

## TFWA ANNOUNCEMENT

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### GOOD NEWS AS TFWA WORLD EXHIBITION CLOSES

The 23<sup>rd</sup> TFWA World Exhibition closed on a high note at midday on Friday 26th October after a very successful business week, a range of highly enjoyable social events and an exciting announcement that the TFWA members had voted to extend the membership and remit of the Association.

As the doors closed it was revealed that the total **number of visitors** to the show was 5,676, up 6% on the show last year, representing 2,833 companies (+6%). Of the total, duty free & travel retail operators and landlords numbered 1811, a 10% increase on last year. When agents are added to that figure the number of 'key' visitors (buyers, landlords, agents) reaches 3876 (+8%) or 69% of the total visitors\*.

**The Conference** on Monday 22<sup>nd</sup> on the theme '60 Years of Duty Free: A New Moon Rising' was an inspiring start to the week with excellent presentations by TFWA President Erik Juul-Mortensen, former astronaut Neil Armstrong, retail guru Mary Portas of Yellow Door Creative Marketing and ETRC President Frank O'Connell who is leading the campaign to resolve the current security issues. Over 640 people attended the conference which was moderated by business news presenter Juan Senor.

At the **Airline Breakfast Workshop** on Tuesday 23<sup>rd</sup> Mary Portas' colleague Peter Cross made some very interesting suggestions to the 88 participants about how inflight retail could be improved, including revamped inflight magazines, brand-sponsored inflight entertainment and branded gate lounges. He spoke with the authority of a retail expert and his suggestions were assessed by Pierre Freyssinet of Aeroboutique from the practical perspective of the airline concessionaire.

The business potential of the Asia Pacific region was outlined at the **TFWA Asia Pacific Breakfast Workshop** on Wednesday 24<sup>th</sup> with contributions from Marion Buttler, European Director PATA; Sunil Tuli, President APTRA; and Masato Takamatsu, Director VP Marketing JTM, who provided some details from the latest TFWA research into Japanese consumer behaviour.

Thom Rankin, TFWA VP Conferences & Research, explained to the 180 participants the planned changes for **TFWA Asia Pacific 2008** which will result in a greater emphasis on integrating all industry stakeholders into the exhibition, including airports, with Gate One and the TFWA AP conference merging into a one day 'Gate One 2 One' event with an intensified programme of pre-organised business workshops and networking opportunities.

The **Sports and Social Events** during TFWA World Exhibition provided welcome opportunities for delegates to get to know prospective business contacts and meet up with their industry colleagues. Some 330 people were involved in the sports on Sunday 21<sup>st</sup> choosing from pétanque, tennis, golf, rugby and, for the first time this year, mountain biking.

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Around 1,300 attended the festive Opening Cocktail at the Palm Beach and on Thursday 25<sup>th</sup>, 1,000 fortunate individuals were treated to 'Abba Gold' at Le Premium Evening in the same venue. The Scene there on Monday through Thursday evenings attracted an average of 1,500 revellers each night who danced to live music until the early hours.

On Thursday 25<sup>th</sup> October at the **TFWA Annual General Meeting**, Erik Juul-Mortensen was re-elected unanimously as President of the Association for a further year.

Perhaps the most exciting news to emerge from the Association is that at the **Extraordinary General Meeting** which followed the AGM, the overwhelming majority of the membership voted to accept two resolutions which will extend the remit of the Association.

The first resolution allows TFWA to represent and defend the interests of the industry as well as the membership. The second resolution opens membership of the Association to a new category of 'Affiliate Member'. The affiliate members will be retailers and operators who apply for membership through their various trade associations.

The Buyers Advisory Committee which has performed this advisory role to some degree in the past, and whose counsel has been greatly valued, will be disbanded.

Erik Juul-Mortensen: "We are delighted that TFWA World Exhibition has been such a success this year and I am proud to be at the helm of TFWA at such an interesting time in its 23-year history. We look forward to welcoming the new affiliate members and to receiving their wise counsel as regards the future development of the Association and its activities."

Ends

\* **Additional visitor statistics from TFWA World Exhibition 2007**

**Top 10 visiting countries:** UK, France, Netherlands, Germany, Denmark, Italy, Finland, Cyprus, Spain, Sweden.

**Top 5 visiting countries outside EU:** USA, UAE, Korea, Russia, Japan.

**Visitors by category:** duty free & travel retail operators and landlords 32%, agents 37%, other trade visitors and manufacturers 26%, press & media 4%, guests and accompanying 1%.

**Visitors at TFWA World Exhibition 2006:** 5370.

**For further information please contact**

TFWA Press Office – Kate Appleton  
www.tfwa.com

Tel/fax: +44 1784 434 666  
Email: [press@tfwa.com](mailto:press@tfwa.com)

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