

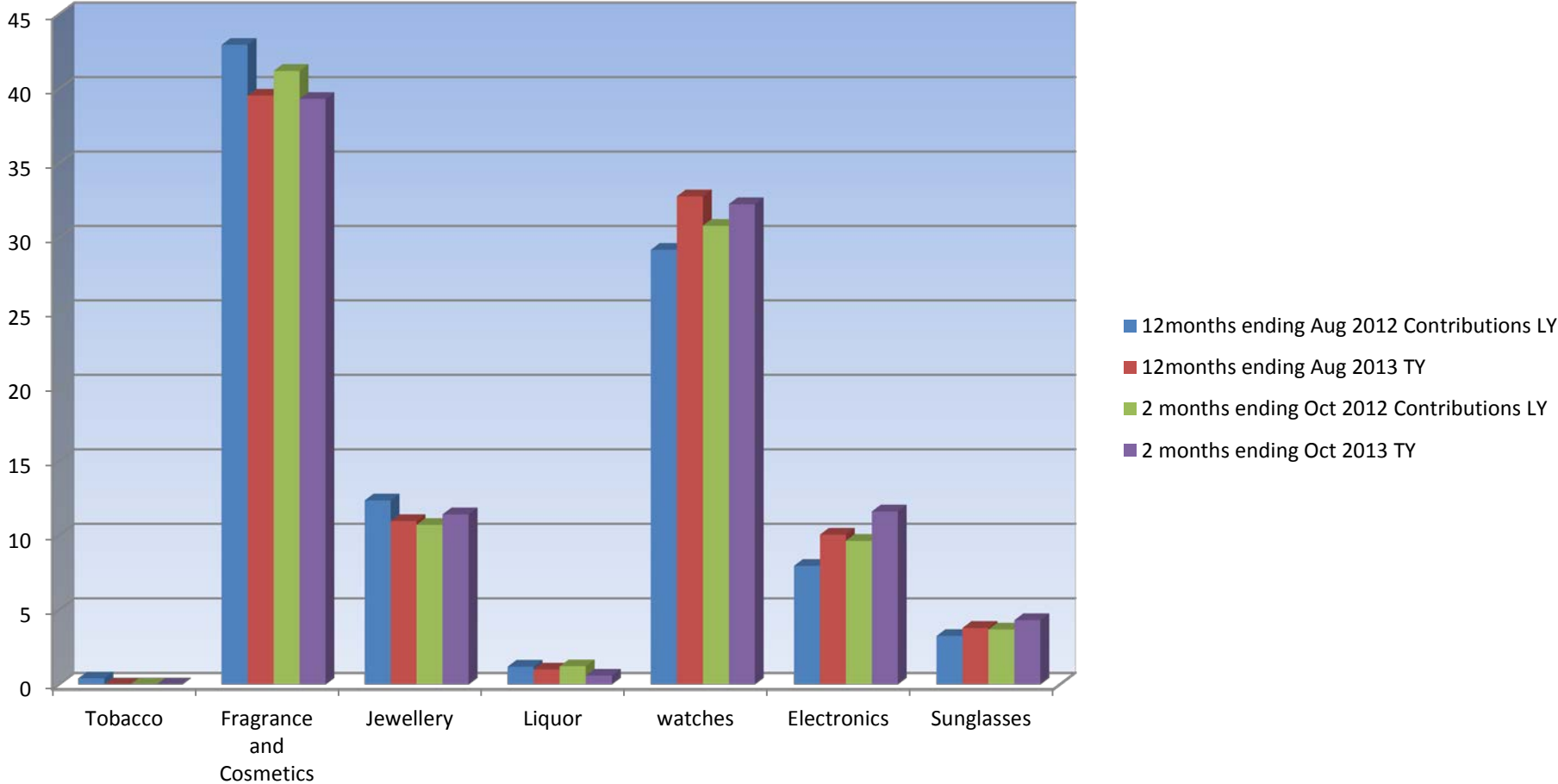


Tourvest Duty Free

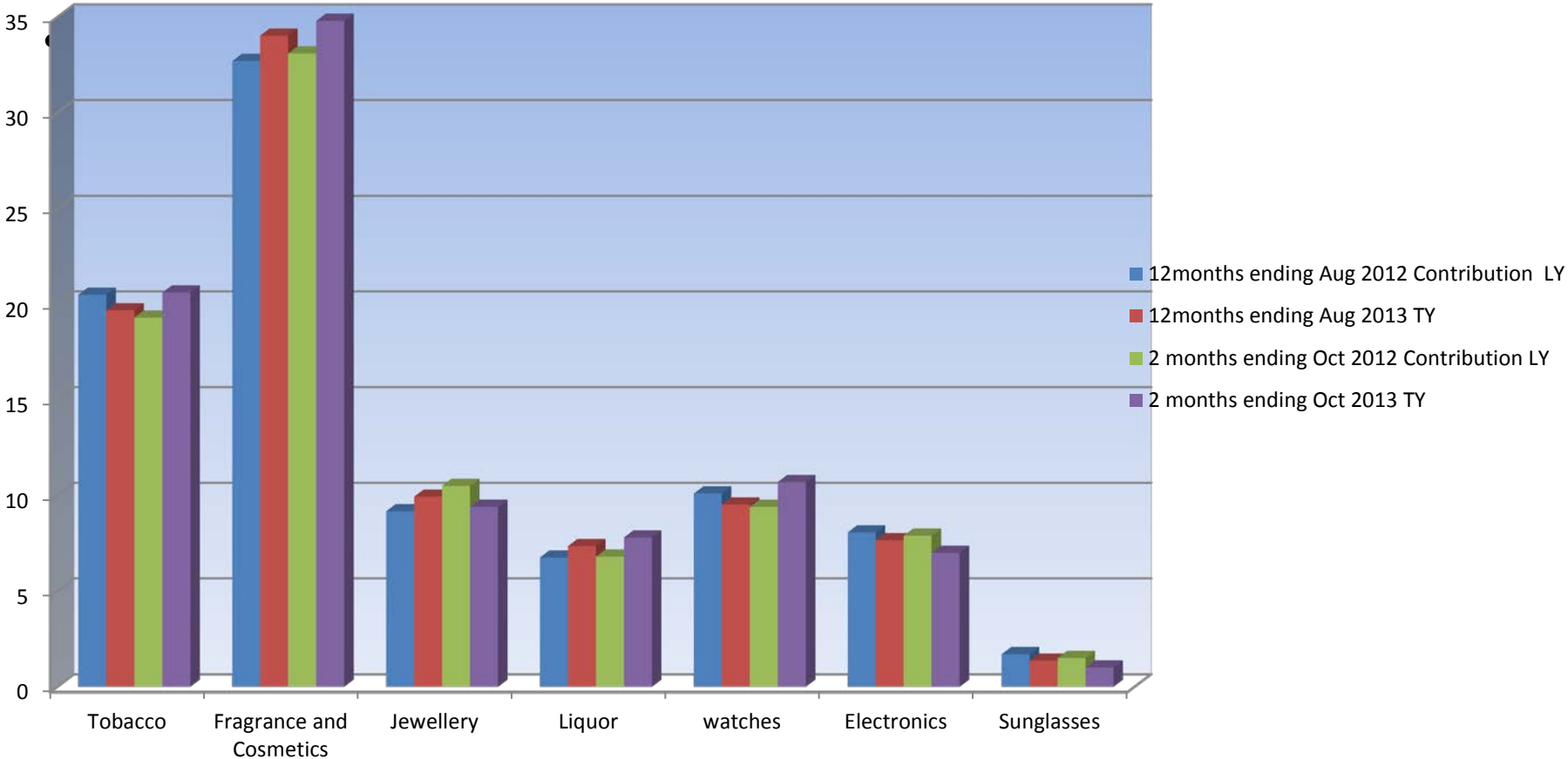
Innovation In-Flight

MEADFA 25-26 Nov 2013

Product Sectors Performance Africa



Product Sectors Performance UK



General pax spending habits Africa

- Buy in the air what is not available on the ground
- Best purchasing bracket between 95 and 105 USD
- Top brands and products improve average spend by as much as 90 USD
- Customers know their market and buy where they save most in relation to duties
- Airline offer of strength results in above average sales

What can suppliers/brands do?

- Gain knowledge of the region and share local insights
- Offer REAL savings to the flying passenger vs. the local market
- Offer more in-flight exclusives to compete with major airports in lower performing categories
- Respond to crew training needs by attending events and providing much needed product knowledge input
- Share the risks and rewards with the retailers + improved packaging to offer a premium brand feel
- Assist retailers through new technology, Facebook, Twitter and internal retailer platforms to drive product awareness and promote sales

Promotions and Events

- Crew incentives from suppliers to drive sales – brand- or product-specific
- Gift with purchase for passengers, creating extra value on their purchase
- Things money can't buy: holidays in exotic places, one-off packages to world events (Grand Prix, Cannes Film Festival etc)
- Activity in the business- and first-class lounges, to encourage use of products and potential to buy on board

Competing more effectively

- Real savings from the BIG BRANDS
- Airport/retailer exclusives only
- In-flight or airline exclusives only
- World firsts, never been seen before
- Better use of technology, encouraging customers to shop online before they travel, via smart phone, tablet and PC
- Identifying the best assortments that fit most airlines new aircraft types that have less in-flight retail stowage space
- Become better partners and forget the supplier and client mentality – Airports and Airlines

In-flight market next 10 years +

- Knowledge is power – how do we share the offers in in-flight retail and promote the catalogues on board?
- Ensuring we educate the customer that buying in-flight is value for their wallets
- Catch the customer before they leave home, buy online for in-flight delivery pre-order – still tax free!
- Having the RIGHT assortment for the airline – understanding the traveller is KEY to our success
- Extended travel retail ranges for home delivery, market specific
- Value the crew and empower them to sell!

Product drivers of the future

- Technology is driving change and so will it drive sales
- Electronics for those markets where there is limited availability
- Luxury products in the fragrance and cosmetic segments
- Gifting opportunities – Market specific.
- Products that TRADERS want for resell, e.g. watches, costume jewellery and accessories
- Sunglasses: a vehicle for growth
- Feel-good products, self grooming and health awareness