



**BY THE NUMBERS**

**IATA: Demand for air travel picks up in August; but health scares from Ebola could pose risks to growth**

The International Air Transport Association (IATA) reports that global passenger traffic results for August improved across the industry, showing a slight pick-up in demand over the previous month.

But IATA cautions that the continuing Ebola crisis added a new dimension to air traffic recovery, following the first confirmed diagnosis and death in the United States.

IATA says it is closely coordinating with the World Health Organization (WHO), who evaluates the risk of Ebola transmission occurring on an aircraft as "very low." WHO has continued to recommend against travel restrictions and border closures.

In addition, IATA says it is working closely with WHO, with whom it has developed specific guidance material for ground staff, crew and cleaners.

"The airline industry is taking its guidance from the WHO and public health authorities to keep flying safe for passengers and crew. Travelers should be reassured," said Tony Tyler, IATA's Director General and CEO.

**ACI statement**

Along these lines, the Airports Council International (ACI) World Governing Board met on October 12 to discuss how best ACI can assist airports in their response to the Ebola outbreak.

The ACI Board says that it recognizes the very serious impact that the current Ebola outbreak is having on the three affected countries (Guinea, Liberia and Sierra Leone) and that it will take time to bring it under control. And while some cases will emerge elsewhere –as it has in Nigeria, Senegal, the US and Spain -- ACI

stresses that these cases are isolated and appropriate and quick action has been taken to protect the public.

At this time, ACI says that the focus of international efforts remains on providing the medical response to contain and prevent the spread of the disease in affected countries and on the exit screening controls in those countries. "The fear of contracting Ebola greatly exceeds the actual risk, and providing factual and scientific information to the traveling public and employees in the aviation sector is vitally important," said Angela Gittens, Director General, ACI World.

**Traffic numbers**

According to IATA's latest reports, total revenue passenger kilometers (RPKs) increased 5.9% compared to August 2013, up from the 5.4% YOY increase recorded in July. August capacity climbed 5.5%. The load factor was 83.9% up 0.3 percentage points over August 2013.

International passenger traffic

rose 6.7% in August, with all regions showing growth over the previous year, says IATA. Capacity also rose 6.7% and load factor was stable at 84.2%.

**North American airlines'** demand rose a moderate 3.2% in August compared to a year ago. But the environment is positive, with JP Morgan/Markit reporting that overall business conditions in the U.S. are the strongest they have been since May 2010.

**Latin American airlines** traffic rose 8.2% , second highest among the regions. But growth in the Brazilian economy remains weak.

**European** travel showed robust growth of 6.1% YTD, "a solid step up from the 3.8% growth recorded in 2013," said IATA.

**Asia Pacific airlines** saw their traffic rise 5.8% in August; **Middle East carriers** had the strongest year-on-year traffic growth in August at 11.7%; **African airlines'** demand rose 7.5%, but due to the volatility in volumes for this region, IATA says it is too early to predict a trend or the impact the Ebola fears will have.

South American Duty Free Association

**ASUTIL**

announces that the 2015 Conference

will take place in

**Panama City, Panama**

**June 3 – June 6**

**Hotel details to come.**

**Denver Duty Free update  
 Dufry contract win  
 challenged by DFASS group**

*The Denver Post* has reported that the Denver International Airport concessions contract awarded to a Dufry-led joint venture that was announced on Sept. 30. is being challenged by DIA Retail Fashion, a subsidiary of DFASS Group. DIA Retail Fashion – the runner up to the Dufry bid -- claims that airport officials communicated privately with Hudson Group since 2013 and altered contract bid terms to benefit the company.

According to the newspaper, lawyers for DIA Retail have submitted e-mails between the airport's concessions manager and a Hudson Group vice president concerning the company's eligibility to expand at the airport.

Dufry's Hudson Group denies doing anything improper to win the bid.

The contract sits in limbo. In addition to the court motion, DIA Retail has filed an administrative appeal with the city, and a hearing officer denied city efforts to dismiss it. Arguments are scheduled for Dec. 15, reports the *Post*.



*Above. Essence Corp. BA's show their Pink Spirit in support of the fight against Breast Cancer last month during the company's annual training and marketing meeting. Right. BA's in one of the Dufry Mexico stores keep their Pink on this month as the Essence Corp. campaign goes on the road. See more pictures on page 3.*



## Kiehl's opens first store on border with London Supply

Kiehl's since 1851, the venerable New York purveyor of fine quality skin and hair care preparations, has opened its first border store in the Americas in partnership with London Supply in Iguazu, Argentina.

The location of the shop is unique for the brand. Situated in the middle of the store, and featuring an open format visible to people coming from different parts of the store, it offers great exposure, says the company, which has tailored the product assortment carefully for the London

Supply buyer:

"Our customers come mostly from Brazil and Argentina so we selected the products very carefully to match those countries assortments making it the perfect Kiehl's shopping experience," explained Maria Santolalla, Kiehl's Product Manager at L'Oréal Luxe Travel Retail Americas.

The store was opened in July and has received excellent customer feedback, says the company.

"This unique store is a strategic



opening for Kiehl's Travel Retail Americas as it will help us grow brand awareness in South America.

"All the elements that are part of this store make it unique and attractive to customers. People who know the brand are very excited to see it and those who do not are extremely intrigued to learn about it."

To date this year, Kiehl's has also opened travel retail doors in Chicago O'Hare International Airport, Toronto Pearson International Airport, the Washington DC Diplomatic Store with Carisam, and in Sao Paulo International Airport earlier this month.

Coming soon, Kiehl's is opening its first on board shop on a cruise ship with the Royal Caribbean's *Quantum of the Seas*. For more on this story, see the October/November issue of *Travel Markets Insider* magazine.

## Grey Goose VX debuts in Americas at LAX and Las Vegas

Following its successful global launch in Paris in July, Grey Goose VX has now launched in the United States Travel Retail, with two high profile experiences at Los Angeles International Airport and at Las Vegas McCarran.

Grey Goose VX, or 'vodka exceptionnelle,' is positioned as a sipping vodka with drops of fine Cognac. The latest Grey Goose creation is crafted by a marriage of Grey Goose vodka with Cognac created from grapes drawn exclusively from the Grande Champagne cru, regarded by many connoisseurs as the very finest of the six cru within the region.

"These are among the largest experiential activities Bacardi has ever activated in the Americas travel retail market. This is a key region for Grey Goose as leader of the super-premium vodka category in both U.S. domestic market and in Travel Retail as this is an important strategic channel for us to share our brand stories and to introduce consumers to exciting innovation such as Grey Goose VX," says Geoff Biggs, Regional Director Americas, Global Travel Retail.

"With Grey Goose as a clear leader of super-premium vodka, it is best placed to lead the growth of the vodka category in Travel Retail. We believe Grey Goose VX is a disruptive category-innovation as witnessed by the incredibly positive reaction of shoppers."

Grey Goose VX has a strong presence at both of these key airport locations through the concourse activations outside the main stores, in-store glorifiers and branded light boxes.



Grey Goose Brand Ambassadors explain the story behind the brand while adding drama in the creation of the perfect serve, wearing white gloves as they extract the liquid from the decanter using elaborate glass pipettes.

Las Vegas

## Meet a skin-changer. New Clinique Sonic Cleansing Brush

New



**CLINIQUE**

Allergy Tested. 100% Fragrance Free.



## The 2014 Estée Lauder Companies' BCA Campaign calls on those touched by breast cancer to share their stories

The Estée Lauder Companies' Breast Cancer Awareness (BCA) Campaign that launched in the beginning of October focuses this year on the people affected by this horrible disease.

In "Hear our stories. Share yours." the 2014 BCA Campaign is designed to create a global community of strength and support through digital storytelling.

While still lighting up iconic buildings in pink the latest campaign expands on the theme, "Let's Defeat Breast Cancer. We're Stronger Together.," by presenting inspirational stories of brave women and men who have faced breast cancer, and the loved ones who supported them throughout the experience.

The stories can be found on the BCACampaign.com website. Estée Lauder is hoping that others will find strength in their common experiences, be moved to share their own stories, and join the fight against breast cancer through making a donation to The Breast Cancer Research Foundation (BCRF).

Over the past two decades, The Estée Lauder Companies' BCA Campaign, launched by the late Evelyn H. Lauder,

co-creator of the Pink Ribbon and founder of BCRF, has been a leading voice for breast cancer awareness around the world, sparking a global movement that has helped save millions of lives and fund groundbreaking breast cancer research. Today, The BCA Campaign is active in more than 70 countries and has raised more than \$53 million to support global research, education and medical services, with nearly \$42 million funding 166 BCRF research projects worldwide in the past 20 years. These funds have directly resulted in significant innovations and improvements in care, from the launch of an early-phase breast cancer vaccine trial to improved ways to assess risk in young girls from families with multiple cases of breast cancer.

This year, The BCA Campaign is committed to raising \$5 million to support breast cancer research, education and medical services worldwide by continuing to evolve its focus from enhanced awareness to increased action. This evolution exemplifies Evelyn H. Lauder's belief that we become stronger in action when we join together, says the company.



*Estee Lauder Companies is donating a portion of the sales of a number of products, such as the the Evelyn Lauder and Elizabeth HurleyDream Pink Collection pictured, to fund BCRF.*

### Essence Corp Pink Breakfast raises funds to fight breast cancer



*On Oct. 15, Essence's Patricia Bona and Laetitia Bona Peidra held a Pink breakfast for employees, and matched every donation with the goal of raising \$3,000.00. The campaign also went "on the road" with support from BA's and retailers throughout the region.*

**Meet a skin-changer.**  
New Clinique Sonic Cleansing Brush

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Allergy Tested. 100% Fragrance Free.

## John Dewar & Sons launches “Last Great Malts” Collection

John Dewar & Sons Ltd. plans to release a range of new expressions and never-before-released single malts. Being shown in Cannes, the “Last Great Malts” feature the drams of Aberfeldy, Aultmore, Craigellachie, The Deveron, and Royal Brackla.

“The single malt category is one of our industry’s great growth opportunities. We are blessed with five of Scotland’s finest, high-quality whiskies,” says John Burke, dark spirits category director. “We have great respect for the category and are confident that each of the Last Great Malts will be a fitting addition to the repertoire of the most discerning single malt enthusiast.”

### The “Last Great Malts”

**Aberfeldy**, known as the “Golden Dram,” and winner of Whisky Magazine’s “Highland Whisky of the Year 2014,” is repackaged and available globally as a 12-year-old and a 21-year-old, with an 18-year-old exclusively available in Travel Retail. The Company plans to launch a 16-

year-old sherry finish and a 30-year-old in 2015.

**Aultmore** is a rare Speyside malt known locally as “a nip of the Buckie Road,” and will be available from November with a 12-year-old, a 21-year-old in Travel Retail, and a 25-year-old in limited quantities.

**Craigellachie** Speyside single malt Scotch whisky will be released in two aged editions – a 13YO – and a travel retail exclusive 19YO. Besides private bottlings, this is the first time in its history that *Craigellachie* has

released a portfolio of single malts.

The first presentation is hosted by SAR at Amsterdam Schiphol Airport in October as a European exclusive launch, with further upcoming launches with selected global retailers later in the year.

Coming in summer 2015, **The Deveron** is a new range of 12-, 18- and 25-year-old single malts.

With a previous limited edition release of a 35-year-old £10,000 (US\$15,000) a bottle, **Royal Brackla** has been called “The King’s Own Whisky.” It will be released in March as 12-year-old, 16-year-old and 21-year-old expressions.

“We have been patiently reserving casks and we are now ready to share the five distinguished malts with whisky lovers around the world – each release features an age statement,” adds Stephen Marshall, single malts global marketing manager.

“Up until now, these amazing liquids have been Scotland’s best-kept secret, known only to a few. Now we’re appealing to single malt drinkers – people who like stories and enthusiasts who are interested in exploring the aromas of the world’s most complex spirit.”

### WiTr to raise funds for ‘All As One’ to buy a lorry to build a school in Sierra Leone

This year Women in Travel Retail is working with a charity operating in Sierra Leone to raise €25,000 (approx. US\$32,000) to buy a truck to transport building materials for a children’s home, school and a medical center, saving the charity €46,000 in costs. The vehicle will provide a steady stream of income for the home, school and clinic once completed as ‘All As One’ will hire it out at commercial rates.

**All As One** is described as an NGO in Sierra Leone that offers opportunity for many vulnerable children, providing them with love, a home, three meals a day, education and health care. Since the year 2000, its targeted interventions have provided essential basic needs and helped save the lives of over 35,000 kids who now have futures and unlimited potential to positively change their country and the world.

Fund raising has already started with commitments from industry colleagues of auction and raffle prizes for the grand draw and donations. Please help WiTR to make the meeting in Cannes the best ever and achieve its target of buying a lorry to build much needed facilities for children in Sierra Leone, a country facing so many problems. We know we can do it with your help.

The Moodie Report writes that Maxxium has stepped up with a donation of £10,000 (US\$16,083) – nearly half of the total sought -- towards the effort.

\* Please deliver donations to the Furla stand (Bay Village Bay 15) by 1500 on Tuesday October 28th.

Anyone who wishes to purchase a raffle to the draw – even if you are not attending the event in person – please contact Lois Pasternak ([editor@travelmarketsinsider.net](mailto:editor@travelmarketsinsider.net)), or any of the other representatives below: [sarah.branquinho@wdfg.com](mailto:sarah.branquinho@wdfg.com), [gerry.munday@furla.com](mailto:gerry.munday@furla.com), [catherine.bonelli@paulshark.it](mailto:catherine.bonelli@paulshark.it), [amanda.felix@dfnionline.com](mailto:amanda.felix@dfnionline.com), [tina.tam@laprairiegroup.ch](mailto:tina.tam@laprairiegroup.ch), and (Marissa Phanivong) [m.phanivong@tfwa.com](mailto:m.phanivong@tfwa.com)



WiTR’s annual TFWA World Exhibition meeting & fundraiser will take place on Tuesday, Oct. 28, 5:30-7:00 pm on level 1 in front of the newly located Press Centre, near the Business Centre and Hotels Desk at the Palais des Festivals. All women in the duty free and travel retail industry are welcome to come along. Women in Travel Retail invites all exhibitors and visitors to enter the draw to win fabulous prizes. Each business card entry raises €10 towards (three entries for €20).

### L'OCCITANE AMERICAS

has an immediate opening for an **East Coast Sell Out Manager**.

The ideal candidate will have strong experience in the fragrance/cosmetics industry and have worked in similar sales management positions.

Ability to work from home is required.

#### Mandatory requirements:

Fluent in English; Spanish a plus  
Ability to read, prepare and analyze sales reports

Good proficiency of Excel and PowerPoint

3-4 years of relevant professional experience (Account Management or Retail Management);  
New York Based; 30-40% travel

#### Job Description

- Coordinate sales development according to brand objectives, client needs/considerations and guidelines provided by Regional Sales Manager.
- Build and maintain link between the RSM and respective accounts on the territory
- Direct management of dedicated Beauty Advisors.
- Maintain proper merchandising according to the brands' guidelines.
- Analyze sales on each point of sales and reports suggestions to the Regional Sales Manager.
- Coordinate sales goals, recruitment, trainings, schedules, etc... for the Beauty Advisors on the territory.

Send resumes

to [loccitane.eastcoast@gmail.com](mailto:loccitane.eastcoast@gmail.com)

### ESSENCE CORP.

has an immediate opening for an **Account Executive/Promoter for the Caribbean Territory**.

The ideal candidate must have retail sales experience preferably within the luxury brand industry. Willing to travel 50% - 60% of the time. Strong communication and presentation skills and ability to conduct training seminars and motivate sales staff. This individual will be responsible for in-store visits, counters, beauty advisors, sell-out actions and in store promotions.

Must have a high level of skills using Excel, 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)



**GOVERNMENT OF BERMUDA**  
**AIR OPERATIONS AND MAINTENANCE SERVICES**  
**REQUEST FOR PROPOSALS**  
**L.F.WADE INTERNATIONAL AIRPORT**

The Government of Bermuda, Department of Airport Operations (DAO) invites Request for Proposals (RFP) from qualified and experienced Service Providers/Contractors, to undertake the operational compliances under the Air Operations and Maintenance Services contract at L.F. Wade International Airport (Bermuda). The term of the contract is for an initial three (3) years, with an option to extend for an additional two (2) years, beginning on or about March 31<sup>st</sup> 2015.

The RFP document will be available on October 10<sup>th</sup> 2014 and can be viewed and downloaded at [www.gov.bm](http://www.gov.bm) under the Procurement Notice tab.

All submission returns must be received by the DAO before 16.00hrs local time on November 21<sup>st</sup> 2014, the Closing Time.

The compliance of Services and Deliverables are required, but not be limited to the following;

Administration Services, Air Traffic Control Services, Aeronautical Information Services, Ground Electronic Services, Navaid and ATC Services, High Voltage Distribution Services, Bermuda Weather Meteorological Services, Airfield and Apron Lighting Services, Back-up Power Services, Habitat Management, Runway/Taxiway/Aprons and Perimeter Road Services, Storm Drainage, Maintenance Vehicle and Equipment Services, Building Architectural, Mechanical, Electrical and Structural Services.

All communication and questions regarding contract or administrative concerns shall be directed in writing to the Department of Airport Operations (DAO).

Attention:

Wendell A. Burchall

Manager, Maintenance and Engineering

Department of Airport Operations

Phone : 441 293 2470

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