



## Air passenger traffic growth moderates in March

ACI and the International Air Transport Association (IATA) both reported a slowdown in the growth of global passenger traffic in March.

ACI reported total air passenger traffic grew by 2.4%, slightly below the 12-month average of +4%. International passenger traffic was up by only 1.8%. The exception was the Middle East, where growth reached 6.2% year over year.

Domestic passenger markets performed somewhat better, up 2.9% overall. North America domestic traffic was up only 1.6%, but Europe showed a strong recovery up 6.2% and the Latin America-Caribbean region showed robust growth of 7.1%, due primarily to Carnival in Brazil.

IATA reports that total revenue passenger kilometers (RPKs) in-

creased 3.1% compared to March 2013, a slowdown from February's yoy traffic increase of 5.6%. However, cumulative traffic growth for the 1Q of 2014 was 5.6%, up slightly over the 5.2% overall growth achieved in 2013.

International passenger traffic rose 2.6% in March, down significantly from 5.4% in February. Most regions saw a slowdown in yoy growth rates, says IATA.

Latin America was the only region to see an improvement in March vs February, registering a rise of 4.7% yoy, compared to 4.2% in the prior month. The outlook for Latin American carriers remains positive, with continued robust performance from economies like Colombia, Peru and Chile, says IATA.

North American airlines saw demand rise 0.6% in March com-

pared to a year ago, down on the February growth rate of 2.0%. IATA notes that the weakness in international air travel growth for North American carriers in the 1Q could partly be weather-related. It says that the latest data suggest that growth trends in business activity are positive and downward pressure on employment is easing, signs of stronger growth ahead.

Domestically, growth was especially strong in Brazil (+12%), Japan (+10%) and Russia (12.8%), with all three recording double-digit increases in demand compared to the year-ago period. Brazil domestic air traffic was supported by Carnival travel that began at the end of February and ran into March. The fundamental drivers in Brazil remain fragile with continued economic weakness suppressing domestic demand, says IATA.

## Private Terminal opens at St. Kitts Airport

The new Private Terminal at the Robert L. Bradshaw International Airport in St. Kitts & Nevis opened for business on Friday, May 2, 2014. The terminal is considered one of the government's key tourism projects.

Located west of the main airport parking apron, the Private Terminal offers a *YU Lounge* and is designed to deliver a seamless and efficient fast-tracking service to individuals and small groups flying into St. Kitts either by private jet or by commercial flight, according to the official announcement.

Specialized services for private jet aircraft crew are also featured. The facility offers well-appointed, full service arrival and departure lounges as well as a dedicated crew lounge and a comprehensive range of ground handling services for aircraft operators.

The Private Terminal is the result of a joint-venture effort between the government of St. Kitts & Nevis, SCASPA (The St. Christopher Air and Sea Ports Authority) and the Veling Group, with full ownership to be transferred to SCASPA at the end of the concession contract period.

Veling is an aviation company with activities in aircraft sales and leasing that is headquartered in Mauritius with offices in London and Dubai.

"With a number of strategic tourism-related capital projects underway, including the upcoming opening of the upscale Kittitian Hill Resort, this new Private Terminal at the RLB International

Airport is debuting at the ideal time," said Senator Ricky Skerritt, Minister of Tourism & International Transport. "This facility now gives our twin-island destination a competitive edge in appealing to the discerning luxury market that requires the world-class, customer-centric service it provides.

"I am pleased that our visitors will now have the option for such a luxurious arrival and departure experience, almost as if their resort or villa accommodation experience has begun and ended at the Airport itself."

For more information about Veling and the *YU Lounge*, visit [www.veling.aero](http://www.veling.aero) or [www.yulounge.com](http://www.yulounge.com).



TFWA has announced that the second China's Century Conference will take place in Shanghai from March 10-12, 2015.

The two-day conference, organized by TFWA in partnership with APTRA, is aimed at all stakeholders in the duty free & travel retail industry who are interested in developing their business in China and in understanding more about Chinese travelers.

The Conference will take place in the luxurious Jing An Shangri-La hotel and conference venue in west Shanghai.

TFWA says that work has already begun on a varied program for the Conference, which will include contributions from local retailers, market analysts, experts in Chinese business, and suppliers with experience of establishing their brand in the region.

The first China's Century Conference in March 2013 was credited with making a significant contribution to delegates' understanding of the opportunities and the challenges of doing business in China. Some 372 delegates from 200 companies, including 38 airports and 71 operators, attended and their response was overwhelmingly positive.

Further details of this and other TFWA events can be found at [www.tfwa.com](http://www.tfwa.com).



## Nuance opens three Estée Lauder Travel Retail specialty boutiques in Toronto



Nuance has opened three Estée Lauder Travel Retail specialty retail boutiques in Toronto Pearson International Airport, in addition to the 700-sq-ft Victoria's Secret Beauty and Accessories store opened last month.

The new boutiques – one each for Aveda, Jo Malone and MAC Cosmetics -- cover approximately 1,600 square feet of retail space in Terminal 1 Domestic Departures and “will deliver the full brand experience in the best-in-class store environment,” says Nuance.

“Strong partnerships with Victoria's Secret and MAC have allowed for expansion to two new locations in Toronto, along with the presence in Las Vegas and Orlando,” says Andrew Rattner, VP Buying & Merchandising. “And the introduction of Aveda and Jo Malone to the Canadian travel retail market is an exciting event for us and our customers.”

John Menchella, SVP Business Development of Nuance North America added: “We are thrilled to continue our partnership with the Greater Toronto Airports Authority to bring an innovative experience to our domestic passengers in Toronto. The openings in Toronto build on the success we have had with our existing specialty retail opportunities in Las Vegas and Orlando.”

The new store openings complement Nuance's strong presence in Toronto, and underline the group's commitment to bringing world-class brands and innovative retail concepts to travelers across the world. Nuance operates in eight airports in the US and Canada including Toronto, Calgary, Chicago, Denver, Fort Lauderdale, Houston, Las Vegas and Orlando.

### YSL names Edie Campbell face of new Black Opium fragrance



Yves Saint Laurent Beauté has announced that Edie Campbell, 2013 Model of the Year, is its brand ambassador for its new fragrance Black Opium. She will be seen from this summer in Black Opium TV campaign directed by Daniel Wolfe. Edie Campbell began her career in front of the lens of Mario Testino who photographed her with a group of up-and-coming young Londoners for a feature for *British Vogue*. She went on to be singled out on the catwalks of the most prestigious fashion houses.

### Turlington Burns reprises her role as face of Eternity Calvin Klein

Christy Turlington Burns, the original face of *ETERNITY Calvin Klein*, alongside her husband, director and actor Ed Burns, are featured in the new global advertising campaign for *ETERNITY Calvin Klein*, celebrating its 25<sup>th</sup> anniversary this year. The campaign will debut in June. Shot on location in Turks & Caicos by photographers Inez Van Lamsweerde and Vinoodh Matatin, and directed by Trey Laird in conjunction with Calvin Klein's in-house ad agency and creative studio, the new *ETERNITY Calvin Klein* campaign features the couple as they share intimate moments on a quiet beach. The couple will also appear in an advertising campaign for *ETERNITY NIGHT Calvin Klein*, a new creamy floral fragrance, and *ETERNITY NIGHT Calvin Klein for men*, a new woody fougere fragrance, set to launch globally in August 2014. For the advertising visuals, they are shown in a serene beach setting captured at twilight.

The campaign also marks the launch of The *ETERNITY* Project, a new global philanthropic initiative. The first project is Every Mother Counts (EMC), a charity founded by Turlington Burns to end preventable deaths caused by pregnancy and childbirth around the world.



## Carnival Corp. adds 4th ship in China, world's fastest growing cruise market

Carnival Corp. this week announced that its *Costa Serena* will deploy year-round in China next year, making Carnival Corp. the first global cruise company with four ships based in China, the world's fastest-growing cruise market. The company says that the move is designed to accelerate Carnival Corporation's leadership in China, capitalizing on growing consumer demand that is expected to make the country the second largest cruise market in the world by 2017.

Costa Cruises, one of Carnival's 10 cruise line brands, said it will debut *Costa Serena* in Shanghai in April 2015, where it will join *Costa Victoria* and *Costa Atlantica*, both already deployed in China. The move will increase Costa's overall capacity in Asia by 74%.

Costa Cruises has been sailing in China since 2006.

In addition to *Costa Serena*, Princess Cruises' *Sapphire Princess*, another Carnival brand, will homeport out of Shanghai as of

May 21 through Sept. 3, 2014, to serve Chinese travelers.

Carnival operates 10 offices in Asia, more than any competitor, including five locations in China: Shanghai, Beijing, Tianjin, Guangzhou and Chengdu.

It has seven of its 10 brands sailing in Asia: Costa Cruises, Princess Cruises, AIDA Cruises, Cunard, Holland America Line, P&O Cruises and Seabourn—with 23 ships visiting 90 ports in Asia.

This comes out to an estimated 1,439 port calls planned for 2014, including 220 port calls across five brands in China.

Adding a third ship based in China this year increases Carnival Corporation's total 2014 capacity in the country by 66%. In 2015, with four ships based in China for the first time, Carnival's capacity is expected to jump 140% over a two-year period, solidifying its leadership position in the industry.

## Suntory Beam aims to double sales to \$40 billion by 2020

Suntory Holdings Limited says that it intends to grow the Beam Suntory business from its current \$4.6 billion in sales to \$10 billion by 2020.

Suntory President Nobutada Saji, in a news conference in Tokyo, said that the growth would be used to pay down debt from the \$16 billion acquisition of Beam Inc., and gain ground on Diageo and Pernod Ricard.

Suntory completed the acquisition of all outstanding shares of Beam on April 30. As a result of the transaction, Beam has been renamed Beam Suntory Inc.

Beam Suntory aims to achieve growth in markets worldwide, including the United States, the world's largest spirits market, by leveraging its combined portfolio of leading brands, and its strengthened global distribution network.

"By combining the world leader in Bourbon and Japan's leading spirits company, we have created a stronger global business with an even better premium portfolio," said Matt Shattock, Chairman & CEO of Beam Suntory at the creation of the new company.

The company's portfolio is led by its flagship brands Jim Beam and Yamazaki, as well as Maker's Mark, Knob Creek, Hakushu, Hibiki, Kakubin, Teacher's, Laphroaig, Bowmore, Canadian Club, Courvoisier, Sauza, Pinnacle and Midori.

Saji said reaching the 1 trillion yen sales goal for the combined Suntory-Beam unit will require more acquisitions.

In related news, Gruppo Cam pari will no longer be distributing the Suntory brands in the US after July 1.



*Costa Serena will join Carnival Corporation's Costa Atlantica, Costa Victoria and Sapphire Princess ships in China. (PRNewsFoto/Carnival Corporation)*

## Danzka Vodka wins Double-Gold from TheFiftyBest.com



Duty free favorite Danzka Vodka won a Double-Gold Medal from *TheFiftyBest.com* at a tasting of imported vodka in New York this month. The Fifty Best tasting evaluated 31 contenders for the distinguished "Best Vodka" awards for 2014.

Using professional criteria, the pre-qualified panel of judges blind-tasted the vodkas and rated them individually on a 1-5 point scoring system, with 5 being the best. After tallying the scores, medals were awarded based on the judges' impressions, with Double-Gold, Gold and Silver medal designations.

Other winners included Purity Vodka and Belvedere Vodka (Double-Gold), and Ultimat Vodka (Gold).

The complete ranking results, along with tasting notes, can be viewed at: [www.thefiftybest.com/spirits/best\\_vodka/](http://www.thefiftybest.com/spirits/best_vodka/)





## US forecasts continued strong growth for int'l tourism 2014 - 2018

The U.S. Department of Commerce (DOC) projects international travel to the United States will continue experiencing strong growth through 2018.

The DOC says that the US would see 3.4%- 4.1% annual growth rates in visitor volume over the 2014-2018 period. By 2018 this growth would produce 83.8 million

visitors, a 20% increase, and more than 14m additional visitors compared to 2013. The latest forecast produces a compound annual growth rate over the forecast period of 3.7%, slightly lower than the rate in the Fall 2013 Travel Forecast due to underperforming growth from some key markets - most notably Canada and Mexico.

All top-20 visitor origin countries are forecast to grow through 2018. Countries with the largest total growth percentages are China (139%), Colombia (56%), India (54%), Taiwan (52%), Brazil (50%), and Argentina (48%).

Traditional top origin countries will dictate actual volume growth however. For example, DOC says that despite a small 3.0% growth rate, Canada produced a greater number of additional travelers in 2013 compared to the previous year than China and Brazil combined.

### ESSENCE CORP.

has an immediate opening for an **Area Manager**

This position is based in the Miami Office and the ideal candidate must be willing to travel 50% of the time. Must have minimum 3 years within the luxury brand industry.

Candidate 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.

Please send resumes to [musallan@essence-corp.com](mailto:musallan@essence-corp.com)

### BPI –

**Beauté Prestige International** has immediate openings in the Miami office for the following positions:

#### AREA SALES MANAGER TRAVEL RETAIL for Central/South American Region.

Ideal candidate must have a minimum of 3-5 yrs experience in the luxury brand industry, preferably in TR. Must be highly organized with outstanding sales and managerial skills. Must be fluent in English and Spanish and have good computer skills. Ability to travel 40-50%.

#### MARKETING ASSISTANT for TRAVEL RETAIL

Candidate will assist Brand Manager with marketing plans, visuals, merchandising, etc. Must be organized and detail oriented and have excellent computer and communication skills in both English and Spanish. Experience in the luxury industry is preferred.

Send resumes to [gcamplani@bpi-sa.com](mailto:gcamplani@bpi-sa.com)

## Nearly 2.5 million Chinese tourists forecast to visit the U.S. in 2014

Attract China LLC, a gateway to the Chinese traveler through its destination portal and other services, forecasts that nearly 2.5 million Chinese travelers will visit the United States in 2014. The company's proprietary research also suggests that Chinese traveler spending in the US will top \$14 billion for the year.

Attract China estimates that the average Chinese traveler will spend nearly \$6,000 per trip to the US and that by 2018, the Chinese traveler will be the number one overseas visitor to the US, overtaking Brazil, Germany, Japan and the United Kingdom. The organization credits the increasing number of direct flights from China to the US for the growth in Chinese visitors.

Chinese inbound travel to the US has been growing steadily since 2005 when visa restrictions began to ease. In 2012, the US State and Homeland Security Departments

boosted capacity for issuing visas in China by 40%.

Now, the current 3-day method to receive a visa may be reduced to a 24-hour online approval process; it is even possible that the visa requirement may be removed, much like Taiwan received in 2012.

Founded in 2011, Attract China is headquartered in Boston and with operations in Beijing, operates destination portal, XiaoYaoDao.cn, to connect clients, including hotels, restaurants and retailers, to the independent Chinese traveler. It also offers digital concierge service, and produces Mandarin language pocket maps.

Currently offering information on New York City, Boston, Los Angeles and San Francisco, Attract China plans to add eight more cities later in 2014.

For more information, go to <http://www.attractchina.com/>.

