theme. The back wall is divided into the five main M&Ms Character colors: Orange, Blue, Green, Yellow and Red; and each section offers themed gifts, clothing, confectionery and plush.

To create a Times Square effect and bring the store to life, TV screens at the top of the back wall show short videos focusing on the personality of each M&Ms character.



A central gondola features the Yellow Mars character, wearing a baseball cap, and Red, representing the Statue of Liberty. Both Characters are seated on an M&Ms branded American flag, which creates
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OLIVIER BOTTRIE honored with The French National Order of Merit



Olivier Bottrie with students at Lycée Jean-Baptiste Point du Sable.

Olivier Bottrie, The Estée Lauder Companies' President Travel Retail Worldwide and co-founder of the non-profit organization, Hand in Hand for Haiti, was appointed to the very prestigious French National Order of Merit last week.

French Minister of Foreign affairs Laurent Fabius nominated Olivier Bottrie for this distinction to recognize his philanthropic achievements after the earthquake that devastated Haiti in 2010. Olivier initiated and led the establishment of a non-profit free school, Lycée Jean-Baptiste Point du Sable, which opened in October 2011.

"The Lycée Jean Baptiste Pointe du Sable is an extraordinary and successful project. Olivier Bottrie's energy and commitment to it are exemplary. He fully deserves the recognition of France and this is why we are proud to reward him with the National order of merit medal," stated Patrick Nicoloso, French Ambassador to Haiti, during the ceremony he hosted on Feb. 10.

"As a French citizen, I am honored to receive this French national recognition which encourages us all to support the school's vision. Education is the single most important determinant of an individual's potential for growth. Our students represent the future of Haiti. I am thankful that Estée Lauder Companies has supported me from the onset," said Bottrie.

Bottrie, along with *The Moodie Report's* Martin Moodie and DFS Group's former Chairman and CEO Ed Brennan, created the humanitarian association Hand in Hand for Haiti after the earthquake in 2010, and opened the school 18 months later.

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TFWA

has announced that
**Pre-registration for the 2015
TFWA China's Century
Conference,**
taking place March 10-12
in the Jing An Shangri-La Hotel,
Shanghai,

will close on Feb. 20, 2015.
The two-day event is organized
by TFWA in partnership with
APTRA. Please go to
[http://tfwa.com/duty_free/Program
me.233.0.html](http://tfwa.com/duty_free/Programme.233.0.html).
For more information.

South American Duty Free
Association

ASUTIL

announces that its 19th annual
Conference will take place
June 3-6 at the
Westin Playa Bonita Hotel in
Panama City, Panama.
Registration for the 2015
Conference, entitled "Market
Perspectives and Challenges,"
will open this week.
<http://conferencia2015.asutil.org>

MITR and DFA create New York theme in new interactive M&M's store at JFK

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a photo opportunity for travelers visiting the store. Behind the sales counter, a visual of Orange, Blue and Miss Green against a New York skyline is another focal spot. The sales counter and central gondolas are all yellow.

On the left hand side of the store there is a "What's Your Color" unit which enables shop floor staff to interact with customers, providing an additional sales opportunity.

While the core focus is M&M's, there is a separate back wall unit featuring other MITR brands such as Snickers, Celebrations, Bounty, and more, including the most recent travel retail exclusive items.

"Like our Paris CDG shop, this new store is designed to offer fantastic theatre and fun. We have worked to create an innovative and

interactive experience," says Craig Sargeant, MITR General Manager.

"We are extremely happy with the result, and the response from travelers in the first few days of opening has been most encouraging."

DFA President, Leon Falic, adds: "We challenged Mars ITR to come up with a concept that would truly give a sense of place, while enticing travelers to enter our store and purchase these great products. We are delighted with the result - an engaging shopping experience that has immediately proven successful."

The store opened on January 26 with a special appearance by Yellow,



following two full days of training for DFA staff. "The idea was to give the staff more background information on the M&M's brand, how to create the best guest experience and engage the staff with the M&M's brand," said Sargeant.

"Having the right fixtures and fittings and product assortment is vital, but it is nothing without staff who are properly tuned-in with the brand."

The JFK outlet is the 9th M&M's store to open in travel retail, and demonstrates the importance MITR places on close retail partnerships.

"DFA has been a wonderful partner to work with in the conceptualization of this store; very open to our aim of engaging more strongly with existing customers and attracting new shoppers to the store. DFA was the first innovative retailer to partner with Mars back in 2011 and we are happy that, after three positive years, we now have a totally refurbished store. Based upon the latest shopper insights, it enables us to continue the successful journey," said Sargeant.



Craig Sargeant, GM International Travel Retail Mars; DFA President Leon Falic, and Alan Eley, VP- JFK T 7

Canada's airport duty free sales soar in 2014, land border sales flat

Canada's airport duty free stores finished 2014 with sales up in impressive double digits, while the country's land border sales fell slightly, according to the latest figures from the Canadian Border Services Agency.

Total Canadian duty free sales for 2014 for both airport and land border stores was \$465 million with airport sales more than double those of border shops.

Airport sales for the year were \$322 million, up 18% versus 2013. December sales finished the year strongly, rising 17%. Perfume, Cosmetics, and Skincare, the largest category in airport sales in Canada with 33.99%, rose 19.6% to more than \$109 million for the year. Alcohol, the #2 category with more than 20% of airport sales, rose almost 10% to \$66.7 million for 2014.

Canada's land border duty free sales reached \$143 million for the year, down 1.6% versus 2013. Sales in December slipped .75%.

Only one of the four land border regions reported increased sales in 2014 versus the previous year. The Atlantic/Quebec region, with sales of \$29.7 million, was up .92% for the year. Ontario, the largest region with \$79.5 million in sales, was down 1.27% for the year. The Prairie region, with yearly sales of \$10.5 million, was down 1.1%, while the Pacific region, with \$23 million in sales, was down .5% for the year.

Alcohol, which accounts for 37.49% of land border sales, slipped .68% to \$53.9 million for the year. Tobacco, the second largest land border category with 27.47% of sales, was down .68% to \$39.4 million, and Perfume, Cosmetics, and Skincare, at 16.13%, dropped 3.54% to \$23.1 million in 2014.





DANZKA brings back Tito Gonzalez to head LATAM sales

Ricardo "Tito" Gonzalez has joined German spirits company Waldemar Behn GmbH as Regional Director Latin America and Caribbean, effective March 1.

Gonzalez will focus on growing Danzka Vodka in the region, and expanding the distribution of Dooley's Original Toffee Cream Liqueur and other brands owned by the company.

Gonzalez brings 15 years of spirits industry experience to his new position, having worked as an area manager at the Cruzan Rum Distillery, area manager Latin America for the V & S Sprits Company (Absolut) and Regional Director Latin America for Imperial Brands, Inc. overseeing the duty paid, duty free and travel retail business. His most recent position was on the retail side of the business, as Category Director for Grupo Wisa in Panama.

"This is the third time in his career that Tito is working with Danzka Vodka over the past ten years," says Torben Vedel Andersen, Global Sales Director. "He worked with me at V & S Sprits when it owned Danzka, and again at Group Belvedere's Imperial Brands, when it owned Danzka. He has a deep understanding of the history and marketing of the brand."

"We are delighted to welcome Tito back to the Danzka family. With his

knowledge of purchasing and logistics on the store level and his long familiarity with Danzka in the region, he knows both sides of the business and brings a unique set of skills that will keep the momentum strong as we continue to grow our brands in the Americas," comments Rüdiger Behn, president of Waldemar Behn.

"This is a great opportunity for me to now focus on the brand, especially with Waldemar Behn where Danzka is a priority. I think that the brand has found its home with Behn," adds Gonzalez.

Gonzalez will be working with the company's regional distributors in place in Latin America and says that the Mercosur market will be a first priority.

Waldemar Behn will be exhibiting at the IAADFS Duty Free Show of the Americas in a new booth area, #223, and will be introducing its new Danzka Vodka Apple to the Americas market in Orlando, following a very successful launch at the TFWA World Exhibition in Cannes. It is the first flavor expansion of Danzka Vodka in ten years.

"We are very excited about the development of our business in the Americas in 2015, both with the addition of Tito to our team and the launch of Danzka Vodka Apple," says Andersen.

Godiva names tennis star Caroline Wozniacki as its first global celebrity ambassador

Godiva Chocolatier announces its first celebrity partnership, naming Danish tennis player Caroline Wozniacki as its ambassador for the brand. Wozniacki reportedly has a well-documented sweet tooth, and Godiva reached out to Wozniacki after Godiva CFO Dave Marberger read about her love of chocolate in a *Wall Street Journal* article in late 2014.

"At Godiva we like to say that we can turn a simple smile into a WOW, and Caroline does the same around the world," said Mohamed Elsarky, Godiva CEO. "We are excited to welcome Caroline into the Godiva family, and feel she is the ideal face for the brand – a vibrant, world-class talent, with appeal well beyond the tennis court."

As ambassador, Wozniacki will support Godiva initiatives globally while she is on the tournament circuit, scheduled to make stops in China, Europe, the United States, and the Middle East.

Godiva operates over 500 boutiques in over 80 countries.

"No matter where tennis takes me across the globe, I always find myself in a Godiva store. It's the perfect partnership because it allows me to indulge a little when I'm on the road and in need of a pick-me-up," Wozniacki said.

The former World No. 1 player on the WTA Tour, currently ranked No. 5, Wozniacki has 22 WTA singles titles since her pro debut in 2005.



PEOPLE

Nelson A. Rivera has been named Regional Sales Director for Latin America and Caribbean Travel Retail for watch brand **Jacques Lemans USA**, reporting to company CEO, **Wolfgang Twerazer**. The Jacques Lemans brand has partnered with brand ambassador **Kevin Costner** since 2013, the same year Chrono Awards named it "Trendsetter of the Year."

"The Jacques Lemans watches feature high quality Japanese or Swiss automatic and quartz movements and other top components and offer an outstanding design collection and extensive offerings," says Rivera, who will be introducing the brand into travel retail in the region. n.rivera@jacques-lemans.com

Vanessa Ledesma-Berrios has been promoted to COO of the **Caribbean Hotel and Tourism Association (CHTA)**. She will work with CHTA president, **Emil Lee**, along with CHTA's new executive team of **Frank Comito**, CEO and **Matt Cooper**, chief marketing officer, to execute the association's strategic plans and serve the membership of 32 National Hotel Associations and over 600 hotels and 300 allied members. Ledesma-Berrios has been with the Association 16 years serving as Director of Operations and, before that, was CHTA's Conferences and Events Director.

Coty has signed American actor **Scott Eastwood** as the new face of the *Davidoff Cool Water* fragrance advertising campaign starting worldwide summer 2015. The West Coast actor has had roles in over 20 films, most recently in last October's WWII movie "Fury", where he co-stars with Brad Pitt and Shia LaBeouf.





David Ferreira
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Bottrie honored with The French National Order of Merit

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The Lycée Jean-Baptiste Point du Sable they opened is a world-class, free kindergarten-through-secondary educational complex for local children. The Estée Lauder Companies has been a proud corporate sponsor of this initiative since the program's inception in 2010.

Inaugurating the school and sports complex last May, Haiti President Michel Martelly, said, "It is very important and that's why I take the time to support what [Hand in Hand for Haiti] does... I value what's been done here I even want to model it, to replicate it around the country."



Olivier Bottrie
at the
Lycée Jean-Baptiste Point du Sable in Haiti.



Bulgari Corporation of America is seeking a Perfume Area Sales Manager for North America Travel Retail,

based in Miami.

The Area Sales Manager for Bulgari Parfums will be responsible for managing all aspects of the relationships with the Travel Retail clients in North America.

Accountabilities include:
Travel Retail Management;
Business Analysis, Strategy & Planning: Work with Regional Sales Manager and clients; and
Marketing: including assisting local brand/marketing managers with the implementation of local brand plans and product launches and developing strategic options for Brands.

Professional Skills and Competencies:

5+ years of relevant experience in Travel Retail industry.
Fragrance experience preferred.
North America TR management experience is a must.
Strong customer service, project management and communication skills required. Team player
Thorough understanding of the market. Fluent English and Spanish is a plus.
Undergraduate degree required
30-40% travel required
U.S. Work Authorization required

For more information or to apply please visit

<http://www.bulgari.com/en-us/about-bulgari-people-and-careers>

CTO: record tourism numbers for 2014

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The 5.3% visitors increase was above the global growth rate of 4.7% announced by the UNWTO, and nearly twice the predicted two percent to three percent growth.

According to Griffith, leisure travel is showing steady demand again as the economies in the main markets continue signs of resurgence. This heightened demand significantly benefitted the Caribbean and is evident in the record number of visitors, he said.

By sub-regions, the CTO reports that the Dutch Caribbean saw the highest growth, followed by Cancun, Cozumel, Cuba, the Dominican Republic, Haiti, Suriname, and the US Territories. All other sub-groupings recorded increases, except for the French

Caribbean, where the performance was flat.

Demand for intra-regional travel remained depressed for most of 2014, with preliminary estimates suggesting that this market segment contracted by over three percent.

Cruise numbers climb

The CTO estimates that cruise passenger arrivals reached 23.9 million in 2014, up 8% over 2013: 21 of the 24 destinations reporting data recorded increases, 14 of which were by double-digits.

St. Vincent & the Grenadines (91.1%), Martinique (71.3%), Belize (42.9%), Trinidad & Tobago (30.1%) and Turks & Caicos (24.8%) were top five performing destinations.

By market share, The Bahamas, Cozumel, US Virgin Islands, Cayman Islands and St. Maarten are the top five destinations.

The Caribbean may see a repositioning away from the region of some of the ships that visited in 2014, to other markets, said Griffith during his presentation.

The CTO is forecasting tourist arrivals to the Caribbean to rise between 4-5% in 2015.

WEBB

(World Equity Brand Builders)
is hiring a

Senior Manager of Finance,

based in Miami,
reporting to the CFO. The position is responsible for all financial, accounting and business analysis processes for the company.

Responsibilities:

- Support strategic decisions by always informing the management team of the financial perspective;
- Ensure that the entire team is profit-oriented based on performance goals;
- Clear communication skills;
- Ability to push back when demands will not ultimately benefit the business;
- Regular and consistent reporting to insure transparency at every appropriate level;
- Constantly re-enforce the business values and model in a professional way of working;
- Work closely and effectively with CFO and sales team, and in particular WEBB's Commercial Director.

Professional Skills:

BS or MBA in Finance, Accounting or Business Management, 5+ years in finance and/or accounting. Spanish or Portuguese a plus.

Please contact Andy Consuegra,
Managing Partner
305 761 1731 – Mobile,
andy@webbmiami.com

HKG DUTY FREE

Has immediate opening for Category Planners-Spirits & Tobacco, and Fashion & Watch categories, based in Ft Lauderdale Executive Offices, reporting to Commercial Director and Owners.

Responsibilities:

Analyzing category inventory rotation, sales, replenishment, and assortments listed on-going in HKG commercial locations retained in USA, Mexico, and Belize.

Forecasting, stock balancing, promotion/market scheduling coordinating with suppliers executed with retail operations. Support logistics and financial reporting.

Competency Requirements:

Minimum 3 Years experience in related field, proficient MS Excel (including pivot tables, macros, criteria filtering), PowerPoint, and AX Dynamics. Proficient oral and written communication skills, fluency in English and Spanish, detail oriented, willing to travel, meet deadlines, pro-active, and team oriented.

Please send resumes to:

ahuxtable@hkgdutyfree.com or
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HKG Duty Free is an Equal Opportunity Employer

BEAUTE PRESTIGE INTERNATIONAL

is seeking an

Area Sales Manager for Travel Retail North America 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 3+ years sales experience in the Travel Retail fragrance industry, strong management and excellent communication skills. Spanish is a plus. **Authorized to work in the US is a must.**

Degree in Business Administration (MBA preferred). 40-50% travel required

Submit resumes to
gcamplani@bpi-sa.com