



Julio Lopez Castaño, Aldeasa.



C. Camacho and T. Zermeño, Destileria Porfidio



Thierry Rouquette, Cosmopolitan Cosmetics

opportunities to increase dwell times to enhance shopping opportunities. In return, he expects operators to optimize the product mix to meet consumer demand, introduce creative retail concepts and persuade top brands to use the airport channel to launch innovations.

Lima Airport Partners commercial manager Marcel Rodriguez announced that LAP had signed a long-term contract with Aldeasa, extending its retail concession at the airport from three years to 10 years. "We want them to invest heavily in the airport, and the longer contract will give Aldeasa a chance to earn back its investment."

The presentations by Julio Lopez Castaño, Aldeasa international business director, and Arnaud Naintre, executive vice president of design firm NK Newlook, also touched on the importance of understanding the various passenger profiles. Naintre discussed the importance of store design (see related story on page 44). Lopez said that the airport retailer must make certain to implement a comprehensive marketing program to provide an offer that appeals to each customer, whether it be the first class traveler attracted by high-end brands, the low cost economic traveler looking for a savings on tobacco or the Japanese traveler on the trip of a lifetime: "Airport stores need an offer that appeals to them all," said Lopez.

"Never lose sight that the goal of the operator is to increase sales. To do this, the travel retailer must always be aware who his customer is," stressed Lopez, adding that it is essential to analyze all the passenger data. Working hand-in-hand with the airport authority is also critical, as demonstrated by Aldeasa's excellent results in Mexico's Cancun and Cozumel

airports, where Aldeasa shares a close partnership with airport operator ASUR. The strategy has paid off for Aldeasa, whose airport sales in the first half of 2004 were up 26% in Chile, + 18% in Peru, +45% in Mexico and up 60% in its operations in Jordan. Even in crisis-ridden Colombia, where its stores were closed for a period, sales were up by 3%.

The focus turned to developments in Argentina, Uruguay and Ecuador, as Jorge Lukowski, executive coordinator of Aeropuertos Argentina 2000, described how the basic objective of airport authorities today is to improve efficiencies.

"Before airport operators just focused on airlines. Now we see ourselves as developing more efficient services and new businesses related to airports. We turn our airports into local drivers for local, national and regional economies," said Lukowski.

Best known for its operations in Argentina, AA2000 obtained the contract for Zvartnots Airport in Armenia in 2001, and won the concessions to operate Carrasco Airport in Montevideo, Uruguay and Guayaquil in Ecuador in 2003. AA2000's impressive results in Buenos Aires' airports, where it works closely with duty free operator Interbaires, have led the region in recovery, and the company expects to

see similar results in its new operations in Uruguay and Ecuador.

According to Lukowski, the private sector's involvement in airports is a process, resulting in higher productivity levels, increases in non-aeronautical revenues, innovation and the instillation of healthy corporate culture: "The higher quality of services offered to airport users results in greater access to private capital, which is used to finance new capacity."

Lukowski, who is also executive coordinator of Airports Council International's Latin America-Caribbean division, maintains a broad view of the aviation industry: "The goal is to reinstate confidence in aviation security among travelers and to increase cooperation among governments, airports and airlines. This will expand the foundations for air transport security and traffic and improve the business for all stake-holders."

In what has become an annual area of debate, this year's Conference once again tackled the question of whether regional pricing can work, pitting two of



Silvina Bianchini, Distilleria Bottega

## Porfidio Rum debuts a new "Pasion"

Luxury liquor supplier Destileria Porfidio is launching Plata Single Cane Rum 'Pasion', its first flavored rum, in Cannes, showing it on stand C2 Blue Village.

Pasion is pure sugar cane rum which is naturally infused with fresh passion fruit during the distillation process.

The small privately owned distiller Based in Puerto Vallarta, Mexico has gained a reputation in travel retail circles for super premium 100% blue agave spirits and pure triple distilled rum, all of which will be on stand.

Destileria Porfidio is also launching a pure sugar cane syrup which can be used to make perfect Rum Mojito cocktails.

The syrup is presented in a transparent bottle with the trademark colored glass palm tree at its core,



reminiscent of the highly successful Porfidio Plata and Anejo Rums. On the back of the bottle is a recipe for the perfect Porfidio Rum Mojito.

Destileria Porfidio has been running a special trial promotion at duty free outlets in the Americas and with some European duty free retailers. For every bottle of Porfidio Anejo Rum purchased the passenger gets a free bottle of the new syrup.

## Alizé Bleu hits the scene in Cannes

A stunning new blend of Alizé will unveil Alizé Bleu, a tantalizing blend of premium French vodka and cognac, tropical passion fruit, cherry, ginger and exotic fruit juices, to the travel retail trade in Cannes.

At 40 proof, the dazzling blue cocktail has the highest alcohol content among the Alizé family and the competition and will make a striking addition to the lines of Alizé currently doing very well in travel retail venues.

"Blind tastings conducted during the development phase demonstrated that Alizé Bleu's taste is a real hit with consumers," said Lewis Johnstone, managing director Alizé International.

The full range of Alizé cognac liqueurs will be on display on the Kobrand International stand F1 in Blue Village.

## Pernod World Trade reorganization moves Williams to Europe

Pernod Ricard World Trade reorganized, replacing its current global role with a "full decentralization of travel trade" by region, effective Sept. 3, reported the company. As a result, brand owners will deal directly with the Travel Retail Organization in Europe, Asia and America and with local Pernod Ricard companies for the devolved business.

Ian Williams, who has been Vice-

President travel retail & Caribbean at Pernod Ricard USA since January 2002, returns to the UK to assume the position of managing director of "Pernod Ricard Travel Retail Europe." This new independent structure, which will be affiliated with Chivas Brothers, will handle travel retail direct business.

Christophe Lemarie has been named vice-president export and travel retail at

Pernod Ricard USA. He will cover the Duty Free/Travel Retail business for North America and Caribbean previously handled by Williams.

Previously, Lemarie was director of Development of Pernod Ricard Americas. Duty free in Asia and South Asia continue to be handled by Alain Dufosse and David Freeborn respectively.

## Remy Martin launches X.O Excellence in travel retail

Rémy Martin will unveil a new look for its V.S.O.P Fine Champagne Cognac in Cannes, where it will also be launching X.O ExcellencE, its luxurious Fine Champagne Cognac, to travel retail.

The super premium new cognac is already available domestically in Japan, China and the US, where it has "fuelled solid growth and successful positioning in a highly competitive market," according to Peter Sant, Rémy Cointreau global duty free director.

Individually numbered, each bottle features a radiant cut glass face, and is presented in a premium quality gift box emblazoned with the trademark Rémy Martin centaur and banded with a seal of quality. The designs of the bottle and box are reminiscent of Rémy Martin X.O



Premier Cru, a highly successful travel retail exclusive.

Rémy Martin X.O ExcellencE replaces X.O Spéciale in travel retail, and will be fully supported by high quality themed merchandising and a structured advertising campaign. Remy's full range of cognacs will be exhibited in the Marine Village Foyer 1.

## Inniskillin to soar in China skies

Inniskillen Icewines, the super premium award-winning dessert wine from Canada, has announced a new partnership with five of the national airlines of China through Inflight Sales Group, Hong Kong, to list their products, reports Lars Johansson, president of Imagination Unlimited International (IUI), which handles Inniskillen in global travel retail.

The airlines are Air China, Shanghai Air, China Eastern, China Southern and China Northern. Negotiations with several other major airlines in the region to list the popular product are ongoing as Inniskillen's focus on airline distribution continues.

Best N Most recently listed the Inniskillen line as the 29<sup>th</sup> best distributed