



BY THE NUMBERS

UNWTO: 2014 international tourism on track for record numbers with the Americas leading growth

International tourism is set to hit a new record by the end of 2014 with over 1.1 billion international tourists traveling in a single year. During the first ten months of 2014, the number of international tourists grew by 5% according to the latest UNWTO World Tourism Barometer, rising above expectations.

Between January and October 2014, the volume of international tourists (overnight visitors) reached 978 million, 45 million more than in the same period of 2013. With an increase of 4.7%, international tourism continues to grow well above the long-term trend projected by UNWTO for the period 2010-2020 (+3.8%),

and is set to end the year at over 1.1 billion.

By region, the strongest growth was registered in the Americas (+8%), followed by Asia and the Pacific (+5%) and Europe (+4%). By sub-region, North America (+9%) and South Asia (+8%) led, followed by Southern and Mediterranean Europe, North-East Asia and Northern Europe (all +7%).

“In view of this trend, international tourism is set to end 2014 with record numbers,” said UNWTO Secretary-General, Taleb Rifai.

“These are remarkable results considering that different parts of the world continue to face signi-

ficant geopolitical and health challenges, while the global economic recovery remains rather fragile and uneven,” he added

The Americas: the best results of the last decade

The Americas (+8%) led growth during the first ten months of 2014, rebounding significantly on last year's subdued results. This is the region's best performance since 2004, when international tourism also rebounded strongly, following the 2003 SARS outbreak.

All sub-regions – North America, the Caribbean, Central America and South America – doubled the growth rates of 2013, *Continued on page 2.*

Canadian airport duty free continues hot streak, land border sales down

Canada's airport duty free sales continued to grow in double figures in November 2014, while land border sales fell, according to the latest numbers from the Canadian Border Services Agency (CBSA).

The national airport duty free sales for November 2014 were \$22 million, an increase of 21% compared to November 2013 sales. For the year to date, airport sales are \$291 million, up 18% versus the first eleven months of 2013.

The national land border duty free sales for November 2014 were \$12 million, down 5.75% compared to November 2013. Sales at land border duty free shops for January/November 2014 totaled \$132 million, down 1.6% versus the same period in 2013.

Sales fell in three of the four land border regions in November, with Atlantic/Quebec the only region with positive sales.

The Prairie Region's sales for November were approx. \$1 million, down 5.5%. Pacific sales were approx. \$1.7 million, down 6%. Ontario reported approx. \$7.2 million, down 7%. The Atlantic/Quebec region, with sales of \$1.9 million, rose 1.2%.

ASUR: Total pax traffic for December 2014 Up 11.6% YOY

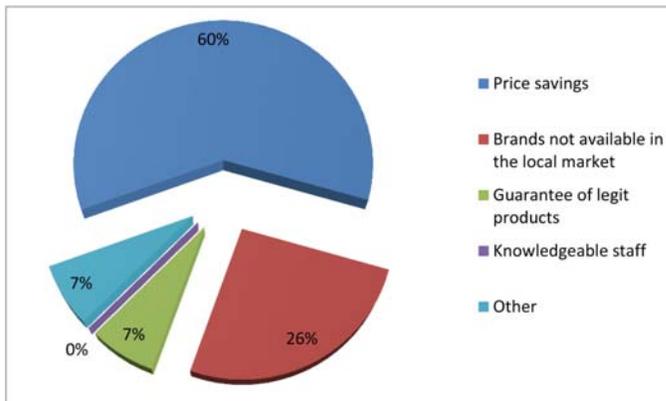
Mexican airport group Grupo Aeroportuario del Sureste, S.A.B. de C.V. (ASUR) reports that total passenger traffic for December 2014 increased by 11.6% compared to December 2013. International traffic rose 11%, driven by a 12.3% increase at Cancun, and 16.4% growth at Veracruz. International traffic was down at the seven other airports in the ASUR group. Domestic traffic was up strongly across all nine airports, however, ranging from 8.5% in Cancun to 33% growth in Cozumel.

Registration is now open for **TFWA's 2nd China's Century Conference**, organized in partnership with **APTRA**, taking place March 10-12 in Shanghai. For sponsorship opportunities, contact TFWA Sales Manager Marissa Phanivong at m.phanivong@tfwa.com.

TRAVEL MARKETS **INSIDER**
SURVEYS powered by: CROSS &

Travel Markets Insider is very pleased to be partnering with the **LinkedIn Travel Retail Forum Group** on a series of surveys on topics of interest to the travel retail industry. The surveys have been created by Travel Retail Forum Group founder, **David Ferreira, Head of Travel Retail for Cross**, and will run on a regular basis as available. Here are the results of the first such survey: *What Makes Duty Free Attractive to Travelers?* Respondents chose what they thought was the most important.

WHAT MAKES DUTY FREE ATTRACTIVE TO TRAVELERS?



To participate in the latest survey, **Global campaign showing the benefits of buying Duty Free?**, please go to <http://goo.gl/forms/uun1bd9eXd> All votes are 100% anonymous.

In addition to voting, participants will be able to add comments (the same way as a regular LinkedIn group comment). Please note that comments may be used verbatim in future *Travel Markets Insider* Newsletters.

To recommend a survey topic, please send David Ferreira a private message via LinkedIn.

UNWTO forecast record tourism numbers

Continued from page 1

with particularly positive results in North America in view of the extraordinary performance of Mexico and the United States.

International arrivals in **Asia and the Pacific** increased by 5% (through October), consolidating the region's growth trend of recent years. The best results came from South Asia (+8%), led by India (+7%), and from North-East Asia (+7%) where major destinations such as Japan and the Republic of Korea registered double-digit growth. Arrivals in Oceania grew by 6% owing mostly to the increase of arrivals in Australia and New Zealand. In South-East Asia (+2%), growth slowed down compared to 2012 and 2013 as a result of the decline in arrivals registered in Thailand.

Europe, the most visited region in the world, posted a 4% increase in international tourist arrivals through October, with strong results in Northern Europe and in Southern Mediterranean Europe (both +7%), where established destinations such as Greece, Portugal, Spain and Malta recorded robust growth. International tourism grew at a

more modest pace in Western Europe (+2%) and was stagnant in Central and Eastern Europe (0%), in contrast with the last three years, during which arrivals grew at an average of 8% a year.

International tourist arrivals in the **Middle East** are estimated to be up by 4% (in the first ten months of 2014), rebounding on the declines registered since 2011. All destinations in the region with data available report positive growth, with Egypt, Jordan, Lebanon and Saudi Arabia all substantially improving their performance as compared to 2013.

Africa's international tourist numbers grew by 3% (through October) with North Africa consolidating its recovery (+2%). Sub-Saharan Africa's arrivals were up by 3% despite the challenges of the Ebola Disease Outbreak in a few West African countries. Data for Africa and the Middle East, nonetheless, should be read with caution as it is based on limited and volatile data for these regions.

UNWTO will release preliminary 2014 full year results for international tourist arrivals by January 27, 2015.

Americas tourism leaders to gather in Haiti in May

In other World Tourism Organization news, Haiti will host UNWTO's annual regional gathering of tourism authorities, the UNWTO Commission for the Americas, on May 19-22 in Port au Prince. This will be the first time the meeting will take place in Haiti and will allow the country to showcase its recent progress in infrastructure projects, ranging from roads to airports, in support of positioning Haiti's destinations on the international tourism map, says the official announcement.

Haiti was able to substantially increase international arrivals and tourism revenues, growing 20% and 32% between 2012 and 2013, respectively.

MIA hits back-to-back records in January

Miami International Airport began 2015 by setting two consecutive single-day passenger records. On Saturday, January 3, a record 145,891 passengers traveled through the global gateway, which was surpassed the following day when a new all-time record of 146,257 passengers flew in and out of MIA.

The two consecutive records highlighted a strong holiday travel season at MIA, which welcomed more than 2.1 million passengers since December 21.

MIA officials broke down the record figures as: 1,036 passenger flights, 72,358 international passengers, 67,062 domestic passengers and 6,837 transborder passengers

MIA is poised for continued success in 2015 with the introduction of American Airlines service to four new domestic destinations in March, new service to Manchester, England on Thomas Cook Airlines in May, and charter service by the new Eastern Air Lines projected to begin in the second quarter.

Los Angeles reaches record tourism as LAX surges to #2 busiest airport in US

The city of Los Angeles has reported its fourth consecutive year of record-breaking tourism, plus record-breaking passenger levels at Los Angeles International Airport (LAX).

Mayor Eric Garcetti said that 43.4 million tourists visited Los Angeles in 2014, an increase of 1.2m visitors over 2013 levels. Of these, a record 6.5m were international tourists.

Mayor Garcetti also reported that a record 70.7m passengers traveled through LAX in 2014 – up approximately 6% from the 66.7m passengers in 2013. The previous record was 67.3m passengers in 2000. Of the 2014 total, an estimated 18.9m (or 26.8%) were aboard international flights – a 6% increase over the previous record set in 2013 of 17.8m international passengers.

The announcements were made at LAX's New Tom Bradley International Terminal, where four additional aircraft gates recently became operational, for a total of 12 new gates. New dining and retail concessions in the terminal's Great Hall are also now open, operated by Westfield and the DFS Group.

Westfield will debut 17 more new dining and retail outlets in the Bradley Terminal's departures and arrivals areas in 2015.

"The continuing, record-breaking growth and strength of tourism in Los Angeles is a shining light for our economy, creating good-paying jobs for our families, benefiting local businesses, and generating significant revenue for the city that goes toward the public services our city needs," said Mayor Garcetti.





Rituals Home & Body Cosmetics wins WWD Beauty's 2014 Specialty Retailer of the Year

Rituals Home & Body Cosmetics, one of the fastest growing beauty brands of its kind in Europe, has hit the U.S. market with a bang, winning the prestigious WWD Beauty Inc. 2014 "Specialty Retailer of the Year" award last month.

The first two U.S. storefront locations are in New York City on the Upper West Side at 420 Columbus Avenue and in the SoHo neighborhood at 231 Lafayette Street, with plans for further expansion in 2015. Rituals also debuted in travel retail in the Americas at the 2013 IAADFS Duty Free Show of the Americas.

As the first beauty brand in Europe to combine bath and body with home in affordable luxury, Rituals has a comprehensive portfolio of unique, distinctive products spanning the bath, body, skincare, home and fragrance categories. Available stateside for only one year, Rituals has succeeded in shaping a tremendous presence in the market. The WWD Beauty Inc awards are business-to-business honors recognizing outstanding achievement for the year. They are editor's choice awards decided using a variety of criteria, including sales data, retailer feedback and WWD's reporting throughout the years. 2014 marks the 13th year of the WWD Beauty Inc Awards.

"We are deeply honored to be selected as the winner of WWD Beauty Inc.'s Specialty Retailer of the Year, alongside such esteemed peers in the industry," said

Raymond Cloosterman, CEO and Founder of Rituals Home & Body Cosmetics. "...Our retail model thrives on trial. From the moment one steps into our shopping sanctuary, they are introduced to an oasis of beauty opportunities that transform everyday routines into meaningful rituals. We aim to build an entire world surrounding ancient traditions and we could not be more humbled and grateful to be recognized by WWD Beauty Inc. for our efforts in changing the shopping experience."

Rituals Home & Body Cosmetics was founded in 2000, opening its first Rituals store on Amsterdam's Kalverstraat, followed by openings in London, Madrid, Antwerp, Lisbon, Berlin, Stockholm and São Paulo.

The company established a dedicated Travel Retail division in 2012 for expansion of the brand into airports, airlines, cruise lines, ferries and hotels. Rituals products are now available at over 50 airport locations worldwide, including stand-alone stores at Heathrow, Frankfurt, Copenhagen and London Stansted. Rituals is also onboard 16 airlines through inflight shopping and amenity kits partnerships.

Overall, the brand now has over 350 stores, more than 1,000 shop-in-shops and 5 City Spas in eighteen different countries worldwide. All of the products, over 400 in total, are inspired by authentic Eastern traditions.



London Stansted airport

Lauder to acquire GLAMGLOW

The Estée Lauder Companies Inc. topped off a year of strategic acquisitions with the news on Dec. 19 that it had signed an agreement to acquire GLAMGLOW, the Hollywood, California skin care brand of fast-acting treatment masks. Terms of the deal, which is expected to close in January 2015, were not disclosed.

Founded in 2010 by Glenn and Shannon Dellimore, GLAMGLOW is a global multi-award winning, prestige skin care brand, designed for men and women of all skin types, offering an exclusive collection of high-end treatment masks.

The current GLAMGLOW line includes five patented mud-based facial skin mask products, to effectively brighten, hydrate, refine or clear the skin. Each mask is specifically designed to address a specific skin care concern. A new range of 'mud to foam' daily cleansers will launch in January.

"GLAMGLOW represents the ultimate in innovative facial masks," said Fabrizio Freda, President and Chief Executive Officer of The Estée Lauder Companies. "Glenn and Shannon's vision – to create easy-to-use, effective products for camera-ready skin – has grown into an incredible success. GLAMGLOW is a top performer in specialty channels and effectively

engages its devoted fans across digital platforms. Its unique focus on facial masks strategically complements our current prestige skin care offerings, and we are thrilled to welcome Glenn and Shannon to our Company."



JFK T4 serves record 17 million passengers in 2014

Terminal 4 at New York's JFK International Airport served more than 17 million passengers this past year, an 18% surge over 2013. To celebrate the occasion of its 17 millionth passenger of the year – an increase of 2.6 million over the previous year's total – JFKIAT, the company that manages Terminal 4 at JFK, gave away surprise gifts to its landmark traveler.

JFKIAT/Terminal 4 – with the help of Delta Airlines, and the Port Authority of New York and

New Jersey – showered Jared Gerber and his wife Sara Yerry with prizes and perks, including access to the Priority Screening Checkpoint Lane, a mini shopping spree at the airport via a \$250 gift card, and – upon return – tickets to a Broadway show, including dinner. Delta Airlines offered the couple an upgrade to business class, access to the Delta Sky Club and a gift basket. In addition, a representative from the Port Authority was on hand to present the couple with gifts.

(L to R)
Gert-Jan de Graaff,
President &
CEO,
JFKIAT;
Stephanie
Baldwin,
Delta Air
Lines; Sara
Yerry; Jared
Gerber;
Robert
Pyrka,
JFKIAT



Heinemann Americas is looking for an **Accountant**

based at its headquarters
in Miami, Florida.

The successful candidate will report directly to the Finance Director, and be responsible for the month end closing and financial reporting on a monthly basis for the regional HQ.

Responsibilities of the position:

Responsible for handling the full sets of accounts; Ensure timely submission of financial and management reports; Prepare management and statutory reporting, forecasting and annual budgeting; Liaise with auditors, tax agents and related local government agencies; Perform other ad-hoc assignments to be directed by the line manager.

Competencies and minimum requirements:

Degree qualified accountant with strong business acumen; Minimum 5 years of relevant experience with a minimum 3 years handling full sets of accounts in SAP; An independent self-starter with dynamic personality; Strong interpersonal and communication skills; Strong Excel skills; Must be highly pro-active, hands-on and motivated; Have an eye for details and meticulous; Enjoys working independently as well as in a team.

United States/Permanent Resident preferred

Salary will commensurate with experience.

Please send resume to
info@heinemann-americas.com

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

based in Miami.

The Area Sales Executive 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>

The couple was on the way to Madrid to celebrate their first wedding anniversary, traveling on Delta.

"This is a landmark day for our terminal and for air travelers worldwide," said Gert-Jan de Graaff, President and CEO of JFKIAT, LLC. "As the premier international terminal at New York's JFK Airport, reaching the 17-million-passenger milestone is a matter of tremendous pride for all of us associated with this

remarkable transportation center. Today's air passengers appreciate the top-of-the-line retail shops, restaurants, and overall comfort they find here at JFK's Terminal 4."

Terminal 4, one of the largest air terminals in the New York area, is home to 31 international and domestic airlines, including Delta Airlines, Emirates, Caribbean Airlines and Virgin Atlantic Airways. Phase I of a two-phase expansion and renovation project was completed in May 2013 at Terminal 4. This added new gates and exciting food & beverage and retail offerings. Phase II of the \$1.4 billion expansion will be completed January 2015 and has added 11 more gates to the Terminal's B-Concourse.

THE HERSHEY COMPANY has an immediate opening in World Travel Retail, Europe & Middle East.

Position is responsible for the business development and profitable growth of Hershey's Travel Retail business in Europe and the Middle East. This position plays a central role in profitably growing Hershey's Travel Retail business in Europe and the Middle East and will be accountable for delivering aggressive net sales and operating income targets in these strategic growth markets. This position has clear command of the Travel Retail business in the region and has the ability to tap current opportunities in the short term while being able to contribute at a strategic level in mapping the future. 8-10 years of experience in Travel Retail Channel in Europe required, with high level key account penetration success achieved in the industry in prior positions.

Please send resumes to
ejmiller@hersheys.com

BEAUTE PRESTIGE INTERNATIONAL has an immediate opening for a **Brand Manager for the Latin American Local Market.**

This position is responsible for assisting the Marketing Director with the budget preparation process, ensure follow-thru of marketing plans, forecasting, communication, coordination of media plans, as well as organization of special events for the local markets. Ideal candidate has three years of luxury industry experience and holds a degree in Marketing/Business Management. Submit resumes to
qcamlani@bpi-sa.com