



AIR TRAFFIC & DF PRICE PERCEPTION



asutil

Asociación Sudamericana
de Tiendas Libres

Rio De Janeiro, June 2017

New Air Traffic Tool



The DDS database is used by all leading airlines and main aircraft manufacturers.

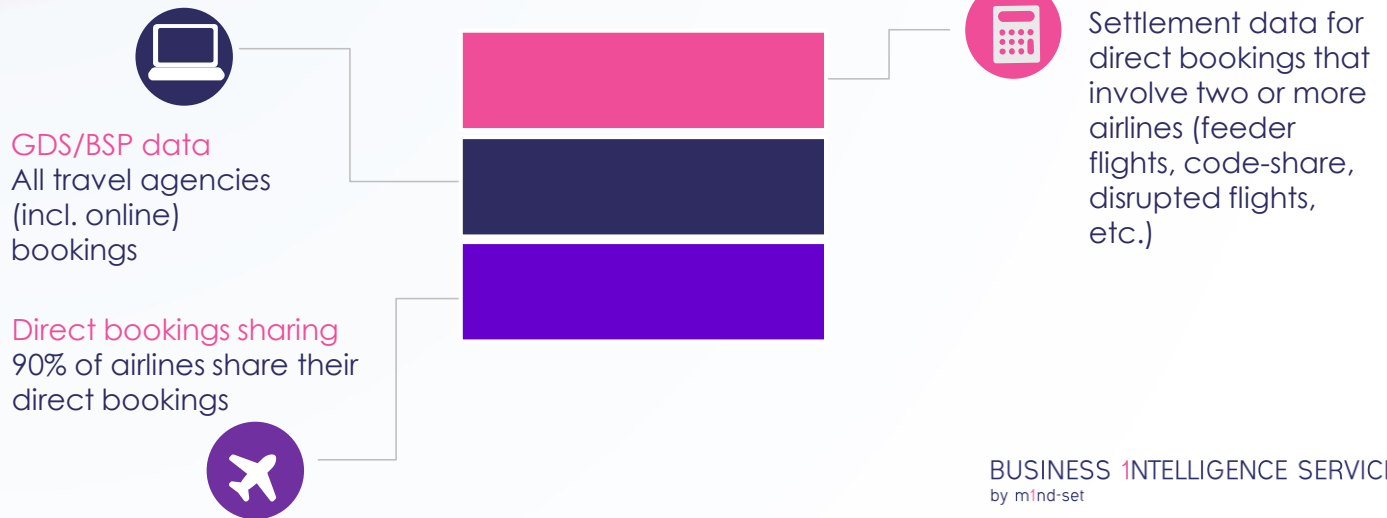
m1nd-set and IATA make it exclusively available for the Travel Retail industry.

BIS

BUSINESS
INTELLIGENCE
SERVICE

Traffic: DDS

What does the **DDS database** contain?



BUSINESS INTELLIGENCE SERVICE
by mind-set

Top Airports in Latin America (International Departures)

Airports:	Pax Last Year	Pax Last 12 Months	Change % Last 12 Months (YoY)	Change % Last 3 Months (YoY)	Change % Next 12 Months (YoY)
PTY - Panama City, PA	7,335,979	7,408,139	10.4%	4.0%	8.8%
MEX - Mexico City, MX	6,919,417	7,080,721	9.9%	10.0%	9.6%
GRU - Sao Paulo-Guarulhos, SP, BR	6,758,435	6,848,073	1.1%	5.4%	-1.9%
CUN - Cancun, MX	6,709,000	6,809,377	8.4%	5.2%	2.4%
BOG - Bogota, CO	4,949,074	4,959,700	5.9%	0.9%	0.2%
LIM - Lima, PE	4,759,623	4,800,701	6.3%	3.5%	0.6%
SCL - Santiago, CL	4,461,641	4,635,178	12.1%	15.2%	11.1%
EZE - Buenos Aires, BA, AR	4,511,513	4,558,397	5.6%	4.0%	1.4%
PUJ - Punta Cana, DO	3,026,087	2,996,600	1.7%	-3.4%	-11.5%
SJO - San Jose, CR	2,275,640	2,333,583	10.4%	9.3%	5.5%
HAV - Havana, CU	2,011,128	2,279,371	36.9%	53.5%	21.9%



Top Airports in Latin America (International Departures)

Airports:	Pax Last Year	Pax Last 12 Months	Change % Last 12 Months (YoY)	Change % Last 3 Months (YoY)	Change % Next 12 Months (YoY)
GIG - Rio De Janeiro, RJ, BR	2,230,021	2,230,759	6.8%	0.1%	-3.9%
SAL - San Salvador, SV	2,166,169	2,163,716	4.0%	-0.5%	-1.7%
SDQ - Santo Domingo, DO	2,024,587	2,087,492	13.2%	12.8%	5.3%
GDL - Guadalajara, MX	1,789,754	1,838,442	15.2%	11.3%	1.4%
MBJ - Montego Bay, JM	1,780,068	1,775,611	1.6%	-0.9%	-3.9%
CCS - Caracas, VE	1,654,325	1,526,050	-7.5%	-29.7%	-12.3%
SJD - San Jose del Cabo, MX	1,425,861	1,517,217	12.8%	23.1%	9.9%
AUA - Aruba, AW	1,463,539	1,398,484	-7.1%	-16.1%	-10.7%
PVR - Puerto Vallarta, MX	1,288,382	1,348,772	13.2%	12.3%	1.6%
AEP - Buenos Aires-Newbery, BA, AR	1,255,528	1,329,702	25.9%	23.0%	13.4%

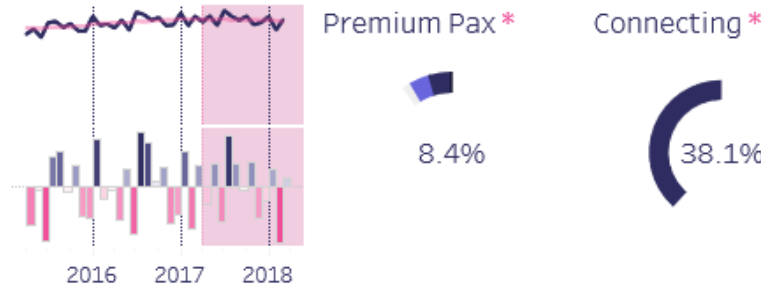


Focus on 5 Markets



Airport Summary Departures LIM - Lima, PE

Pax Last Year	Pax Last 12 Months	Change % Last 3 Months (YoY)	Change % Last 12 Months (YoY)	Change % Next 12 Months (YoY)
4,759.6K	4,800.7K	3.5%	6.3%	0.6%



Terminals Top Nationalities *

Peru	1,289.5K	26.9%
United States	732.5K	15.3%
Argentina	628.8K	13.1%
Chile	400.0K	8.3%
Brazil	301.6K	6.3%
Colombia	222.0K	4.6%
Ecuador	123.1K	2.6%
Mexico	122.0K	2.5%
Bolivia	112.7K	2.3%
Spain	106.4K	2.2%
Uruguay	92.2K	1.9%
Italy	76.7K	1.6%
France	58.1K	1.2%
Canada	57.6K	1.2%
Venezuela	56.5K	1.2%
Germany	47.5K	1.0%
United Kingdom	44.5K	0.9%

Top forthcoming Hubs

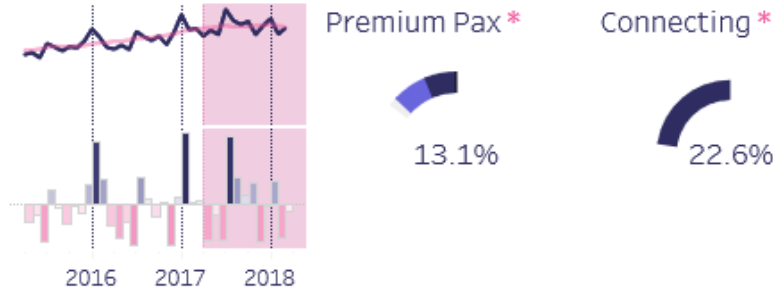
BOG - Bogota, CO	11.9%
PTY - Panama City, PA	11.6%
MAD - Madrid, ES	11.5%
AMS - Amsterdam, NL	7.2%
MIA - Miami, FL, US	6.9%
MEX - Mexico City, MX	6.9%

Final Destinations

SCL - Santiago, CL	9.0%
EZE - Buenos Aires, BA, AR	8.2%
MIA - Miami, FL, US	5.6%
BOG - Bogota, CO	4.8%
GRU - Sao Paulo-Guarulhos, SP,...	3.5%
CUN - Cancun, MX	3.2%
MAD - Madrid, ES	3.0%
MEX - Mexico City, MX	3.0%
PUJ - Punta Cana, DO	2.7%
UIO - Quito, EC	2.5%
JFK - New York-JFK, NY, US	2.2%
LAX - Los Angeles, CA, US	2.2%
GYE - Guayaquil, EC	1.9%
HAV - Havana, CU	1.9%
MVD - Montevideo, UY	1.6%
LPB - La Paz, BO	1.5%

Airport Summary Departures SCL - Santiago, CL

Pax Last Year	Pax Last 12 Months	Change % Last 3 Months (YoY)	Change % Last 12 Months (YoY)	Change % Next 12 Months (YoY)
4,461.6K	4,635.2K	15.2%	12.1%	11.1%



Top forthcoming Hubs

GRU - Sao Paulo-Guarulhos, SP..	16.0%
PTY - Panama City, PA	12.9%
LIM - Lima, PE	11.3%
BOG - Bogota, CO	10.8%
MAD - Madrid, ES	6.6%
CDG - Paris-De Gaulle, FR	5.3%



Terminals Top Nationalities*

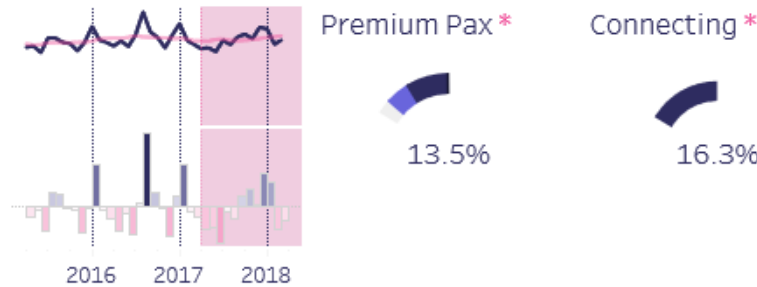
Chile	2,002.1K	43.2%
Argentina	896.6K	19.3%
Brazil	349.6K	7.5%
United States	282.5K	6.1%
Australia	144.9K	3.1%
Peru	123.3K	2.7%
Colombia	109.4K	2.4%
Uruguay	101.3K	2.2%
Spain	77.7K	1.7%
Mexico	70.2K	1.5%
Germany	53.7K	1.2%
Canada	39.0K	0.8%
Ecuador	38.0K	0.8%
France	35.7K	0.8%
Italy	32.5K	0.7%
Venezuela	32.4K	0.7%
United Kingdom	31.0K	0.7%

Final Destinations

EZE - Buenos Aires, BA, AR	11.1%
LIM - Lima, PE	6.9%
GRU - Sao Paulo-Guarulhos, SP,..	6.9%
AEP - Buenos Aires-Newbery, B..	6.3%
MIA - Miami, FL, US	5.0%
GIG - Rio De Janeiro, RJ, BR	4.9%
MVD - Montevideo, UY	2.9%
MAD - Madrid, ES	2.7%
JFK - New York-JFK, NY, US	2.5%
MDZ - Mendoza, MD, AR	2.4%
BOG - Bogota, CO	2.4%
COR - Cordoba, CD, AR	2.3%
CUN - Cancun, MX	2.1%
MEX - Mexico City, MX	1.9%
PUJ - Punta Cana, DO	1.7%
SYD - Sydney, NS, AU	1.5%

Airport Summary Departures GIG - Rio De Janeiro, RJ, BR

Pax Last Year	Pax Last 12 Months	Change % Last 3 Months (YoY)	Change % Last 12 Months (YoY)	Change % Next 12 Months (YoY)
2,230.0K	2,230.8K	0.1%	6.8%	-3.9%



Top forthcoming Hubs

CDG - Paris-De Gaulle, FR	9.7%
PTY - Panama City, PA	8.9%
FRA - Frankfurt, DE	8.8%
IAH - Houston-Intercontinenta..	6.6%
MIA - Miami, FL, US	6.5%
LIS - Lisbon, PT	6.4%



BRAZIL

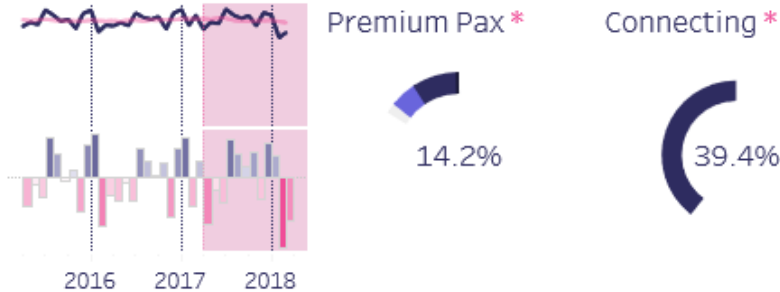
Terminals Top Nationalities*

Brazil	956.6K	42.9%
Argentina	402.7K	18.1%
United States	189.1K	8.5%
Chile	146.1K	6.5%
France	61.7K	2.8%
Uruguay	51.9K	2.3%
Germany	49.8K	2.2%
United Kingdom	48.3K	2.2%
Italy	40.2K	1.8%
Portugal	25.5K	1.1%
Switzerland	20.4K	0.9%
Netherlands	19.9K	0.9%
Spain	19.1K	0.9%
Australia	16.0K	0.7%
Colombia	14.2K	0.6%
Canada	12.9K	0.6%
Japan	12.4K	0.6%

Final Destinations

EZE - Buenos Aires, BA, AR	12.6%
SCL - Santiago, CL	8.3%
JFK - New York-JFK, NY, US	4.4%
AEP - Buenos Aires-Newbery, B..	4.4%
MIA - Miami, FL, US	4.3%
LIS - Lisbon, PT	3.7%
CDG - Paris-De Gaulle, FR	2.9%
MVD - Montevideo, UY	2.8%
COR - Cordoba, CD, AR	2.5%
LHR - London-Heathrow, EN, GB	2.4%
MCO - Orlando, FL, US	2.2%
FCO - Rome-Da Vinci, IT	2.0%
AMS - Amsterdam, NL	1.6%
ROS - Rosario, SF, AR	1.6%
FRA - Frankfurt, DE	1.5%
OPO - Porto, PT	1.5%

Pax Last Year	Pax Last 12 Months	Change % Last 3 Months (YoY)	Change % Last 12 Months (YoY)	Change % Next 12 Months (YoY)
6,758.4K	6,848.1K	5.4%	1.1%	-1.9%



Top forthcoming Hubs

PTY - Panama City, PA	7.6%
MAD - Madrid, ES	7.3%
BOG - Bogota, CO	5.8%
FRA - Frankfurt, DE	5.1%
CDG - Paris-De Gaulle, FR	5.1%
MIA - Miami, FL, US	4.1%



BRAZIL

Terminals Top Nationalities *

3	67.2%
2	27.3%
1	5.5%

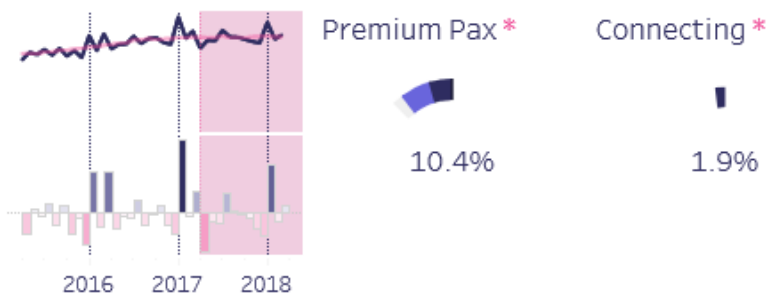
Brazil	3,304.8K	48.3%
Argentina	971.8K	14.2%
United States	478.2K	7.0%
Chile	308.0K	4.5%
Uruguay	207.2K	3.0%
Germany	175.6K	2.6%
Italy	145.2K	2.1%
United Kingdom	133.5K	1.9%
France	129.7K	1.9%
Paraguay	119.9K	1.8%
Spain	102.8K	1.5%
Mexico	82.0K	1.2%
Colombia	71.9K	1.0%
Peru	56.6K	0.8%
Bolivia	55.3K	0.8%
Switzerland	39.2K	0.6%
Japan	37.8K	0.6%

Final Destinations

SCL - Santiago, CL	7.4%
EZE - Buenos Aires, BA, AR	6.4%
AEP - Buenos Aires-Newbery, B..	6.1%
MIA - Miami, FL, US	5.4%
JFK - New York-JFK, NY, US	3.7%
MCO - Orlando, FL, US	3.5%
MVD - Montevideo, UY	3.3%
CDG - Paris-De Gaulle, FR	2.7%
LHR - London-Heathrow, EN, GB	2.5%
MAD - Madrid, ES	2.4%
ASU - Asuncion, PY	2.0%
LIM - Lima, PE	2.0%
MXP - Milan-Malpensa, IT	2.0%
LIS - Lisbon, PT	1.9%
FRA - Frankfurt, DE	1.9%
BOG - Bogota, CO	1.7%

Airport Summary Departures MVD - Montevideo, UY

Pax Last Year	Pax Last 12 Months	Change % Last 3 Months (YoY)	Change % Last 12 Months (YoY)	Change % Next 12 Months (YoY)
966.1K	995.6K	12.0%	13.7%	1.1%



Top forthcoming Hubs

GRU - Sao Paulo-Guarulhos, SP..	29.0%
MAD - Madrid, ES	14.4%
PTY - Panama City, PA	13.0%
SCL - Santiago, CL	11.1%
LIM - Lima, PE	10.5%
MIA - Miami, FL, US	6.9%



URUGUAY

Terminals Top Nationalities*

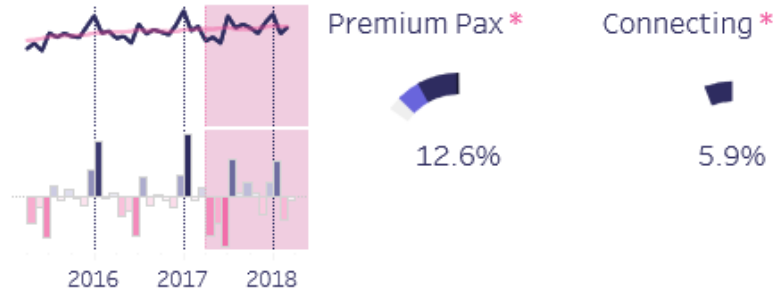
Uruguay	633.5K	63.6%
Argentina	86.7K	8.7%
Chile	54.2K	5.4%
Brazil	46.8K	4.7%
United States	44.0K	4.4%
Spain	22.5K	2.3%
Paraguay	16.8K	1.7%
Peru	10.1K	1.0%
Germany	8.6K	0.9%
Mexico	8.2K	0.8%
Colombia	6.8K	0.7%
Italy	6.4K	0.6%
United Kingdom	4.7K	0.5%
France	4.6K	0.5%
Australia	4.1K	0.4%
Venezuela	4.0K	0.4%
Canada	3.9K	0.4%

Final Destinations

AEP - Buenos Aires-Newbery, B..	12.3%
GRU - Sao Paulo-Guarulhos, SP,..	9.0%
SCL - Santiago, CL	8.8%
GIG - Rio De Janeiro, RJ, BR	6.2%
MIA - Miami, FL, US	5.1%
MAD - Madrid, ES	4.0%
ASU - Asuncion, PY	3.6%
JFK - New York-JFK, NY, US	2.9%
LIM - Lima, PE	2.8%
SSA - Salvador, BA, BR	2.6%
BCN - Barcelona, ES	2.0%
EZE - Buenos Aires, BA, AR	2.0%
PUJ - Punta Cana, DO	1.8%
REC - Recife, PE, BR	1.7%
CUN - Cancun, MX	1.6%
PTY - Panama City, PA	1.4%

Airport Summary Departures EZE - Buenos Aires, BA, AR

Pax Last Year	Pax Last 12 Months	Change % Last 3 Months (YoY)	Change % Last 12 Months (YoY)	Change % Next 12 Months (YoY)
4,511.5K	4,558.4K	4.0%	5.6%	1.4%



Top forthcoming Hubs

GRU - Sao Paulo-Guarulhos, SP..	14.9%
LIM - Lima, PE	10.9%
MAD - Madrid, ES	9.9%
SCL - Santiago, CL	7.7%
PTY - Panama City, PA	4.8%
MIA - Miami, FL, US	4.7%



Terminals Top Nationalities*

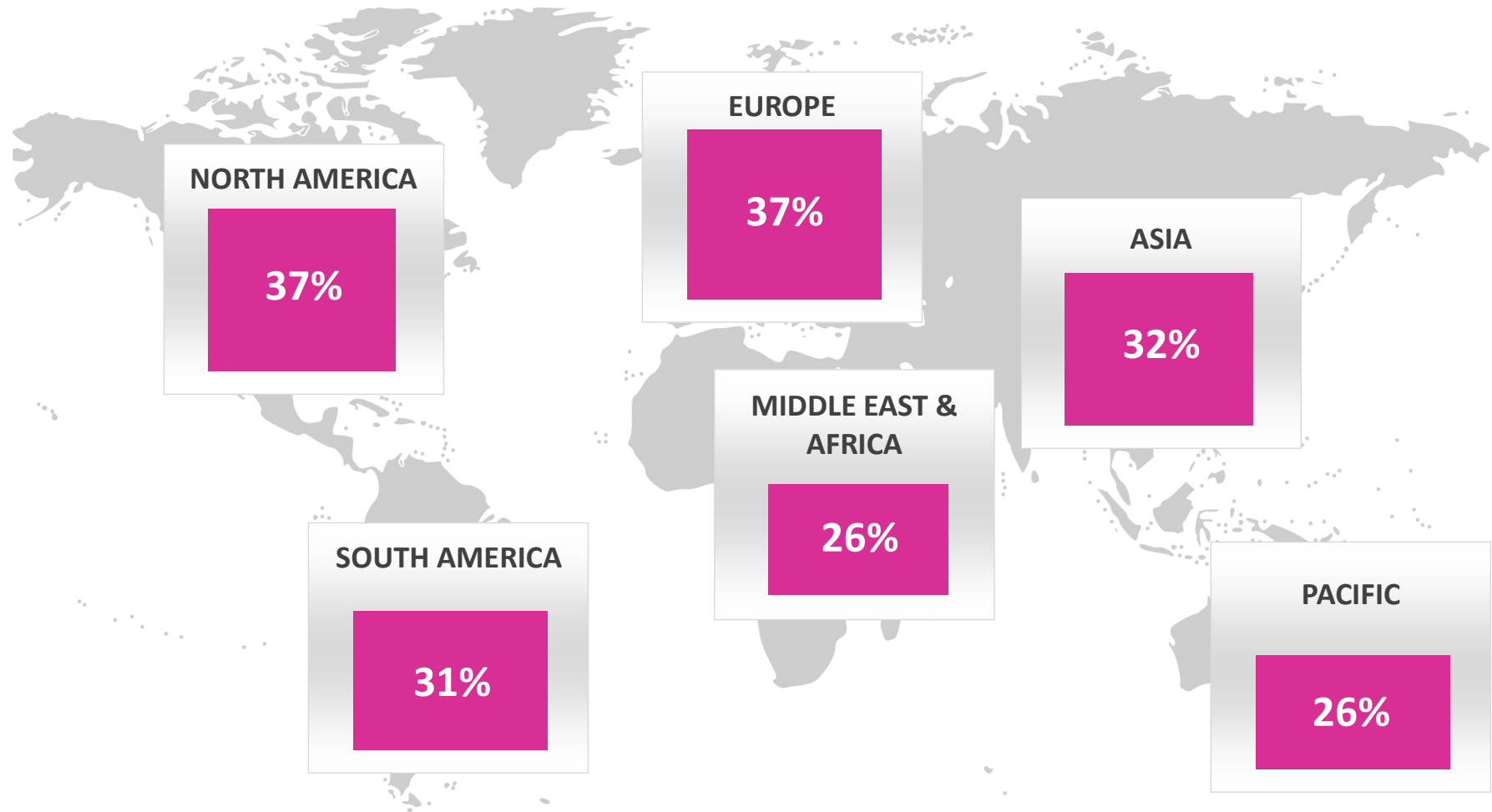
Argentina	3,114.9K	68.3%
United States	311.3K	6.8%
Brazil	150.8K	3.3%
Chile	137.8K	3.0%
Spain	91.9K	2.0%
Peru	71.8K	1.6%
Colombia	70.6K	1.5%
Italy	67.2K	1.5%
Germany	57.8K	1.3%
Mexico	49.0K	1.1%
France	47.4K	1.0%
Bolivia	37.7K	0.8%
Venezuela	37.4K	0.8%
United Kingdom	36.4K	0.8%
Paraguay	28.1K	0.6%
Australia	23.2K	0.5%
Canada	19.4K	0.4%

Final Destinations

MIA - Miami, FL, US	10.1%
SCL - Santiago, CL	7.9%
GIG - Rio De Janeiro, RJ, BR	5.3%
MAD - Madrid, ES	5.2%
JFK - New York-JFK, NY, US	4.6%
LIM - Lima, PE	4.2%
GRU - Sao Paulo-Guarulhos, SP,..	3.8%
CUN - Cancun, MX	3.0%
BCN - Barcelona, ES	2.8%
FCO - Rome-Da Vinci, IT	2.4%
PUJ - Punta Cana, DO	2.3%
BOG - Bogota, CO	2.3%
SSA - Salvador, BA, BR	2.1%
MEX - Mexico City, MX	1.7%
ASU - Asuncion, PY	1.6%
LHR - London-Heathrow, EN, GB	1.5%

Local Touch Seekers & Sense of Place

Share of Local Touch Seekers



LOCAL TOUCH SEEKERS

FAMILY INCLUDES SEGMENT:



AUTHENTIC PRODUCT SEEKERS
(4)



TIME-KILLING BROWSERS
(5)



LOCAL TOUCH GIFT BUYERS
(11)

WHAT DESCRIBES THIS FAMILY:

Seek authenticity

Need local products (not cheap/ standard souvenirs)

Not happy with the current airport selections (excepted 5)

Are the least brand sensitive

Can also buy international products with local touch

Buy mainly for gifting

SIGNIFICANT DIFFERENCES BETWEEN MEMBERS:

(5) Also seek novelties and usual products to stock-up

(5) Spend time browsing around, enjoys promotions and like airport current selections

(4) like special airport editions



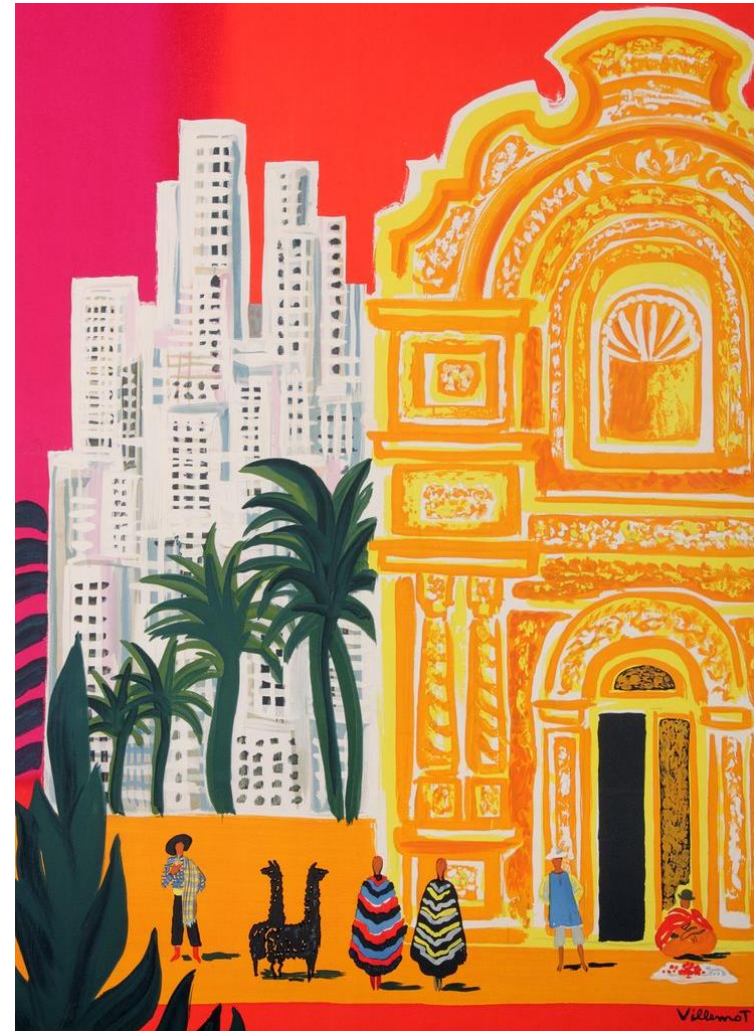
IMPORTANCE OF SENSE OF PLACE

- Travellers continue to **seek memorable and unique experiences**, the concept has become widespread – and is increasingly a key focus for airports, retailers and brands in such areas as designs, openings and product ranges. According to a new Business Intelligence Service (BIS) report from m1nd-set, **more than 60% of international travellers rank Sense of Place as an important part of their overall airport experience.**
- Respondents (more than 20,000 face-to-face interviews at airports on all continents) said **they were broadly seeking a ‘different’, ‘unique’, ‘local’ and ‘authentic’ shopping experience.** But travellers are not just seeking a different experience compared with other airports, they are **also looking for a different experience to what they can find in other retail channels.**

“Research shows that passengers are ranking Sense of Place as an important part of their overall airport experience. When given localised and differentiated experiences, travellers are developing stronger emotional connections to the airport – which puts them in a state of mind to shop.”

How should airports reflect on **Sense of Place** and what **difference** does it make to **travellers'** travel and shopping **experience**?

- The importance of **differentiation** is highly **increasing**.
- Passengers want a **unique experience** at **each airport** they fly through, both with the **overall airport experience** and in particular the **travel retail offer**.
- If passengers are given a **unique experience** via **excellent** and **innovative localized execution** i.e. airport design, merchandising, retail layout or the product offering – they have a much **stronger emotional connection** and **attachment** with the airport.
- This **positive emotional experience** puts them in a state of mind which make them **more prone to shopping** and generates greater customer loyalty
- Important to include **F&B** in overall airport concept



Best in the World - Changi Airport -

Shopping at the airport: Perfect gifts that are uniquely Singaporean

24 Sep 2016



Take home something that's truly Singaporean from one of these favourite local brands, all available at Changi Airport. Changi Airport's shopping streets are second to none. To make the most of them, arrive early so that you have enough time to check in and still take a leisurely walk to pick up a souvenir or two.

Changi Airport's shopping streets are second to none. To make the most of them, arrive early so that you have enough time to check in and still take a leisurely walk to pick up a souvenir or two.



- **CLEAR LOCAL DIFFERENTIATION OFFERINGS IN RETAIL AND F&B**
- **UNIQUE ATMOSPHERE AND ARCHITECTURE**
- **COMMUNICATE ON ALL PLATFORMS**
- **STRONG EMOTIONAL CONNECTION**

Prices and Price Perception



Shopper Journey at Airports



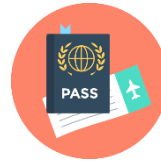
TRAVELLERS



SHOPPERS



BUYERS

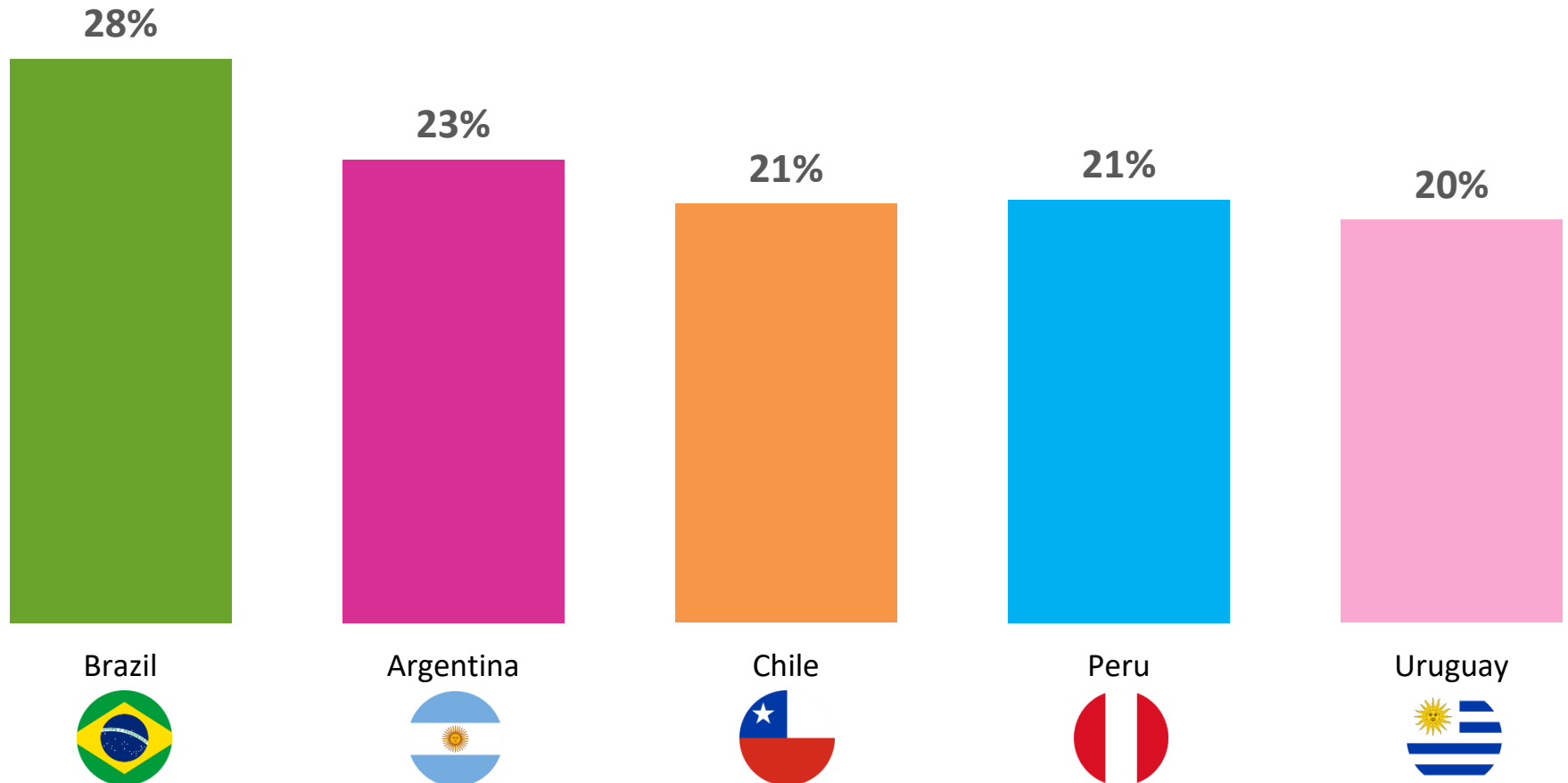


Travellers:

Reasons for not Visiting Shops

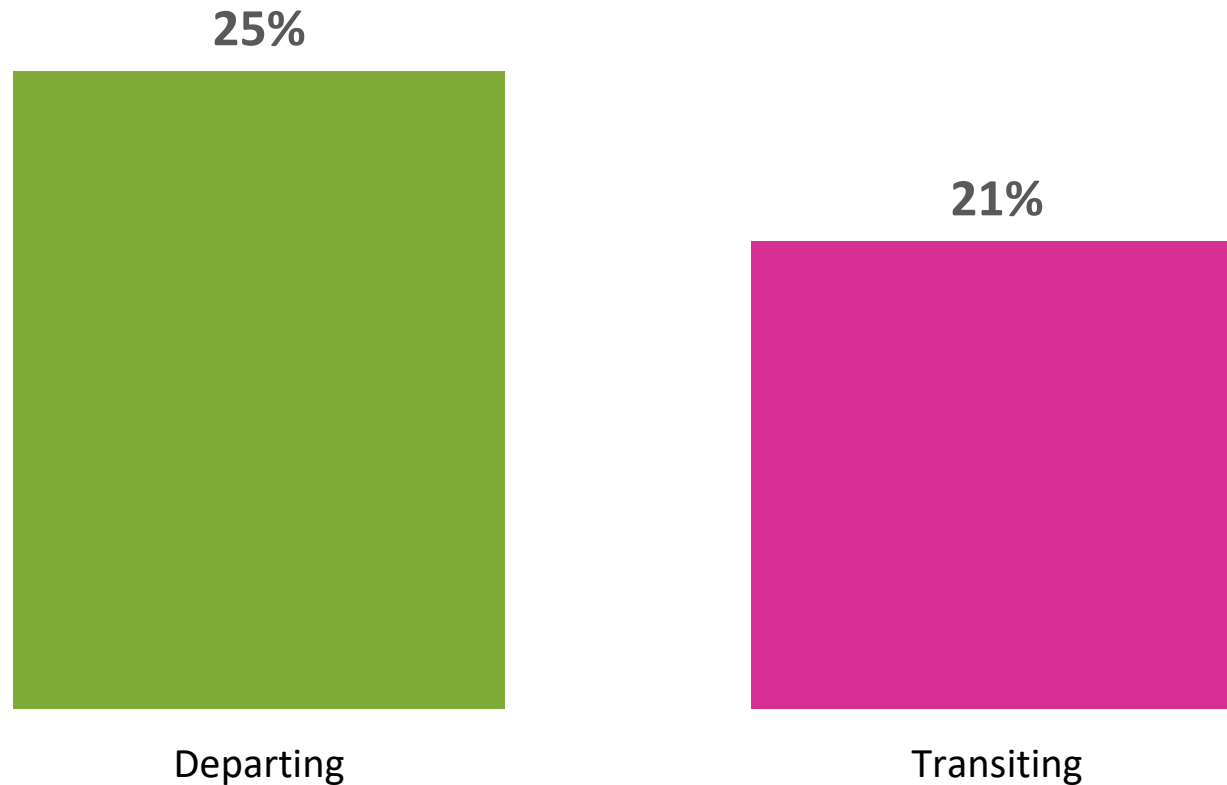
Reasons for not Visiting

Share of visitors who answered a *Price* aspect when asking about their reasons for not visiting in DF Shop



Reasons for not Visiting

Share of visitors who answered a *Price* aspect when asking about their reasons for not visiting in DF Shop



Reasons for not Visiting

PRICE RELATED ASPECTS FOR NOT VISITING



I thought / I knew it is
more expensive
compared to shops in
my **home country**

16%



I thought / I knew it is
more expensive
compared to **other**
Duty Free shops

14%



I thought / I knew it is
more expensive
compared to shops in
my **destination**

17%



There were **no visible**
promotions/sales
that **motivated** me to
enter the shops

17%



Duty Free lacks
affordable products

14%

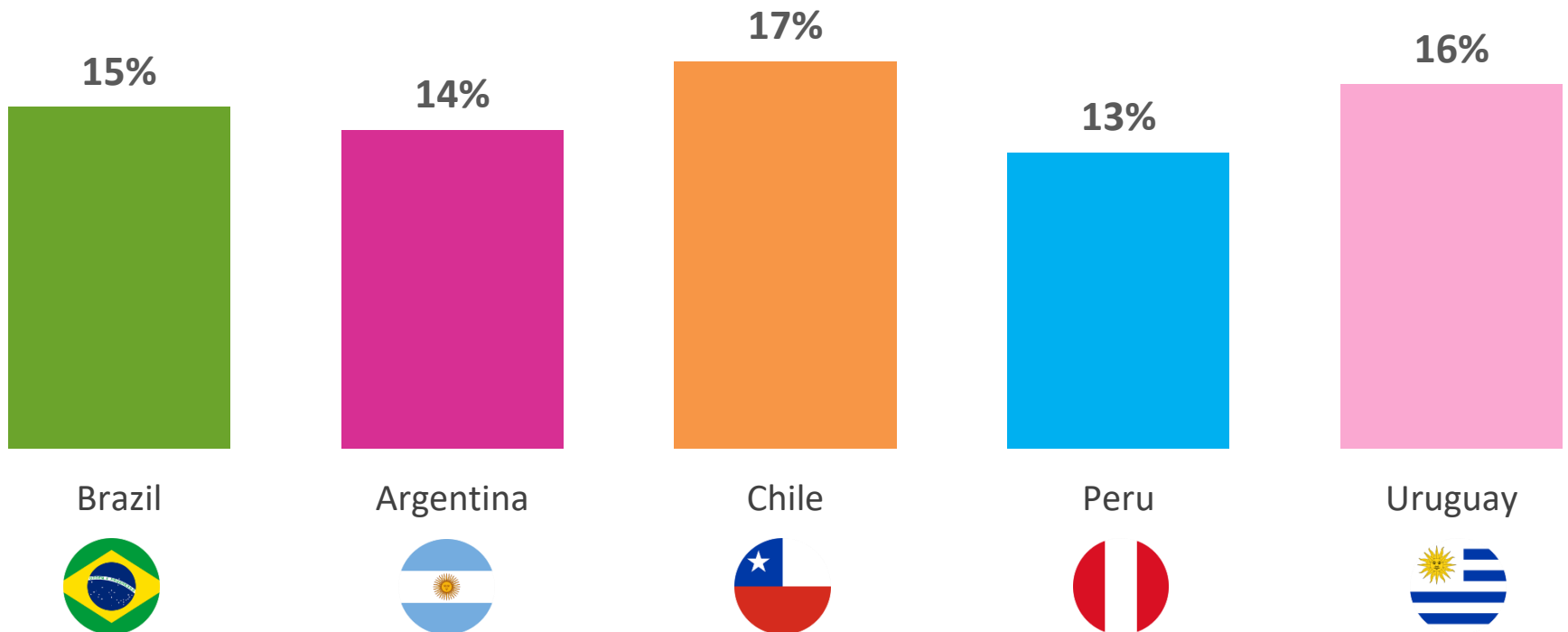


Shoppers:

Reasons for Visiting Shops

DF Visitors

Share of visitors who answered *I knew there was a price advantage* when asking about their reasons for visiting the DF Shop



Share of visitors who answered *I knew there was a price advantage* when asking about their reasons for visiting the DF Shop



Reasons for not Buying

PRICE ASPECTS FOR NOT BUYING



The **prices were too high** compared to stores in the **home country**

16%



The **prices were too high** compared to **Duty free shops at other airports**

15%



The **prices were too high** compared to stores at my **destination**

17%



There were **no promotions/sales** that **motivated** me to buy

20%



I wanted to **compare prices** at **other locations** before buying

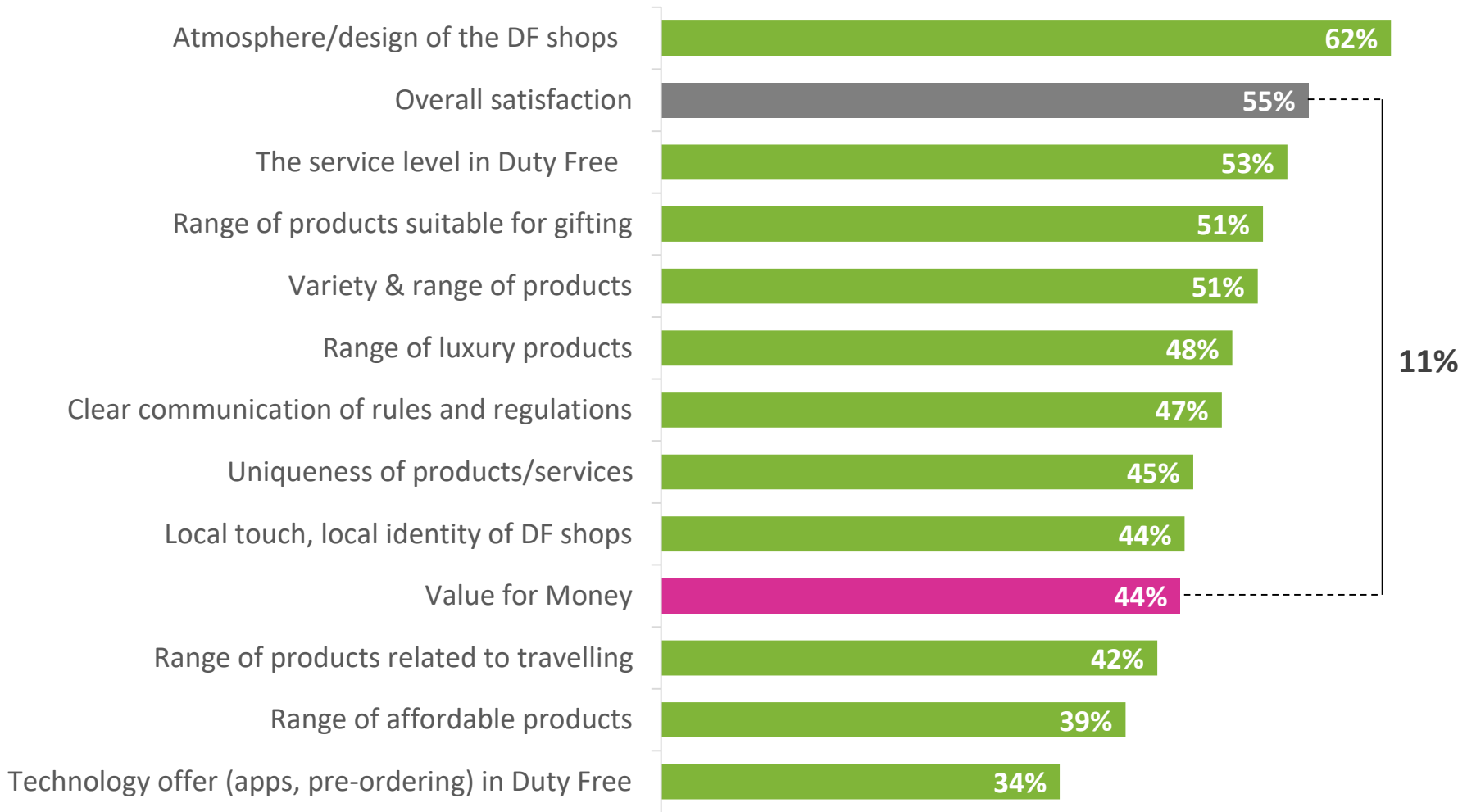
22%



Buyers:

**Satisfaction
&
Reasons for Buying in Shops**

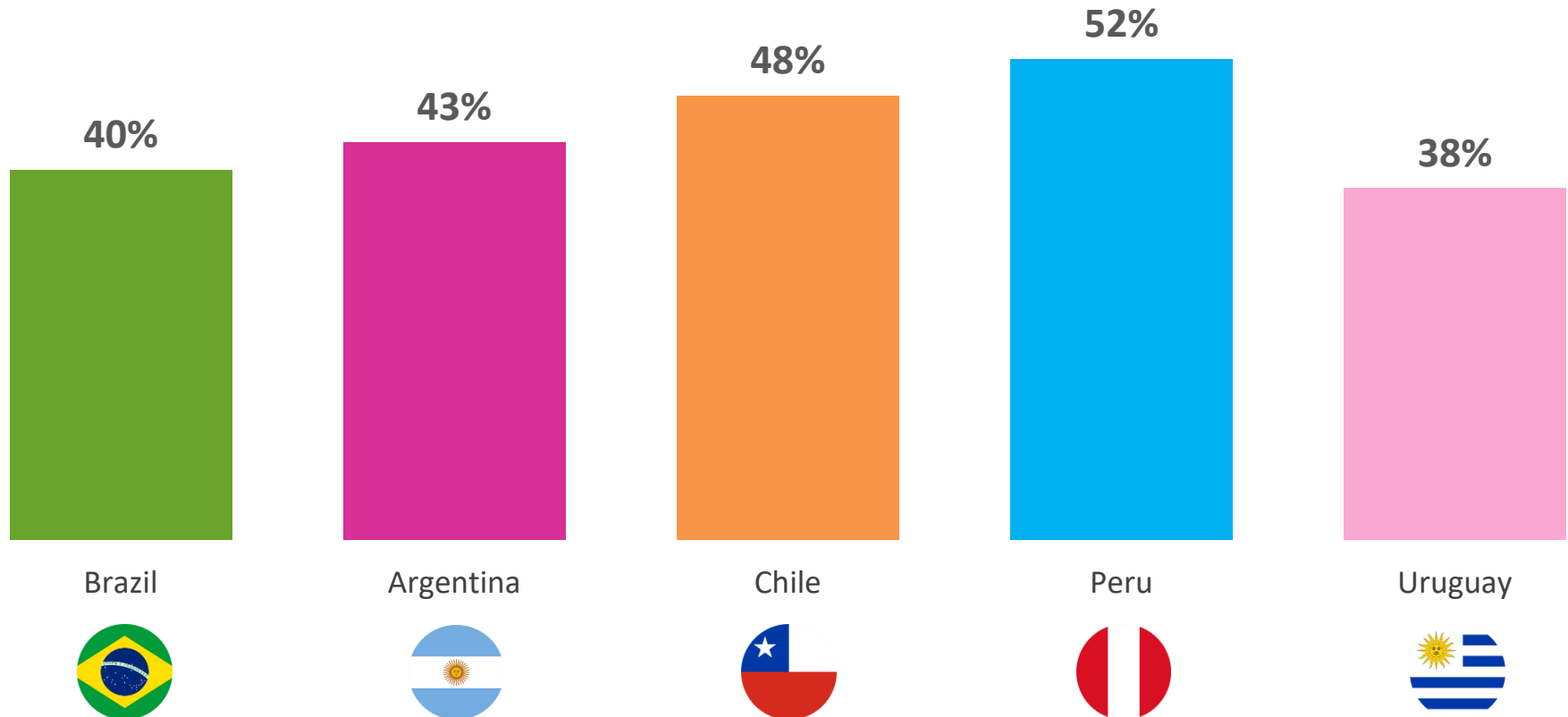
Satisfaction with Aspects of DF Shops



Top 2 Boxes : % of respondents who answered 4 or 5 on a 5-points scale

Value for Money Perception

Share of Buyers who answered 4 or 5 on a 5-points scale to rate the Satisfaction with Value for Money in Duty Free



Value Perception

ADDITIONAL VALUE CONTRIBUTORS:



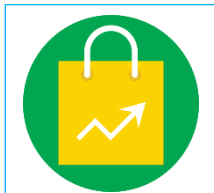
UNIQUE PRODUCTS



SHOP ATMOSPHERE



SALES ADVICE



SHOPPING EXPERIENCE



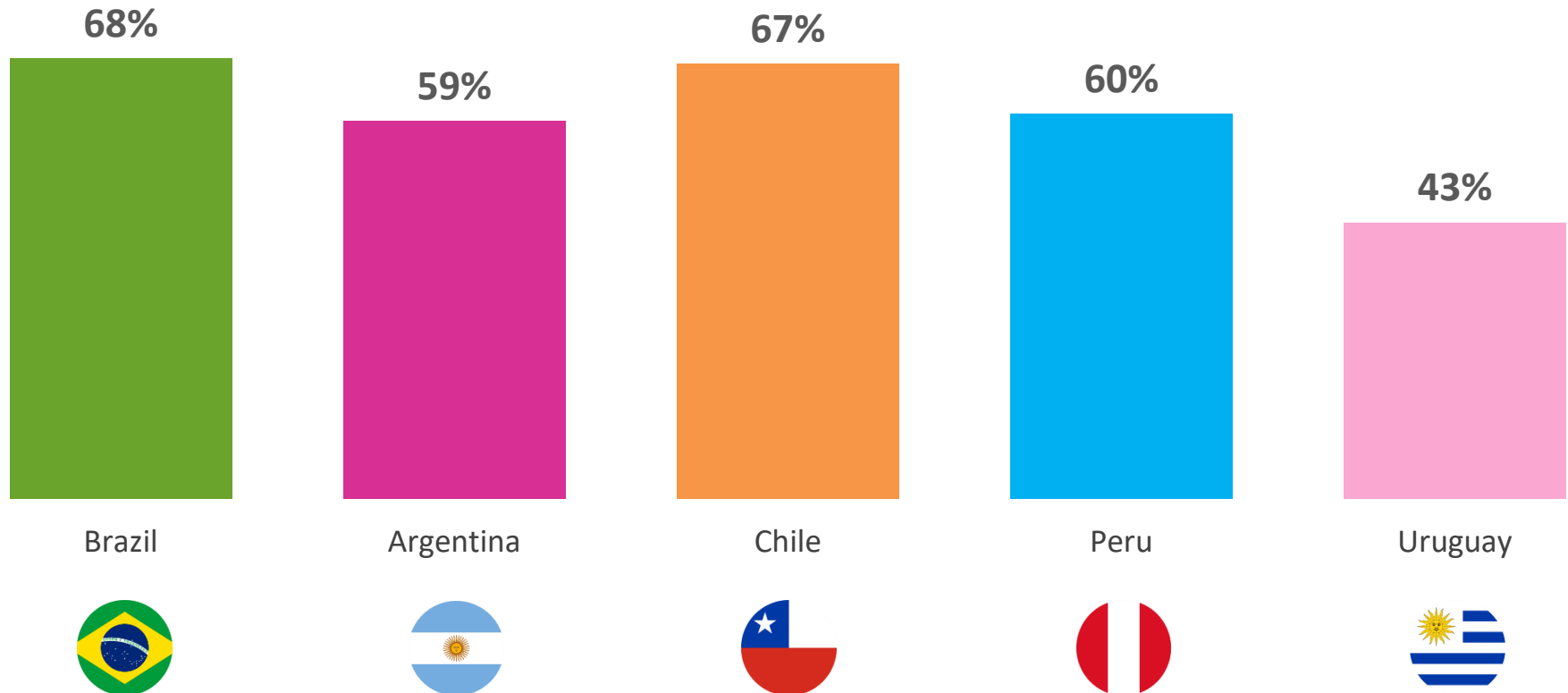
TRUST



QUALITY

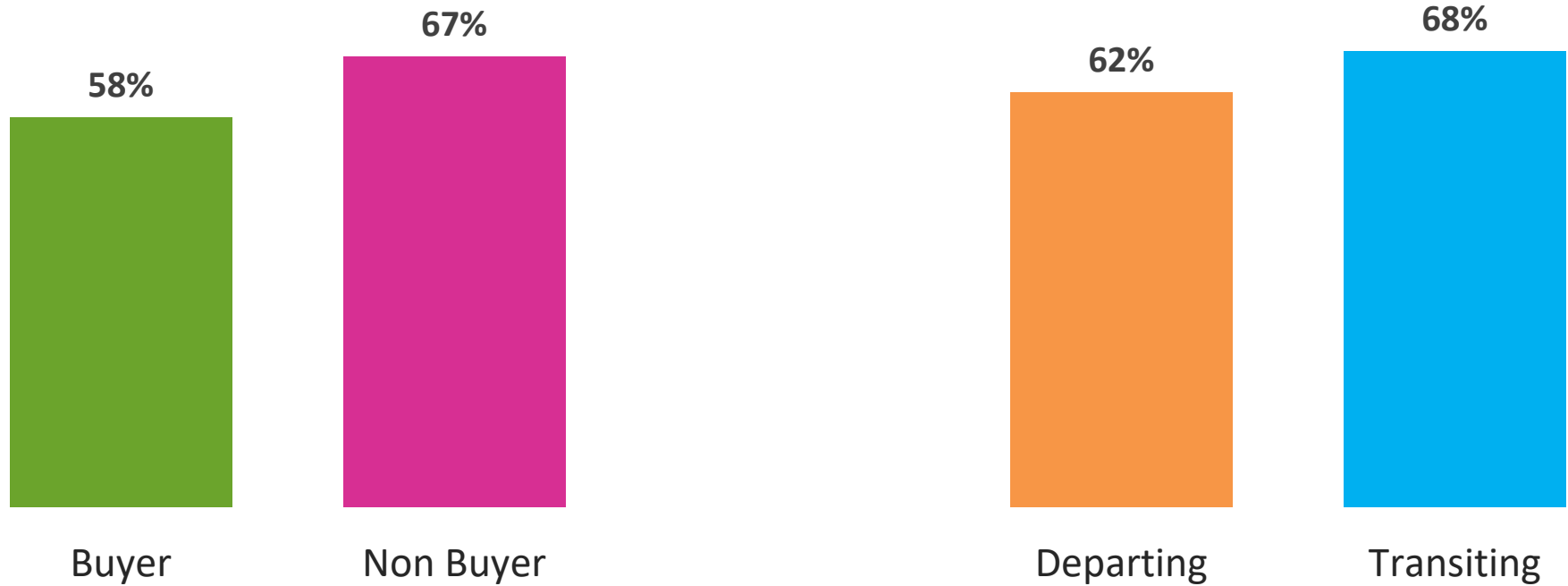
Price Comparison

Share of Visitors (Buyers and Non-Buyers) who compared prices with either other DF Shops, downtown shops or online.



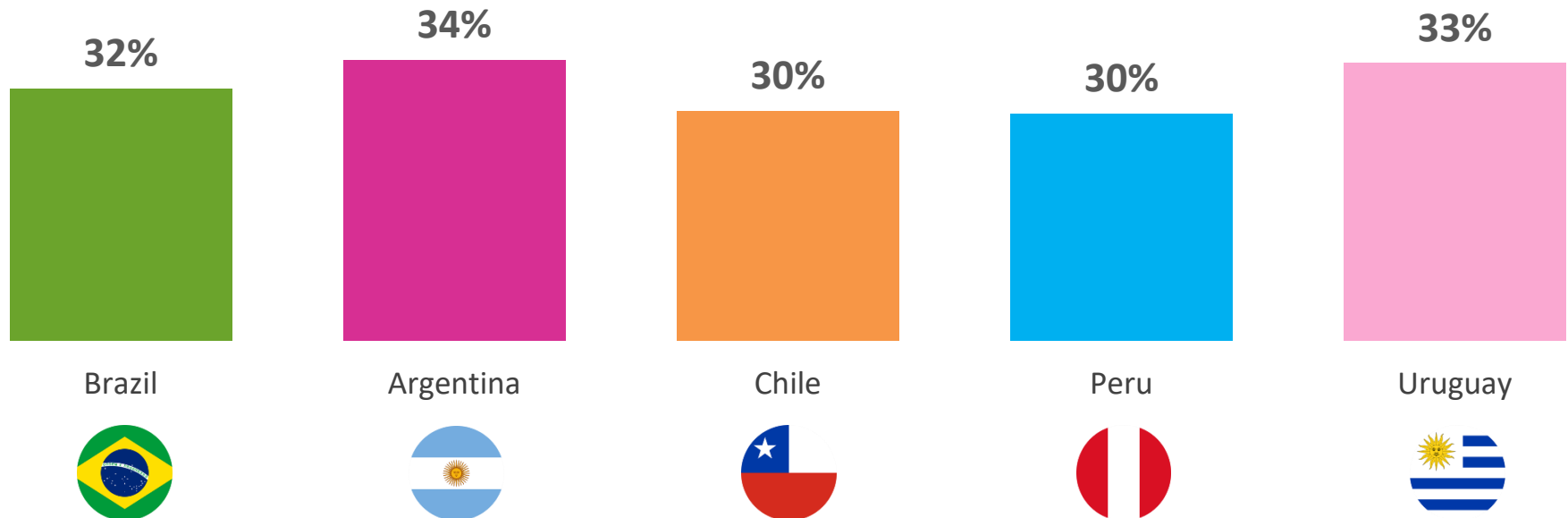
Price Comparison

Share of Visitors who compared prices with either other DF Shops, downtown shops or online.



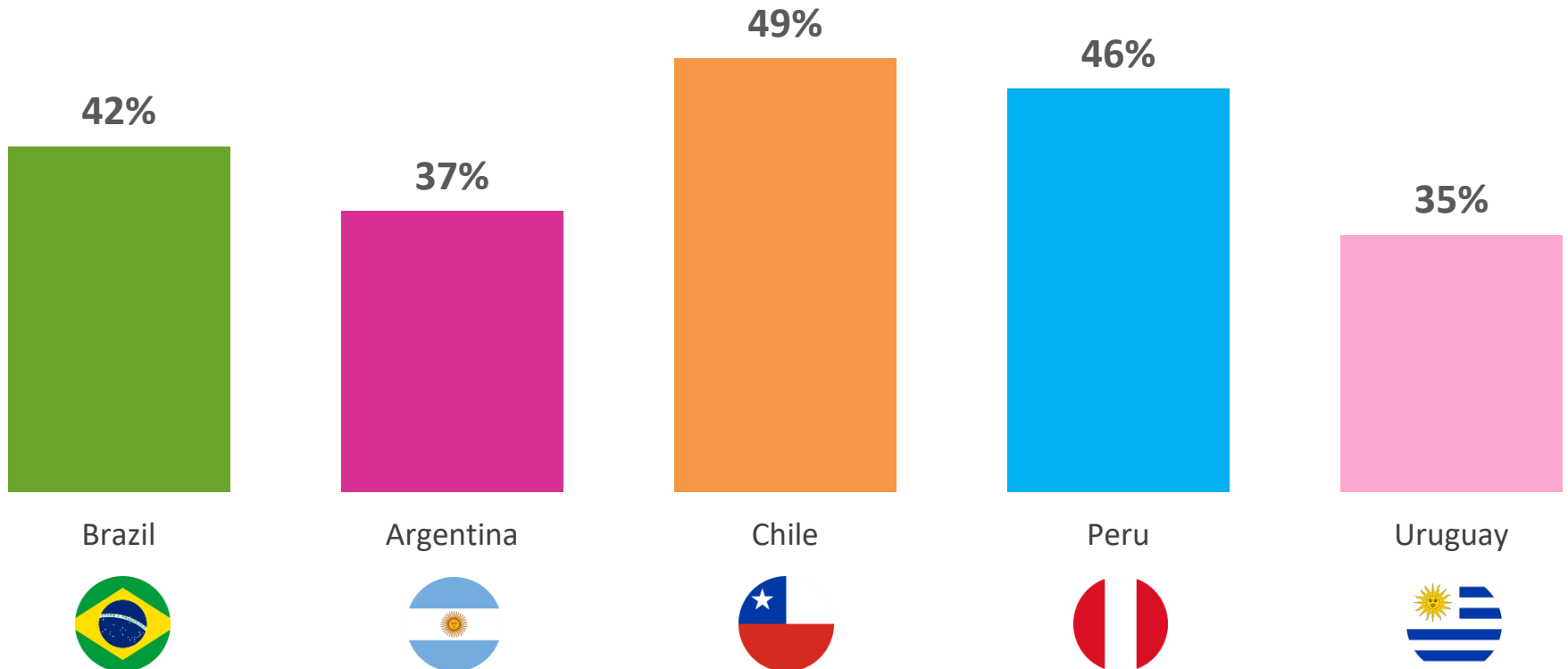
DF Buyers – Price driven

Share of buyers who answered *There was a clear price advantage vs local market / online* when asking about their reasons for buying in the DF Shop



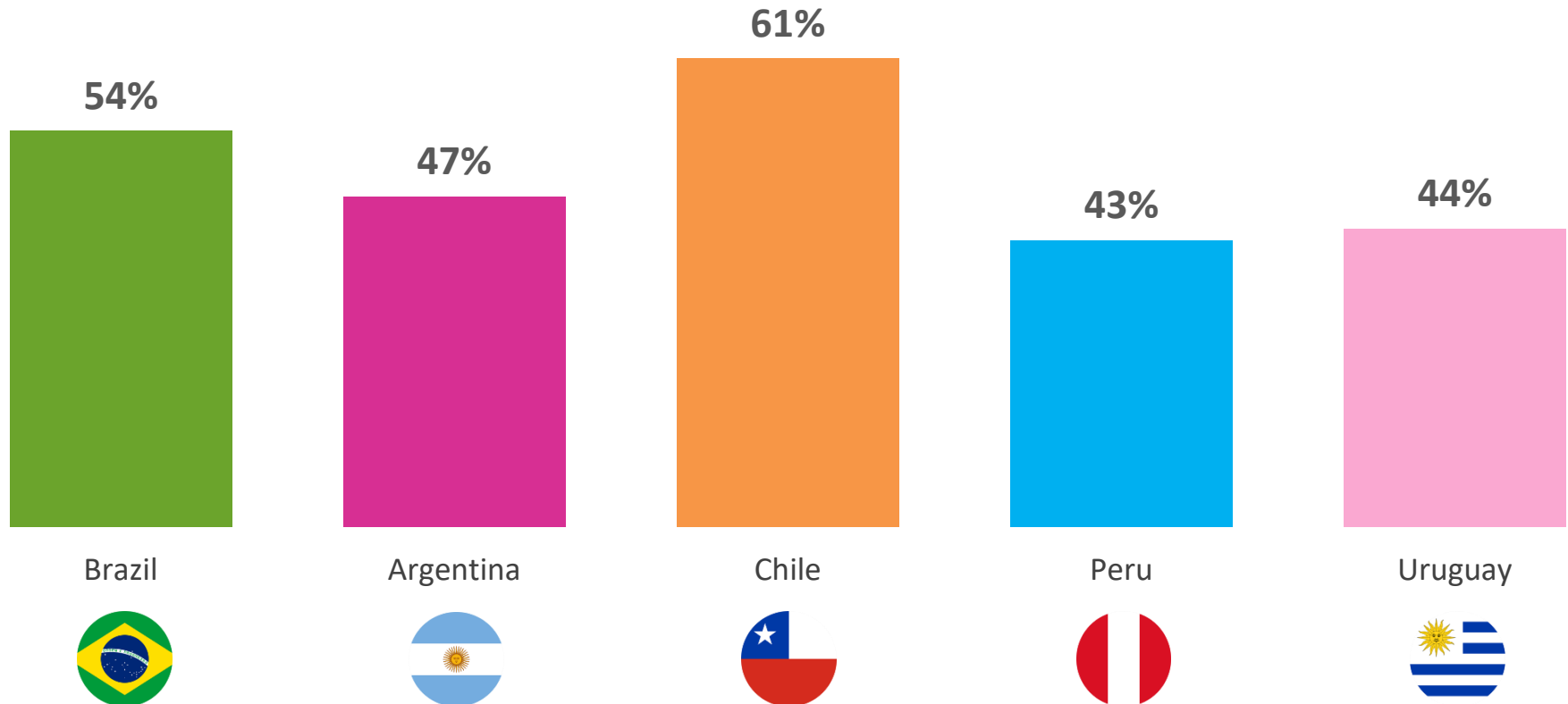
DF Buyers – 1st Time Buyer

Share of buyers who purchased at least one product for the first time



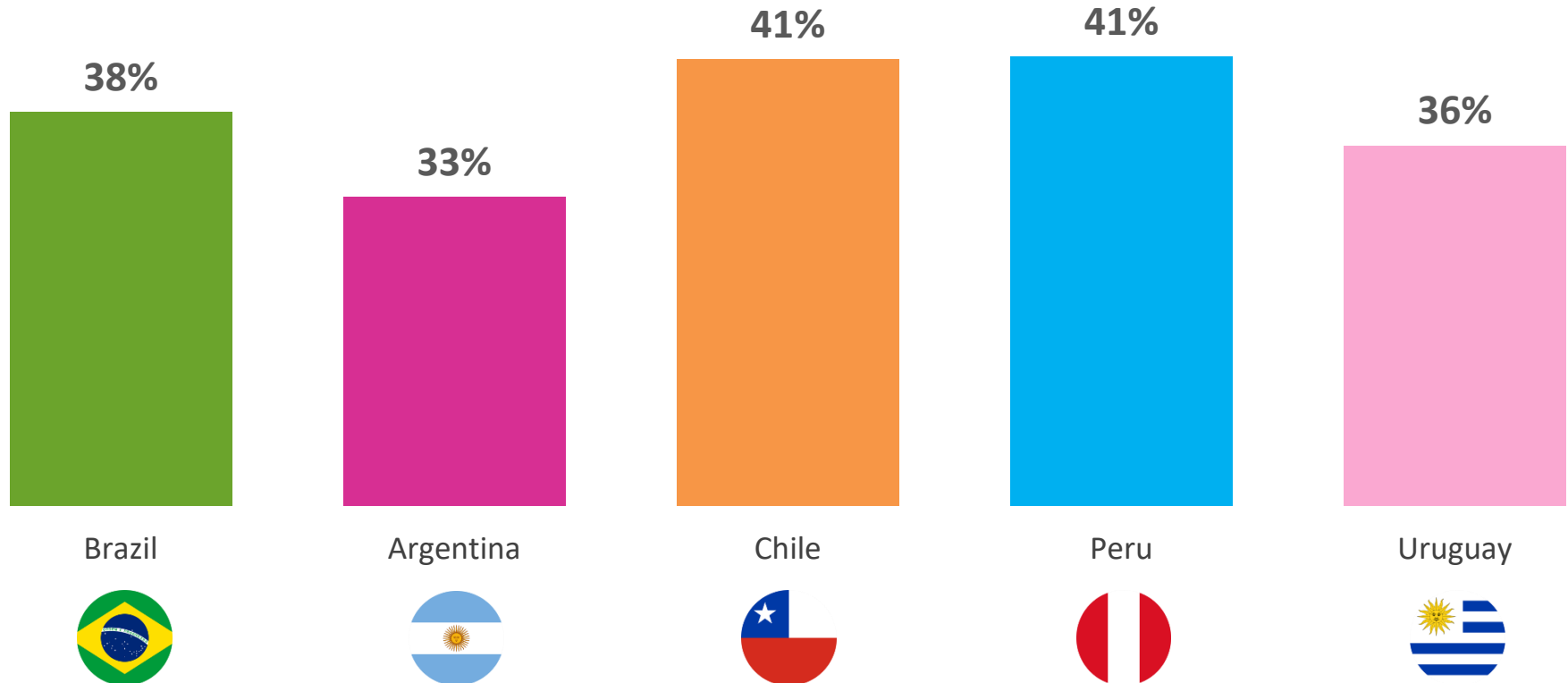
DF Buyers – Promotion

Share of buyers who purchased at least one product that was on promotion



DF Buyers – DF Exclusives

Share of buyers who purchased at least one product that was a Duty Free Exclusive



Price comparisons between:

**Airport Shops
and
Domestic Shops**

Price Difference Expectations vs. Actual Price Difference



PERU

EXPECTED MINIMUM PRICE DIFFERENCE 15%	
OVERALL SATISFACTION	VALUE FOR MONEY PERCEPTION
55%	52%



CHILE

EXPECTED MINIMUM PRICE DIFFERENCE 10%	
OVERALL SATISFACTION	VALUE FOR MONEY PERCEPTION
55%	48%



BRAZIL

EXPECTED MINIMUM PRICE DIFFERENCE 15%	
OVERALL SATISFACTION	VALUE FOR MONEY PERCEPTION
52%	40%



URUGUAY

EXPECTED MINIMUM PRICE DIFFERENCE 20%	
OVERALL SATISFACTION	VALUE FOR MONEY PERCEPTION
48%	38%



ARGENTINA

EXPECTED MINIMUM PRICE DIFFERENCE 15%	
OVERALL SATISFACTION	VALUE FOR MONEY PERCEPTION
57%	43%



Price Differences Summary : Savings vs. Downtown



**EXPECTED MINIMUM
PRICE DIFFERENCE**

15%



**AVERAGE GOOD VALUE
FOR MONEY**

52%



PERU

	EXPECTED DIFFERENCE	ACTUAL DIFFERENCE
	15-20%	16%
	15-20%	2%
	5-10%	1%
	15-20%	4%
	5-10%	- 21%
	10-15%	2%



Price Differences Summary : Savings vs. Downtown



**EXPECTED MINIMUM
PRICE DIFFERENCE**

10%



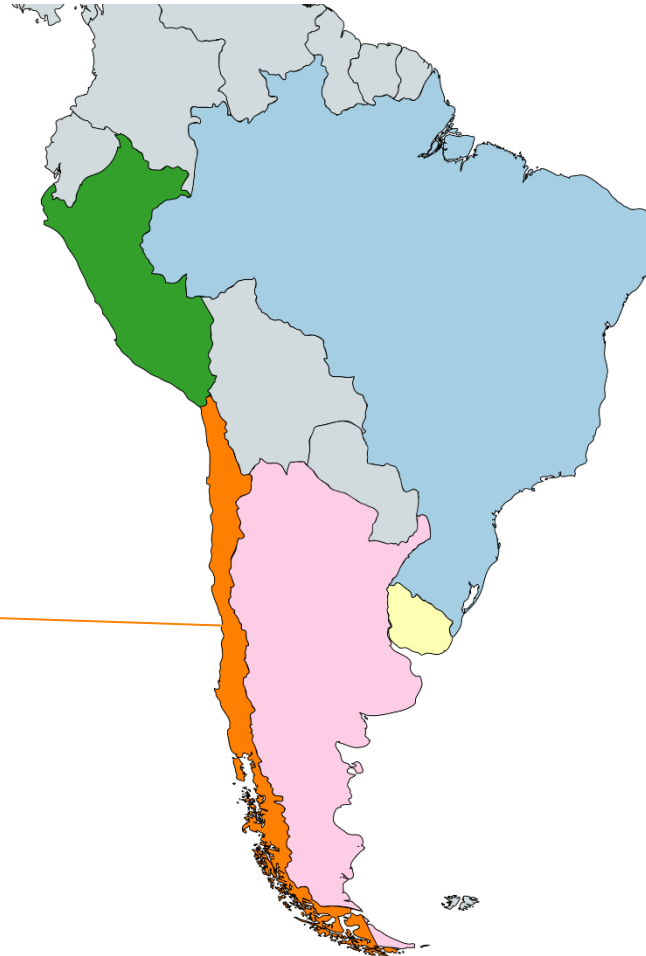
**AVERAGE GOOD VALUE
FOR MONEY**

48%

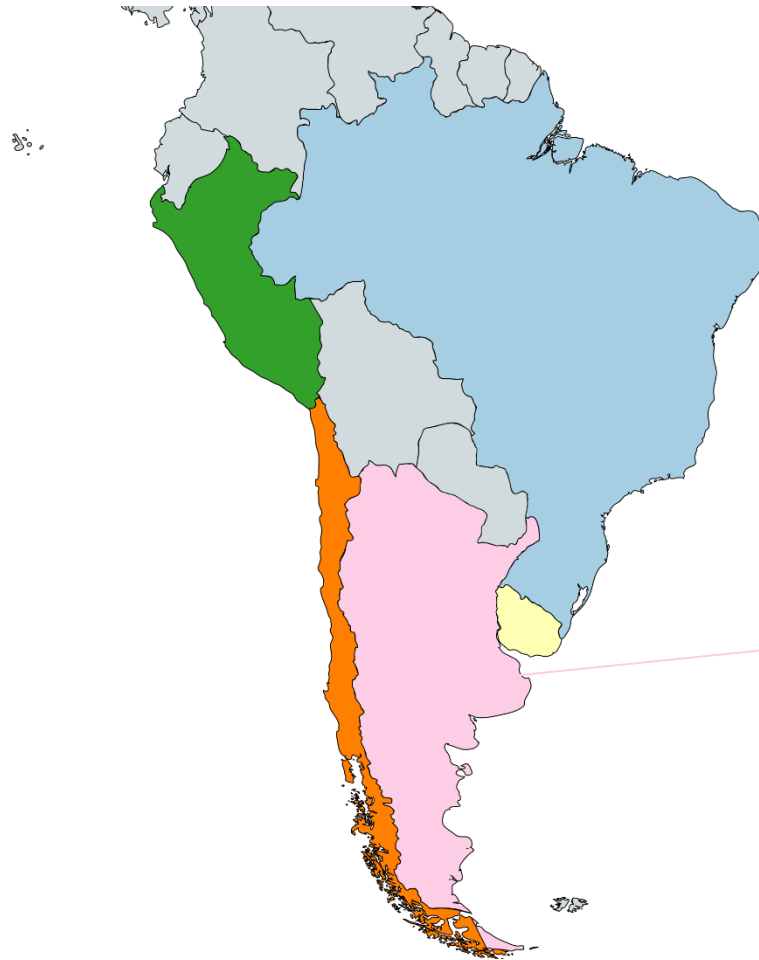


CHILE

	EXPECTED DIFFERENCE	ACTUAL DIFFERENCE
	15-20%	18%
	15-20%	2%
	-10%-5%	- 37%
	10-15%	- 7%
	0-10%	- 8%
	10-15%	- 2%



Price Differences Summary : Savings vs. Downtown



**EXPECTED MINIMUM
PRICE DIFFERENCE**

15%



**AVERAGE GOOD VALUE
FOR MONEY**

43%



ARGENTINA

	EXPECTED MINIMUM DIFFERENCE	ACTUAL DIFFERENCE
	10-15%	12%
	20-25%	19%
	0%	-23%
	10-15%	1%
	15-20%	14%
	15-20%	16%

Price Differences Summary : Savings vs. Downtown



**EXPECTED MINIMUM
PRICE DIFFERENCE**

20%



**AVERAGE GOOD
VALUE FOR MONEY**

38%



URUGUAY

	EXPECTED MINIMUM DIFFERENCE	ACTUAL DIFFERENCE
	45-50%	45%
	25-30%	14%
	0-5%	-8%
	20-25%	18%
	10-15%	4%
	15-20%	13%

Price Differences Summary : Savings vs. Downtown



**EXPECTED
MINIMUM PRICE
DIFFERENCE**

15%









**AVERAGE GOOD
VALUE FOR
MONEY**

40%



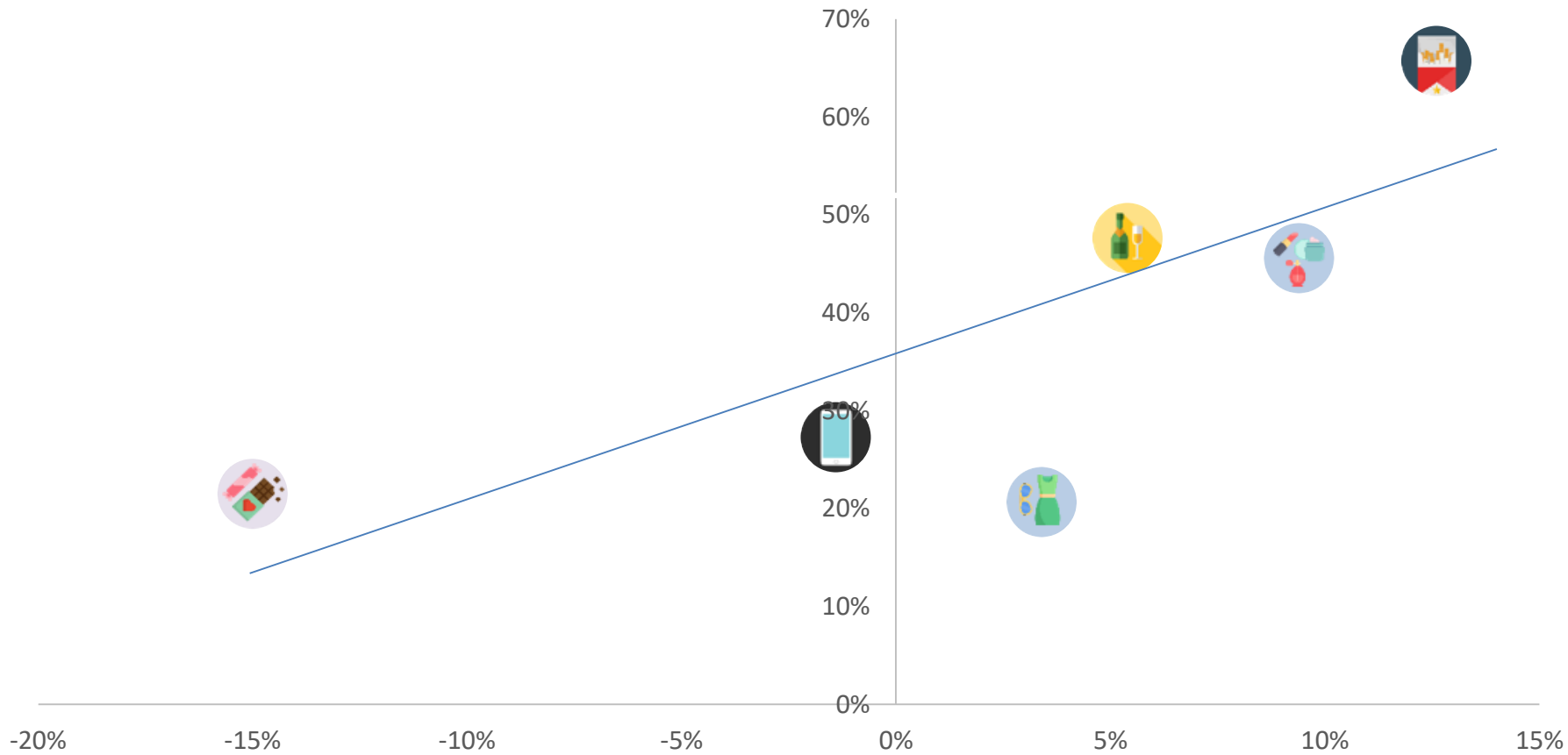
BRAZIL

	EXPECTED DIFFERENCE	ACTUAL DIFFERENCE
	5-10%	-18%
	15-20%	10%
	5-10%	-8%
	5-10%	1%
	10-15%	4%
	15-20%	-2%

Overall Satisfaction - Buyers

Share of Buyers who answered 4 or 5 on a 5-points scale to rate the Overall Satisfaction in Duty Free

OVERALL SATISFACTION

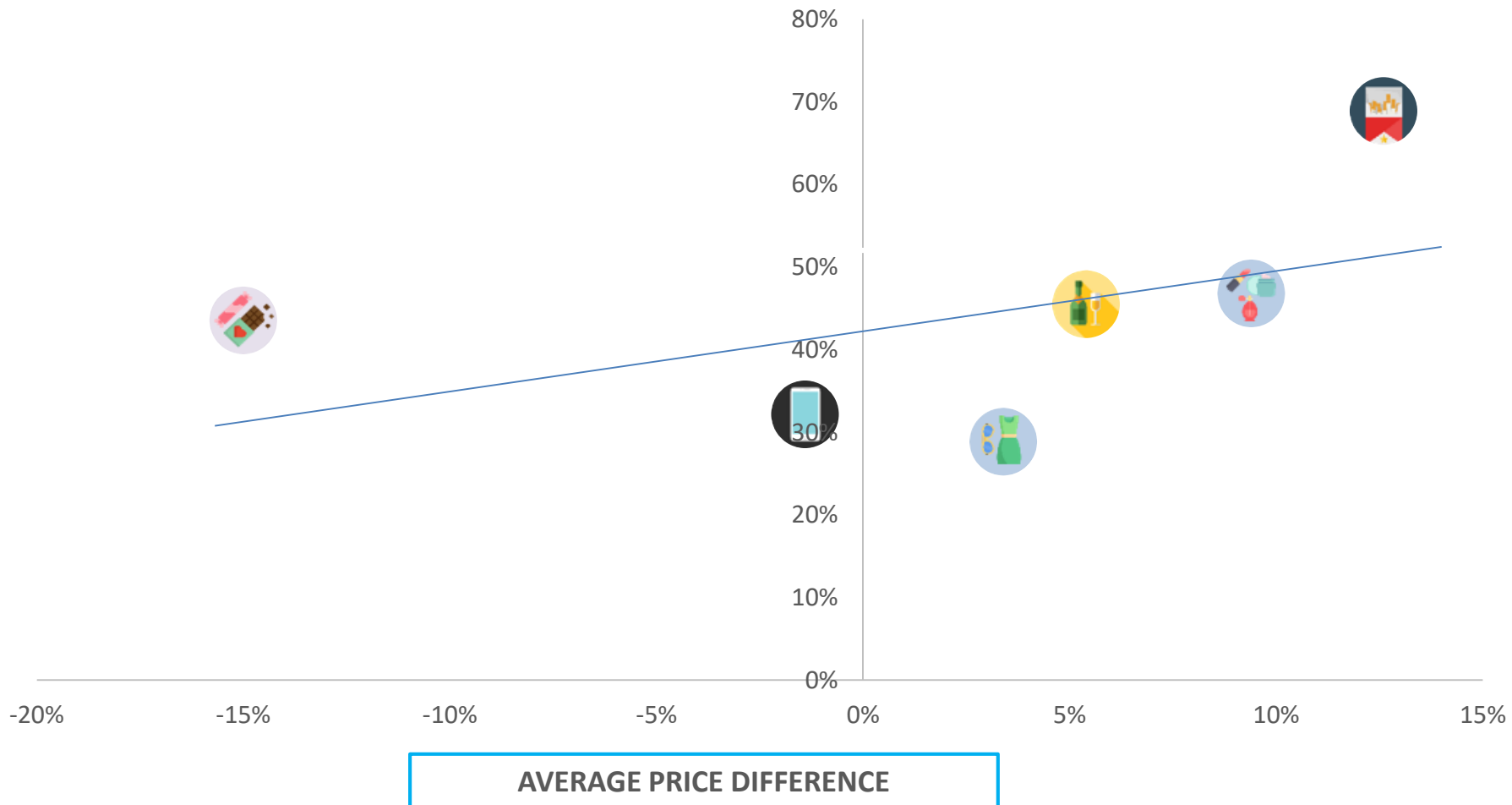


AVERAGE PRICE DIFFERENCE

Value for Money Perception - Buyers

Share of Buyers who answered 4 or 5 on a 5-points scale to rate the Value for Money in Duty Free

VALUE FOR MONEY PERCEPTION



Conclusions & Recommendations

Conclusions & Recommendations

Today's consumers are looking for **Value**, **Convenience** and a **Unique** Experience.

Retailers who fail to respond to this trend will be punished!



*"I do not want points, I want an immediate **bargain** in the shop"*



*"I want shopping to be **quick** and **easy**, not standing in line like my grandmother"*



*"I am traveling, so I want to be **inspired**, not bored by the shop"*



Conclusions & Recommendations

#1

HIGHER PRICES AT DF COMPARED TO DOWNTOWN IS RISKY, AND WILL LEAD TO DECREASE IN FOOTFALL AND CONVERSION RATES



#2

SIGNIFICANTLY IMPROVE THE VALUE FOR MONEY PERCEPTION



- INNOVATIVE & CREATIVE ITEMS
- TR EXCLUSIVES
- TRAVEL RELATED ITEMS
- OFFER BETTER CONSULTING/ADVISE IN DF COMPARED TO OTHER CHANNELS
- BUILD ON TRUST & QUALITY ASPECT

#3

RETAILTAINMENT: IMPROVE SHOPPING EXPERIENCE & ENTERTAIN (SENSE OF PLACE, MUSIC, CLOTHING)



#4

DIGITAL REVOLUTION – A EXCITING, APPEALING AND TRAVEL RELATED OMNI-CHANNEL COMMUNICATION (BEACONS, PERSONAL...)



Muito Obrigado!

