

[TFWA 15.06.2022]

# All eyes on Hainan What are the trends in travel retail after Covid?

Xue GUO

Travel Retail Client Partner@WITH



WITH is the

# EAST • WEST

CHINA, JAPAN, KOREA, SEA

EMEA, AMERICAS & MEA

FULL FUNNEL MARKETING  
TRANSFORMATION PARTNER

with

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# WITH Travel Retail Client Partner

## Xue Guo

**5 years of experience**

Xue has a strong background in tourism, digital marketing, and e-commerce in the hospitality industry. She joined With in 2021 and managed the agency's beauty portfolio, working with leading beauty brands to develop their presence in China.

2016 · Master in MSC Digital Marketing @Grenoble Business School

2017 · International digital project manager @Accor group, managing the promotional offer across the world with over 20 countries and regions

2021 · Today, Client partner @WITH and work alongside the leading beauty groups & brands for the Worldwide & China Travel Retail strategy



#Travel Retail

#China

#Duty Free

#Media & Influence

#Digital Strategy

#Perfume

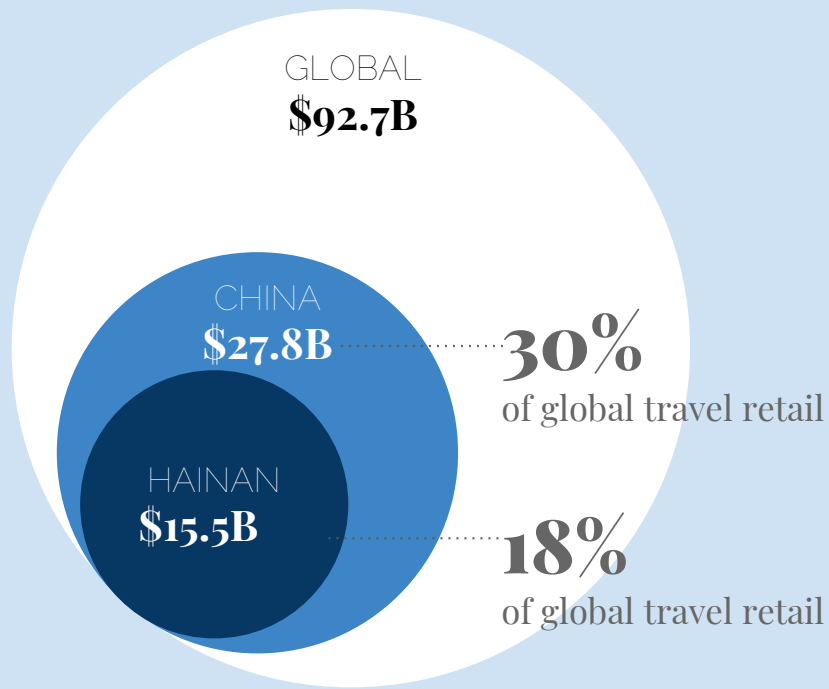
#Luxury

Covid has changed the world of **Travel Retail**...

**Hainan**  
– *the Chinese Hawaii* –  
has become  
the **lighthouse**



# A must-consider spot for the travel retail players



**+60%**

of Chinese pax would return to Hainan for duty-free shopping

**+40%**

of them seek to increase their spend next time



Cases from the **leading groups** in the  
**perfumes & cosmetics** industry

ESTÉE  
LAUDER  
COMPANIES

L'ORÉAL

 PUIG

with

# JO MALONE LONDON X CDFG | JOBOTS

APR 2022



SENSE OF LOCATION

- Mova Hall
- Special pop up set up



CREATIVITY



ASSORTMENT

- Travel retail exclusive GWP
- Gift boxes, stickers and shopping accessories



SOCIAL SETUP



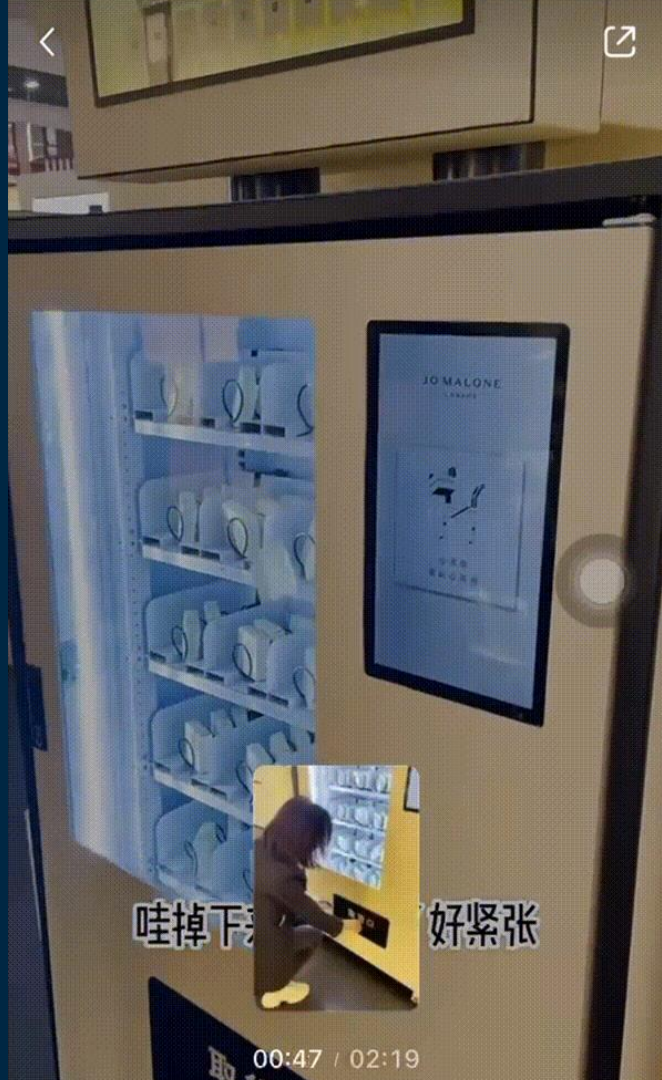
O2O FEATURES

- JoBot O2O vending machine
- WeChat mini-program interaction game



TRAFFIC & REACH

- KOL & KOC
- Social media platform ads



# LANCÔME X CDFG | CHINESE NEW YEAR ACTIVATION

JAN - FEB 2022



SENSE OF LOCATION  
& TIMING

- Sofitel Hotel, Sanya
- Chinese New Year



CREATIVITY



O2o FEATURES

- Digital screen
- AR ski analysis tool
- WeChat mini-program



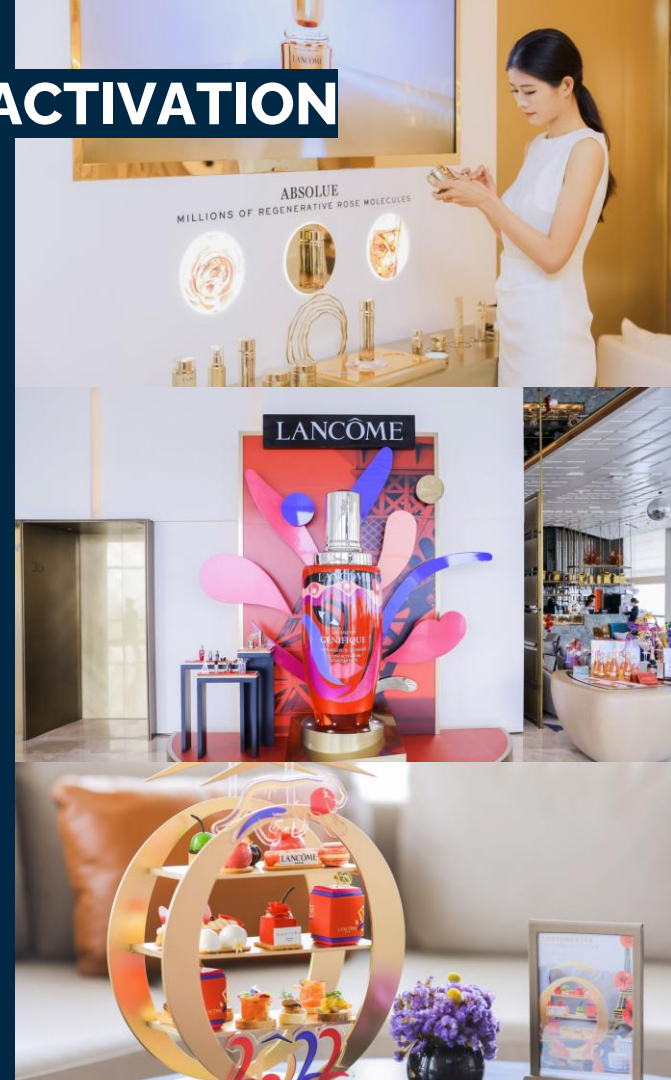
ASSORTMENT

- New Year special edition
- Special F&B Animation for VIP members



TRAFFIC & REACH

- KOL & Live-streamers
- Social media ads



# CHRISTIAN LOUBOUTIN X LAGARDÈRE TRAVEL RETAIL

## | GOLDEN WEEK CAMPAIGN OCT 2021



SENSE OF LOCATION  
& TIMING

- Sanya Hailu Duty Free City
- Golden Week



CREATIVITY



SOCIAL SETUP

- Personalized beauty consultant and makeup service



ASSORTMENT

- Free F&B set up for VIP shoppers
- Exclusive GWP



TRAFFIC & REACH

- KOL & Live-streamer
- Fliggy & Ctrip online media advertisement



### 3 TRENDS IN HAINAN TRAVEL RETAIL MARKET AFTER COVID



#### O2O STRATEGY

Connect **online to offline**,  
**increase the awareness** of  
the brand & products  
among travelers



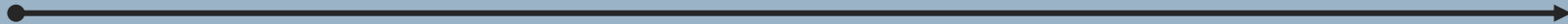
#### CROSS OVER COLLABO- RATION

Collaborate with **diverse  
brands** across **industry**



#### TEST AND LEARN

Test **new initiatives** and  
see travel retail & Hainan as  
the entrance of China  
market





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