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# TRAVEL MARKETS Vol. 16-45 INSIDER

Covering the Americas & the Caribbean. [parsnip5@aol.com](mailto:parsnip5@aol.com)

## BY THE NUMBERS

### ACI: Global passenger traffic maintains momentum in November

ACI reports that global passenger traffic grew by 5% year-to-date for the January to November 2014 period, and was up 5.4% YOY for the month of November. International passenger air traffic increased by 5.6%; and domestic passenger traffic rose 5.4% compared to November 2013.

Latin America-Caribbean and North American airports grew by 6% and 4.3% respectively in passenger traffic.

European airports posted a strong November with growth of 5.7% in passenger traffic. 27 of the top 30 busiest European airports recorded gains in passenger traffic, indicating a recovery from the weakened Euro area that persisted throughout 2013.

Passenger traffic grew by a healthy 6.1% in the Middle East in November, led by Abu Dhabi (+15.6%) and Doha (+11%).

Dubai (DXB), the world's busiest airport in international passenger traffic, grew 4.3% for the month. The Asia-Pacific passenger traffic was up 6%, with the domestic Chinese market driving growth. Hangzhou (HGH), Shanghai (PVG), Chengdu (CTU) and Shenzhen (SZX) grew by 20%, 16%, 12.6% and 11.7% respectively. The region's top ranked airports—Beijing (PEK), Tokyo (HND) and Hong Kong (HKG)—posted gains of 9.1%, 5.4% and 5.5% respectively.

African passenger traffic is in recovery after a period of significant weakness over 2012 and 2013, increasing 5.4% in November. Cairo (CAI) and Hurgada (HRG), in Egypt, saw passenger traffic jump by 12.6% and 54.7% respectively in November.

ACI World's Economics Director Rafael Echevarne forecasts that passenger traffic will

end 2014 up about 5% for the year.

"As we look forward into 2015, we have two forces at play working in opposite directions. On the one hand, economic growth rates among certain emerging markets have diverged. Of the BRICS economies, we see India and China maintaining favorable growth while Brazil and Russia experience a slowdown. The Euro area continues to teeter towards a recession. Thus, a number of downside risks remain on the horizon in 2015.

"On the other hand, the recent decrease in oil prices and improvements in the American economy are likely to contribute positively to the continued increases in passenger numbers. Moreover, the boosting of world trade volumes in the latter half of 2014 has had a positive impact on the air freight market," he said.

## Airport rankings. Who is #1?

Chicago's O'Hare International Airport and Hartsfield-Jackson Atlanta International continue to duke it out for the title of world's busiest airport.

O'Hare took the top spot in terms of the number of flight operations for the first time since 2005, according to the latest figures from the Federal Aviation Authority. As reported in a listing in *USA Today*, Chicago O'Hare had 881,933 total flight operations in 2014, compared to 868,359 flight operations at Atlanta Hartsfield-Jackson.

But when counted by passenger traffic, it appears that ATL will retain its title. Hartsfield-Jackson is forecast to have nearly 96 million passengers for full year 2014, with Chicago O'Hare coming in at 70 million, according to the *Atlanta-Journal Constitution*. Although the latest ACI airport numbers, which were reported on Dec. 22, 2014, are updated only through September, ATL is ranked #1 with 72.2 million annual passengers, up 1.5% from the same Jan.-Sept. period in 2013. In this ranking, Chicago was ranked #6 worldwide, and #2 in the U.S., with 52.4 million total passengers. Beijing was #2 worldwide, behind ATL, with 64.0 million passengers YTD in Sept. London Heathrow, Tokyo and Los Angeles were ranked 3-5 in the September passenger traffic listing, with 55.7 million, 53.9 million and 53.3 million, respectively.

## MIA sets passenger records

Miami International Airport, ranked #14 in the U.S. by ACI in terms of flight operations, set a new all-time record for passenger traffic in 2014 with 40.9 million passengers – an increase of nearly 400,000 over 2013's total and the fifth consecutive record-breaking year at the airport.

## US-Internat'l air traffic reaches +197m

The U.S. Dept. of Commerce's National Travel & Tourism Office today reports that International non-stop air traffic to/from the U.S. totaled 197.3 million passengers in 2014, up 7% over 2013.

U.S. citizen travel, at 86.4m, rose almost 7% and comprised 44% of all air traffic. Non-U.S. citizen air travelers, at 110.4m, rose 6%, with market share relatively unchanged from 2013.

Overseas air traffic totaled 146.5m passengers, +6%, and represented 74% percent of all international traffic in 2014. North American markets accounted for 26% of U.S. international air traffic flows, with Canadian air traffic of 27.4m passengers, up 7%. Mexico air traffic of 23.3m passengers rose 10%.

## PEOPLE

### TAG Heuer targets younger audience with "It Girl" Cara Delevingne as newest ambassadress

The newest "face" of TAG Heuer broke with the company's tradition of using film and sports stars this past week when the company unveiled British super-model Cara Delevingne as its new feminine ambassador. Nicknamed the "It Girl of the moment," Delevingne has a massive social media presence and a unique rock'n'roll glamour that has also allowed her to become a featured face with Yves Saint Laurent Beauté and John Hardy jewelry.

Jean-Claude Biver, the new CEO of TAG Heuer & President of LVMH Watches Worldwide, welcomed Delevingne to the TAG Heuer family at a fête in the Ecole des Beaux Arts de Paris last week, at which time he presented her with a TAG Heuer Formula One Steel and Black Ceramic Chronograph set with diamonds. The company is banking on the model to appeal to a younger clientele, as well as to women.

"We need someone disruptive yet elegant like Cara to open our minds to the brashness and boldness of today's youth," said Biver in his official remarks.



Jean-Claude Biver, CEO of TAG Heuer & President of LVMH Watches Worldwide, and Cara Delevingne.

Daisy Petevis has joined luxury Italian sportswear company **Paul & Shark** as Travel Retail Area Manager, reporting to Worldwide Travel Retail Director **Catherine Bonelli**. Petevis previously worked with Bonelli at **Devanlay Lacoste**, where she was most recently travel retail inflight manager.



## TFWA announces final program for China Conference

TFWA has released the final program for its 2<sup>nd</sup> China's Century Conference, taking place March 10-12 in the Jing An Shangri-La Hotel in Shanghai.

Organized in partnership with Asia-based APTRA, the conference features a strong line-up of speakers and ample networking opportunities, with a strong focus on China's airports.

Following opening statements by TFWA President **Erik Juul-Mortensen**, APTRA President **Jaya Singh** and **Liu Jin Ping**, Chairman of the Shanghai Association of Enterprises with Foreign Investment, **Gao Shiqing**, Vice General Manager, **Capital Airports Holding Company** will discuss the commercial opportunities at Beijing Daxing International Airport, which is due to open in 2018 and set to become the world's biggest.

Other speakers that day include **China Duty Free Group Chairman Peng Hui**, addressing retail facilities in China and Hainan Bay, the Chinese luxury market and consumption trends.

**Shaun Rein**, author and founder of **China Market Research Group** will assess China in the global and regional economy.

**King Power Group (Hong Kong)** Managing Director **Duty Free & Travel**

Retail **Sunil Tuli** discusses current challenges to doing business in the region.

LS General Manager China **Eudes Fabre** and **Shenzhen Airport** Vice General Manager **Sun Zhengling** will discuss the lessons learned during **LS travel retail's** first two years running the new luxury operation in Shenzhen Airport.

Suppliers **Andrea Dini**, President & CEO of pioneering Italian label **Paul & Shark**, **Furla** Global Travel Retail Director **Gerry Munday** and **Edrington Group Asia Travel Retail** Managing Director **Ryan Hill** will also discuss doing business in the region.

**China National Service Corp** President **Robert Lee**, whose company has operated downtown duty free stores catering to returning Chinese travelers for 30 years, closes out day one with a talk on changes in the travel retail sector, including its new store in Shanghai, as the new government encourages Chinese travelers to shop at home.

**On Day 2 Guangzhou Baiyun International Airport** Co President & CEO **Ma Xinhang** will discuss the ambitions of mainland China's third-busiest airport to become a major hub and gateway to southern China.

Opportunities for foreign companies and investors will be addressed by **Gu Jun**, Deputy Director of **Shanghai Municipal Commission of Commerce**, **Zhu Min**, Deputy Director of Management Committee for **China Pilot Free Trade Zone**, and **Mark Schaub**, lawyer and expert on the **Shanghai Free Trade Zone**, the first of its kind in mainland China.

The impact of China's internet will be examined by Prof. **Liu Dehuan** of the **New Media Institute at Beijing University** and **Olivier Verot**, of Shanghai agency **Gentleman**.

**Luca Bastagli Ferrari**, CEO of retail management company **Arco Retail**, will talk about how leisure, sports and shopping resorts across China form a key part of the government's drive to promote China as a tourist destination and to encourage its citizens to take holidays at home.

Commercial Division Manager **Gao Ya Li** will reveal plans for the new terminal at **Chongqing**, one of China's fastest-growing airports which serves its largest city, and **m1nd-set** will present research commissioned by **APTRA** on the Chinese traveler.

The final keynote address will be made by **Haiyan Wang**, Managing Partner, **China India Institute**, an expert on China's rise to prominence and the role of foreign investors, before closing remarks from TFWA President **Erik Juul-Mortensen**.

Registration is open until Feb. 20, at [www.tfw.com](http://www.tfw.com); however TFWA cautions that prompt action is recommended in order to secure visas, flights and accommodation.

### Puig acquires Penhaligon's and L'Artisan Parfumeur

Spanish fragrance house Puig has expanded its offerings in the high-end range of perfume with the news on Friday that it had acquired luxury brands Penhaligon's and L'Artisan Parfumeur from Fox Paine & Company, LLC.

Terms of the deal were not disclosed.

Penhaligon's London, established in 1870, is one of the most prestigious British fragrance houses. The brand has a deep heritage and holds two Royal Warrants, a symbol of excellence and quality. Its most iconic fragrance is Blenheim Bouquet, created in 1902 for the Duke of Marlborough. The brand has its own retail network and a global presence.

Artisanal brand L'Artisan Parfumeur Paris, founded in 1976, works with its own craftsmen to create authentic and innovative perfumes. L'Artisan Parfumeur operates retail boutiques in France and has a global presence.

Puig, a third-generation family-owned fashion and fragrance business based in Barcelona, states that it is "committed to continue expanding its presence in the prestige perfumery category. This acquisition firmly positions Puig in the growing exclusive, high-end fragrance category."

The current team, led by Lance Patterson, will continue to run both brands.







## Supply Side Features

# TRAVEL MARKETS INSIDER

### Bacardi goes local with its “Cocktails of the World” activation with DFS

Bacardi Global Travel Retail last year created “Cocktails of the World,” a destination-focused shopper experience targeted specifically for DFS.

The in-store experience reinforces Bacardi’s strategy to drive category growth through disruptive and engaging shopper interaction that increases penetration.

It was specifically created to express the character of the local cities linked with the five DFS airport locations: Los Angeles, Singapore, Abu Dhabi, Auckland and Hong Kong.

Bacardi paired a signature cocktail from its spirits portfolio with the local cocktail culture of each city.

Los Angeles showcased Grey Goose Le Fizz, Changi presented the Singapore Sling featuring Bombay Sapphire and Benedictine Dom, Auckland featured 42 Below Falling Water with Feijoa, and Hong Kong sampled the Dragon Fruit Bacardi Mojito.

The cocktail experience was supported by broader portfolio engagement, featuring gift boxes, recipe cards and GWP’s including the Grey Goose taste box designed to enable shoppers to re-create their cocktails at home, reports the company.

Each location used a prominent in-store position showcasing a branded premium Mix It Bar and a local city-



*Bacardi showcased Grey Goose Le Fizz at the DFS Duty Free store at LAX in during the Cocktails of the World activation.*

### Simple new product helps fliers be a Savvy Traveler and safeguard their health

Two savvy young women, Margarita Floris and Tina Aldatz, business partners living on opposite sides of the country, have developed a new product collection that benefits travelers and improves sanitary conditions no matter the location, and are looking for representatives in the travel retail channel.

Savvy Traveler is a premier lifestyle brand offering daily use products in convenient kits and single-use packets that are disposable, eco-friendly and made in California. The line is launching on Home Shopping Network and with an important U.S. travel retailer in March.

With business and personal travel at an all-time high, the spread of germs, bacteria and viruses is of growing concern for many travelers. Since traveling with liquid sanitizers can be inconvenient, if not banned outright by security regulations, Savvy Traveler offers a smart, simple and safe solution for the on-the-go consumer.

“Savvy Traveler is dedicated to overall travel wellness while offering stylish lifestyle components for both personal and surface use,” says company president Floris. “Our American-made, state-of-the-art, impeccably designed product line helps consumers conveniently carry all of their must-haves while they travel for a healthy, easy on-the-go experience.”

Floris tells *TMI* that she and Aldatz spoke with a number of airline officials when putting together the products, and

received enthusiastic support along with suggestions.

Floris and Aldatz have a history of creating innovative products. The two invented a product that improved shoe comfort for millions of women called *Foot Petals*, and are confident that Savvy Traveler can improve traveling conditions for millions of travelers world-wide.

The collection covers a range of applications and comes with fun, appealing names, like Freaky Klean sanitizing wipes and True Klean, antibacterial wipes; Blockout SPF 30 Sunscreen wipes and Buzzoff DEET-free insect repellent wipes.

Other products include IntheKlear lens and screen cleaning wipes, Restart peppermint and oil pick me up wipes; Landing Strips freshening wipes, plus nail polish and makeup remover wipes, antiperspirant, smile refresher wipes, and shoe shine wipes.

All of the products are available in individual kits or 3-packs.

Of special interest for airport, cruise and border stores, there are three 12-piece travel kits, one for her, one for him, and a travel kit for sport, each presented with a reusable zipper pouch. The company has also developed a variety of POS merchandising units.

For more information, go to [www.BeASavvyTraveler.com](http://www.BeASavvyTraveler.com). To discuss stocking the line, or representing the brand, interested buyers can reach Floris at [margie@beasavvytraveler.com](mailto:margie@beasavvytraveler.com)

scape design to capture shoppers’ attention. The Bar invited passengers to discover their perfect cocktail and have it crafted in front of them by a dedicated mixologist, with personalized advice on how to re-create the cocktail.

“This is a wonderful partnership opportunity we are especially proud to have created with DFS, enabling us to execute a multiple-sell opportunity to shoppers while featuring a hero cocktail serve to epitomize the local cocktail scene and its appeal to people leaving the city,” says Rob Milton, Senior Customer Marketing Manager, Bacardi Global Travel Retail Asia Pacific.



## Boardroom deals: ELC; Marcolin

The Estée Lauder Companies Inc. has started the year by completing two major brand acquisitions announced earlier: on Jan. 9 the beauty company finalized its purchase of Editions de Parfums Frédéric Malle, the storied fragrance brand, with exclusive, ultra-luxury fragrances crafted by some of the world's most talented perfumers. On Jan. 16, ELC completed its purchase of Glamglow, the global award winning, Hollywood-inspired prestige skin care brand. No terms were disclosed.



**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](mailto:andy@webbmiami.com)

**Fashion accessories.** Italian eyewear company Marcolin and Harley-Davidson announced the extension of their licensing agreement until December 31, 2018.

Marcolin also continues to add brands to its portfolio, and last week announced it has signed a project to create a brand-new eyewear collection with dynamic fashion lifestyle brand Marcelo Burlon County of Milan, which will launch beginning in June 2015.

**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>

## Jane Grant joins Horizon Consumer Science as VP, Business Development

Respected media consultant Jane Grant is now representing research specialist Horizon Consumer Science in the Travel Retail sector. This new role is in addition to her other roles of consultant to TFWA and CEO of Export Marketing Ltd.

Ian Cesa, President of Horizon Consumer Science, says, "Having Jane on board is a big boost for us because of the esteem in which she is held in the Travel Retail industry. Through Jane we will now have the opportunity to participate in many more conversations where the voice of the consumer has always been important, but where it has hitherto been poorly represented or not represented at all."

"More than ever, a clear understanding of travelers is critical to brands, operators, and the travel related landlords. Ensuring that the consumer experience meets travelers' highest expectations results in a strong return on key investments. I am happy to have the opportunity to facilitate this understanding amongst my colleagues in the industry and discuss how we can work together," adds Grant.

Horizon Consumer Science uses qualitative and quantitative research techniques, observations and analysis of traffic patterns to help its clients develop new brands, products, services and facilities, reposition existing brands, enter new markets, win airport duty free concessions, improve retail performance and capture opportunities with emerging nationalities. The firm also carries out the Travel Retail Catalyst Study (TRaCS) that provides comprehensive insights on the behavior of traveling consumers. [www.market-research.com](http://www.market-research.com). Go to @dutyfreefacts on Twitter or [www.dutyfreefacts.blogspot.com](http://www.dutyfreefacts.blogspot.com) to see some of these findings.

### 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](mailto:ahuxtable@hkgdutyfree.com) or  
<http://hkgdutyfree.com/careers.aspx>

**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](mailto:gcamplani@bpi-sa.com)