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TRAVEL MARKETS Vol.16-46 INSIDER

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

BY THE NUMBERS

UNWTO: +1.1 billion tourists traveled abroad in 2014

International tourist arrivals reached 1,138 million in 2014, up 51 million, or 4.7%, over 2013, according to the latest UNWTO World Tourism Barometer.

This is the fifth consecutive year of above average growth since the 2009 economic crisis.

For 2015, UNWTO forecasts international tourism to grow by 3% to 4%.

The Americas and Europe were the top performers. North America registered the strongest growth in tourism (+8%) for the year, and Europe, with 22 million more arrivals to reach 588 million, was the most visited region with over half of the world's international tourists.

By region, the Americas (7%) and Asia and the Pacific (5%) registered the strongest growth, while Europe (4%), the Middle East (4%) and Africa (2%) grew at a slightly more modest pace.

By subregion, North America (8%) was followed by North-East Asia, South Asia, Southern and

Mediterranean Europe, Northern Europe and the Caribbean, all increasing by 7%.

Positive outlook for 2015

For 2015, UNWTO forecasts international tourist arrivals to grow between 3% and 4%. Growth is expected to be stronger in Asia and the Pacific (4-5%) and the Americas (4-5%), followed by Europe (3-4%), Africa (3-4%) and the Middle East (2-5%).

By regions

The Americas was the best performing region in relative terms, with growth of 7%. This was up an additional 13 million international tourists to a total of 181 million. Growth was driven by North America (+8%), with Mexico posting a double-digit increase, and the Caribbean up by 7%. Arrivals to Central America and South America (both +6%) grew at double the rate recorded in 2013 and well above the world average.

Hawaii's tourism economy reaches 3rd consecutive landmark year

Despite slower growth, Hawaii's tourism economy reached record highs in both visitor spending and arrivals in 2014, for the third year in a row. Ronald Williams, CEO of the Hawaii Tourism Authority, reports that visitor expenditures to the state reached \$14.75 billion (+2.3% over 2013), exceeding the target of \$14.69 billion. He also reports that 8,282,680 visitors came to the Hawaiian Islands in 2014 (+1.3%), surpassing the target of 8,250,937 visitors.

Visitor arrivals from Hawaii's core North America market picked up during the second half of the year, supported by increased seat inventory.

"As oil prices remain low, airlines continue to improve their operational costs, which we anticipate will lead to continued growth in air seats and arrivals from North America through the first half of this year," says Williams.

The Japan market, Hawaii's largest international market, continues to slow as visitor arrivals, average length of stay and daily spending are down slightly. This slowdown is largely due to an unstable economy and weakening Japanese yen, says Williams.

The smaller international markets fared better than Japan. Arrivals from Oceania (+5.9%), Other Asia (+8.5%) and Europe (+4.6%) continue to increase and the State says that it is cultivating the long-term sustainability for these developing markets.

Tourism has been a major contributor to the European economic recovery. Northern Europe and Southern and Mediterranean Europe led growth (both +7%); Western Europe was more modest at 2%, and Central and Eastern Europe stagnated after three years of strong growth.

International tourist arrivals in Asia and the Pacific (+5%) increased by 13 million to 263 million. North-East Asia and South Asia both grew 7%, and Oceania grew by 6%, while growth slowed down in South-East Asia to 2% compared to previous years.

International tourism in the Middle East (+4%) attracted an additional 2 million arrivals, for a total of 50 million. Africa's international tourist numbers grew an estimated 2%, to 56 million tourists.

Additional details in next issue.

PEOPLE/COMPANY NEWS

The Caribbean Hotel & Tourism Association (CHTA), representing 32 National Hotel Associations across the region, has appointed hospitality and tourism industry veteran **Frank J. Comito** as the new CEO and Director General. He assumes the post March 9, 2015. For the past 10 years, Comito served as Executive VP of the Bahamas Hotel and Tourism Association, and is an officer and member of the Board of Directors for the Downtown Nassau Partnership.

Dufry exercises options

On January 28, 2015, Dufry exercised its option to buy 20% of the equity of Dufry Lojas Francas (DLF) for a total amount of CHF 148 million (approx.. US\$164.6 million) from its minority partner Brasif Group.

After the exercise of the option, Dufry holds 80% of DLF.

DLF is Dufry's operating entity for new duty free businesses in Brazil, which includes the duty free operations at Guarulhos airport in Sao Paulo.



INTERNATIONAL TOURIST ARRIVALS 2014

Change (%)



Dubai is #1 in international pax traffic

It's official. Dubai Airports' year-end traffic report confirms that Dubai International (DXB) is the number one airport for international passenger volume.

Full year passenger numbers totaled 70,475,636, up 6.1% from the 66,431,533 recorded in 2013. This followed robust passenger traffic growth of 7.5% in December with 6,498,573 passengers passing through the facility compared to 6,047,126 recorded in December 2013.

Paul Griffiths, CEO of Dubai Airports, forecasts that DXB will handle 79 million international passengers in 2015.

Florida-Caribbean Cruise Association names Arison chairman, adds four new member lines

The Florida-Caribbean Cruise Association has announced that Micky Arison, Carnival Corporation & plc Chairman, has been named chairman of the FCCA Executive Committee. Arison takes over from Kevin Sheehan, past president and CEO of Norwegian Cruise Line Holdings, Ltd., who served as FCCA Chairman for the last five years.

Sheehan, who proved crucial to growing the membership and developing relationships with destinations, resigned from his position at Norwegian earlier this month, and was replaced by Frank Del Rio, CEO of Prestige Cruises International Inc.

Arison has been one of the leading figures in the industry over the last three decades. Carnival Corporation & plc named him chairman and CEO in 1990.

“Micky’s appointment further paves the path for the Executive Committee’s future,” said Michele Paige, FCCA president.

“He served as chairman for 10 years and knows the importance of keeping a constant dialogue between the cruise lines and destinations to achieve mutually beneficial arrangements. His wealth of knowledge about the industry and destinations will lead the way to successful operations for both.”

The FCCA also recently announced the addition of four new member lines: **Oceania Cruises** and **Regent Seven Seas Cruises** (of Norwegian Cruise Line Holdings Ltd); and **Croisieres de France**, and **Pullmantur**, (Royal Caribbean Cruises Ltd brands), for a total of 19 member lines.

“The increase in Member Lines is significant for the growth of the FCCA and the Caribbean and Latin American regions,” said Paige. “It represents not just the cruise lines’ commitment to the FCCA, but also their future outlook for this crucial market.”

Micky Arison, Carnival Corporation & plc Chairman, has been named chairman of the FCCA Executive Committee.



Data from Cruise Lines International Association (CLIA) showed that the Caribbean remained the dominant cruise region in 2014. It accounted for over 37% of global deployment—an increase over its leading 34% share in 2013. Recent cruise line infrastructure investments, such as Norwegian’s Harvest Caye in Belize and Carnival’s Amber Cove in the Dominican Republic and Mahogany Bay in Roatan, proved the industry’s intent for future business in the Caribbean and Latin America, says the trade group.

“The Caribbean and Latin America have proven their worth to the industry, but we need to continually build on that success,” said new FCCA Chairman Arison. “Just as our ships and brands innovate, destinations must constantly refresh products to attract new and repeat passengers and compete with global markets. Working with the FCCA is one of the best ways for destinations to stay ahead of the curve.”

Norwegian targets Brazil for growth

Norwegian Cruise Line Holdings Ltd. announced this week that it was establishing a local sales, marketing and reservations center in Sao Paulo, Brazil to support the growing demand for cruise travel in the region.

NCLH acquired Firststar Representacoes, the local representative for Norwegian Cruise Line and Oceania Cruises in Brazil. The company will have its main office in Sao Paulo and a satellite office in Rio de Janeiro.

The office will also offer local reservations, sales and marketing support for all three brands -- Norwegian Cruise Line, Oceania Cruises and Regent Seven Seas Cruises -- providing direct access to travel partners and consumers.

It will also be able to offer bookings in Brazilian Reais, and accept payment in up to ten installments for Norwegian Cruise Line with no financing fees. For Oceania and Regent Seven Sea, guests may pay in up to four installments with no financing fees. There will also be an on-line booking engine in Portuguese.

All three lines have seen growth in the Brazilian market, reports the company.

“Given its economic growth and the increasing interest of Brazilians to experience the world by taking a cruise, Brazil represents a significant opportunity to advance Norwegian Cruise Line Holding’s international growth strategy,” said Andy Stuart, executive vice president of

international sales for Norwegian Cruise Line Holdings Ltd.




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MarketPlace Development awards Dulles concessions

A number of familiar travel retail concessions at Washington Dulles International Airport received accolades at the recent Dulles Food and Shops Concessions Excellence Awards for 2014.

Hudson Group, The Paradies Shops, Estée Lauder/M.A.C / International Shoppes, and Marshall Retail Group were among the winners of the retail awards, bestowed by concessions manager MarketPlace Development, and the Metropolitan Washington Airports Authority. Awards were based on 2014 customer service mystery shopping scores and monthly operations inspections.

“We are proud to recognize the hard work of our merchants,” said Sidney Woods, Marketing Director for the Dulles Food and Shops. “These awards are an expression of our gratitude for those providing an exceptional shopping and dining experience at Dulles International Airport. We look forward to continued success in 2015.”

The Merchant of the Year award went to Taste Inc.’s Vino Volo, with Hudson News winning the award for Best Retail Operations and Hudson Booksellers winning for Most Improved Customer Service. The Paradies Shops and BZB



The new Estée Lauder/ M.A.C store, operated by International Shoppes in Washington Dulles Terminal B, which opened last September.

International won Best Newsstand Customer Service for its DC Xpress concept.

Best New Retail Customer Service went to the Estée Lauder/ M.A.C store, operated by International Shoppes in Terminal B, which opened last September. The Best Retail Customer Service award went to the AMERICA! Store operated by Marshall Retail Group. Five other awards went to food and beverage and service outlets.

Bottega S.p.A. announces new partnership with Interbrands USA

Italian wine & spirits producer Bottega S.p.A. announces that it has signed an agreement with Interbrands USA LLC to distribute the Bottega portfolio to the cruise industry (excluding duty free).

Established in 2014, Interbrands USA LLC is a division of Scandinavian distributor Interbrands wines & spirits, one of the largest suppliers to the Nordic travel retail and domestic markets.

The new division is committed to “being the preferred supplier to the cruise industry,” and hired cruise specialist Deborah Golden as vice president sales & marketing to help accomplish this goal. Prior to joining IBUSA, Golden had her own consulting business and worked with Bottega S.p.A. to establish their brands.

“Major advances in distribution and sales were achieved over the past five years with Golden and Company. Bottega’s award winning sparkling wines, grappas and premium liqueurs have attracted special attention,” said Alessandra Piccin, Bottega S.p.A. Export Manager Travel Retail.

“Bottega S.p.A. is pleased with this new partnership and welcomes Interbrands USA to its global family of agents and distributors” said Sandro Bottega, President, Bottega S.p.A.

For additional information, please contact Alessandra Piccin (alessandra@alexander.it) and Deborah Golden (deborah@interbrandsusa.com) / +1 (786) 271-1550).



LondonSupply

London Supply Charity Golf Tournament raises new record

Argentine travel retail operator London Supply has raised a record \$645,848 at its 11th annual charity golf tournament, held on January 9 at the Club de Lago Golf Club in Punta del Este, Uruguay.

“Thanks to the spirit of the players, the generosity of all involved, and as always, the good will of our sponsors we managed to raise a grand total of \$645,845, an amount that surpassed all expectations. Thanks to this year’s donations the residents of the San Ramon elderly persons home and the families of children suffering with Autism Spectrum Disorder will enjoy a better quality of life,” said London Supply in a statement.

More than 150 players took part in the tournament, including one of Argentinas’ most famous golfers, Vicente “El chino” Fernandez.

Last year, the London Supply Charity Golf Tournament raised more than \$562,000, which helped construct the Mother Theresa of Calcutta Nursery School in Puerto Iguazu, part of the Primero de Mayo Education Park built by the London Supply Foundation.

The next project planned by the Foundation is the “St John Paul II” chapel, located within Primero de Mayo Educational Park. The chapel will also be blessed by Pope Francis.

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Complexion de réparation synchronisée II



David Ferreira
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LAX posts record passenger traffic numbers

Los Angeles International Airport (LAX) reports record-setting numbers of both domestic and international passengers in 2014. LAX ended the year with a total of 70,662,212 passengers – up 6% from 66,665,726 passengers served in 2013. The previous record was 67,303,182 total passengers in 2000.

Of the 2014 total, 19,105,667 passengers, or 27%, were aboard international flights – a 7% increase over the previous record set in 2013 of 17,852,139.

Domestic passenger traffic was up 5.6% to 51,556,545. The previous record of 49,887,433 was set in 2000.

“The record passenger level and increased cargo activity at LAX are attributable to an improving worldwide economy, especially in the Asia-Pacific region, and to a strengthening of the Southern California economy,” said Gina Marie Lindsey, executive director of Los Angeles World Airports. “In addition, U.S. and overseas airlines are starting or expanding international services at LAX as a result of our on-going, multi-billion-dollar LAX Modernization Program.”

Brown-Forman makes senior exec. appointments

Mark McCallum has been named executive vice president, president - Jack Daniel's Brands, effective February 1, 2015.

McCallum joined Brown-Forman in 2003 as chief marketing officer for its spirits brands and in 2006 was promoted to chief brands officer, responsible for the global brand development and marketing for all of the B-F spirits and wines brands. He later served as COO and most recently was executive vice president, president for Europe/ Africa, Asia-Pacific, and travel retail.

As Brown-Forman's most experienced global executive, McCallum will lead the continued global expansion of the Jack Daniel's trademark and its powerful portfolio of brands.

John V. Hayes has been named SVP, chief marketing officer of Brown-Forman brands, working to “accelerate brand value growth around the world” on Southern Comfort, Woodford Reserve, Finlandia, and Herradura, as well as the company's other brands. Most recently, Hayes was global managing director, Jack Daniel's Brands. Prior to that, he was managing director of the Casa Herradura Tequila Portfolio. Hayes is also a member of Brown-Forman's Executive Leadership Team.

Tim Nall, who has been with Brown-Forman in a variety of operational and technical roles for the past 15 years, has been named chief information officer for Brown-Forman. Nall will now be responsible for establishing and implementing the global vision, strategy, and execution of the business systems and infrastructure for the company around the world.



Mark McCallum and John V. Hayes step into new roles at Brown-Forman.

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

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>

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 coordinatin 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
<http://hkgdutyfree.com/careers.aspx>

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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