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TASMANIAN

TRAVEL RETAIL BOOTCAMP

getting your brands into airports

The
MERCURIUS
Group 

TASMANIAN TRAVEL RETAIL BOOTCAMP

getting your brands into airports

The Mercurius Group is running a "bootcamp" for Tasmanian brands to educate them on how to get their brands into airport and travel retail, stay there, and take on international markets through the airport/travel retail channel.



Key Details

Where: **Hobart**
 When: **9 April 2024**, 2.6 hour Webinar
30 April 2024: Class Room (Hobart)
 No. of Participants: 50-60

Delegate Cost:

1 delegate:	\$990
2 delegates:	\$900 p.p.
3 delegates:	\$850 p.p.
4+ delegates:	\$800 p.p.

[Register Now](#)



The Benefits of Attending

Helping local brands to understand the:

- scale of the airports channel
- role of the channel in brand development
- key players in duty free, specialty and F&B
- meet key retail buyers
- financial requirements and metrics
- role of promotions
- latest developments in Tasmanian airports

PLATINUM SPONSOR



Hobart Airport
TASMANIA

GOLD SPONSORS

TASMANIAN



INDUSTRY SPONSORS





The Tasmanian Travel Retail Bootcamp, getting your brands into airports, is your opportunity to **hear from Travel Retail Industry experts** that will share with you a wealth of experience.

The Bootcamp will equip you with the knowledge to **build your brand's road-map into this exciting channel.**

This is truly **an opportunity not to be missed.**

WHY AIRPORTS?

For many years the Travel Retail channel has played a critical role for many local and international brands, this appeal is driven by;

- **High value segment customers** (by definition domestic and international passenger consist of higher socio-economic groups)
- Marketing (the **high volume** of domestic and international passengers afford brands **significant regional and international brand recognition**)
- **SALES** (high volume, high value customer equals SALES)

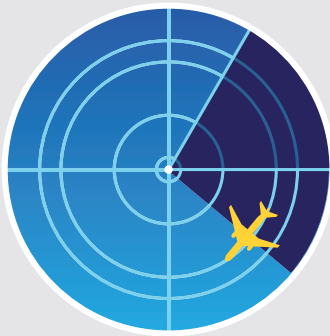
A total of **211m** passengers every year, across AU + NZ...



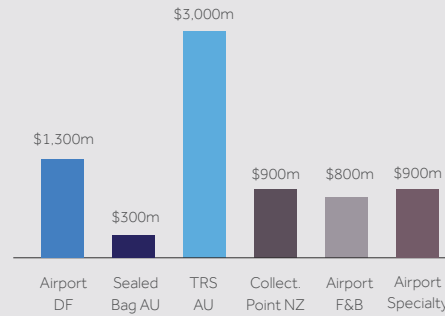
Australia
125M Domestic Pax
42M International Pax

New Zealand
29M Domestic Pax
15M International Pax

... around **27%** of which are international passengers

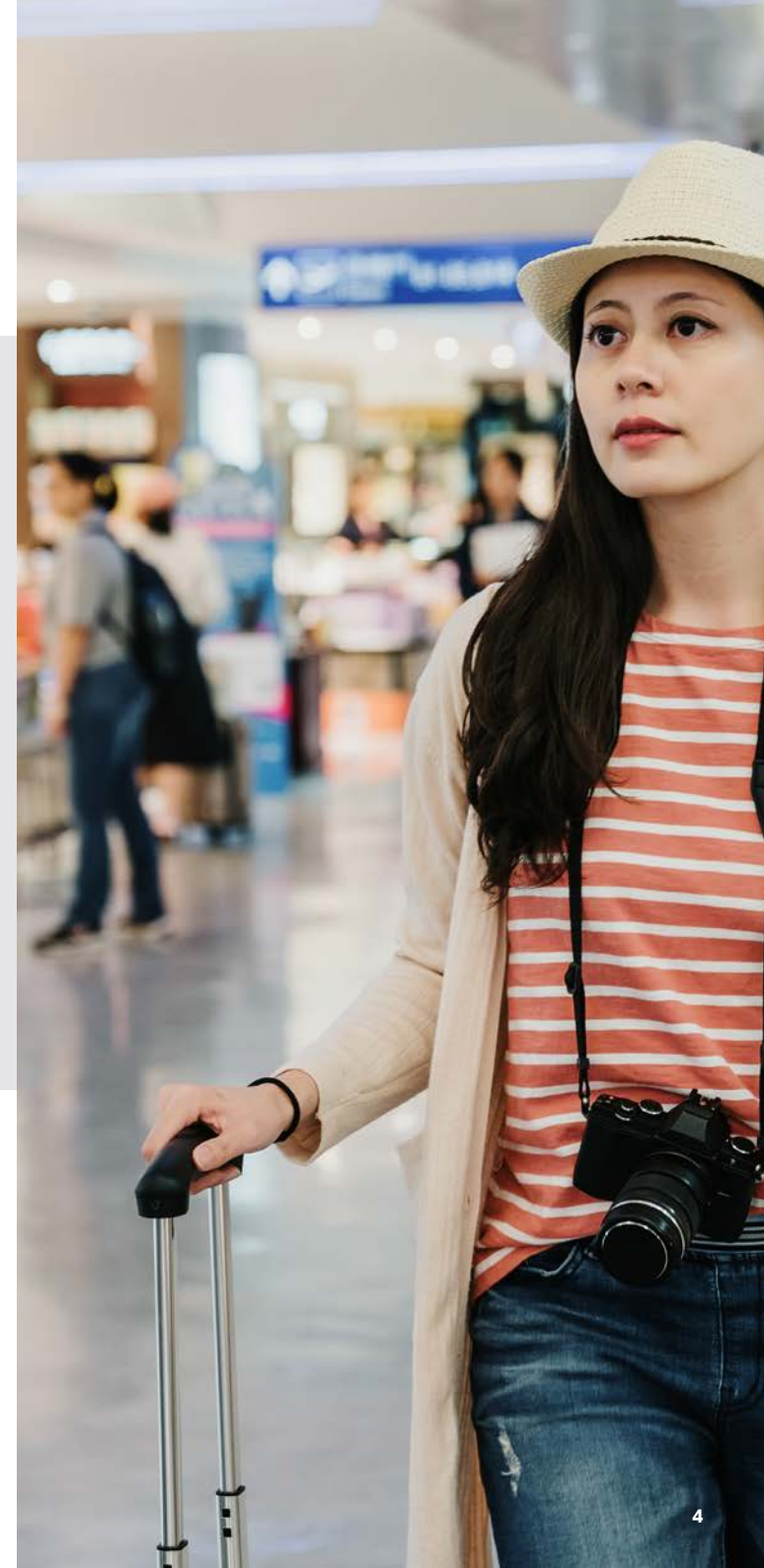


... who spend more than **\$7.2b** per year in the channel



Source: The Mercurius Group research and analysis

Airport retailing has long been a highly dynamic, exciting and profitable retailing channel for many brands and retailers. Australian and New Zealand airports see some **211 million passengers every year, 27%** of these passengers being **international**, and generating over **\$7.2 billion dollars annually**. With the demand for travel both domestically and international continuing to grow, the Travel Retail channel is a growth channel that should be part of your brand strategy.





Typical Socio-Economic Consumer Segmentation

Consumer Classification	Description	% of Population
A	High & Upper Middle Class Higher managerial, administrative or professional	3%
B	Middle Class Intermediate managerial, administrative or professional	14%
C1	Lower Middle Class Supervisory or clerical, junior managerial, administrative or professional	27%
C2	Skilled Working Class Skilled manual workers	25%
D	Working Class Semi and unskilled manual workers	19%
E	Subsistence Class State pensioners, students, casual or lowest grade workers	12%

85%+ of airport passengers are drawn from these consumer classifications

Airports are automatic segmentation machines representing the **highest concentration of ABC1 consumers anywhere in our society**. More than 85% of airport passengers are drawn from the top earning 44% of the population.

"With the Hobart Airport terminal doubling in size over the next few years, the retail opportunities are also expanding, going from 3 specialty outlets now to 8 and from 4 F&B outlets to 9 once the development is finished. To support the local economy and to provide a memorable experience for our passengers, Hobart Airport is ensuring that at least 1 retail outlet and at least 1 F&B outlet is 100% supplied with Tasmanian product. We are also encouraging our retailers to maximise local supply chains to the fullest extent that they can. That's why we are supporting The Mercurius Group's Tasmanian Brand Travel Retail Bootcamp. We want to help local brands be in our terminal and our terminal acts as a great showcase to take the best of Tasmania across Australia and beyond".

Norris Carter
CEO, Hobart Airport



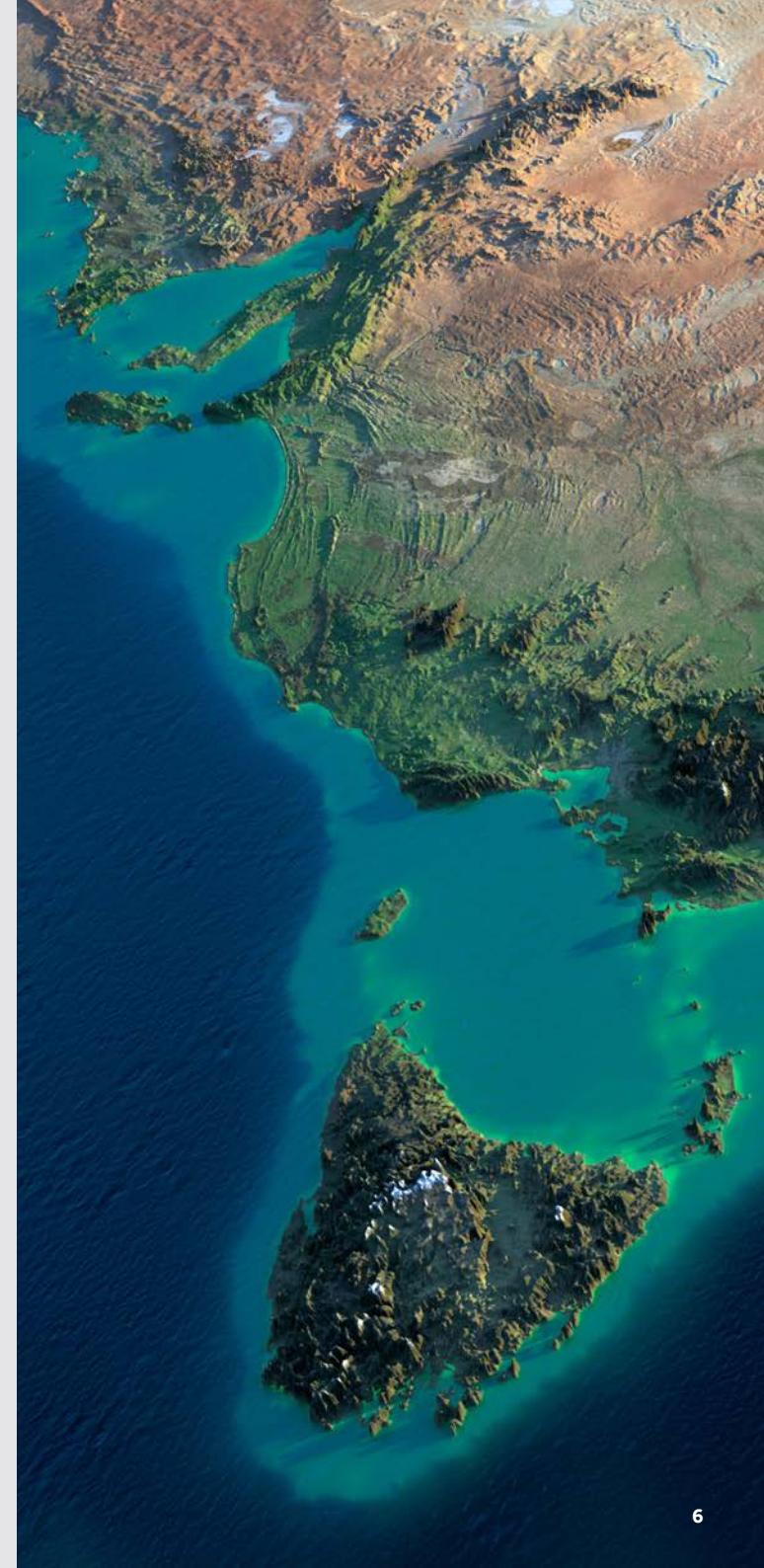


BENEFITS FOR TASMANIAN BRANDS

For Tasmanian brands, the Bootcamp presents the opportunity to enter into and benefit from **one of the most important retail channels** in **Australia** from a brand building and sales perspective.

The key benefits of attending for Tasmanian brands:

- **Get up to date** on major upgrades happening at **Hobart & Launceston airports**
- A chance to **meet the buyers and potentially get listed** with key retailers at TAS airports
- A chance to **learn about the travel retail channel** in Australia and beyond
- Understand the **financial** and **other requirements** to get listed in travel retail
- Understand the **brand and sales potential** of the channel
- A chance to **meet key service providers** like promoters that can **help you succeed** once you get there



WHO ELSE BENEFITS?

There are four other key stakeholders in the Getting Your Brand Into Airport & Travel Retail Bootcamp that will benefit from the event in different ways.



Travel Retailers

Consumers are increasingly demanding local product to enhance the travel experience. But for global/national retailers, recruiting brands can be a slow and time-consuming process.

The Bootcamp brings all the key brands within the region to the one place, at the same time.



Airports

Airports are a key part of the economic and social fabric of the regions they serve and increasingly demanding their retailers offer more local content.

The Bootcamp is a highly visible and tangible way they can support local brands and enhance the sense of place.



State & Local Gov

State & Local Governments play a key role in helping local businesses access interstate and international markets.

The Bootcamp is a unique opportunity to help them grow into new markets



Service Providers

Getting a brand into the airport and Travel Retail market requires local brands to know what help they need and where they can get that help from. Service providers often don't know about local brand's interest in travel retail.

The Bootcamp brings these two groups together.

TESTIMONIALS



"Getting local Tasmanian product into the retail and F&B outlets at both Hobart and Launceston airports is a great way to build brand awareness and showcase to visitors what our State has to offer. This Bootcamp not only connects local producers and brands directly with buyers it will help by providing valuable insights into the travel retail channel and pave the way to secure listings in airport retail stores beyond Tasmania. A number of Tasmanian brands have already achieved listings in duty free stores in Sydney and Melbourne – and there is an opportunity for many more local producers and brands to utilise this great showcase channel."

Cameron Shield
Senior Director Trade
Dept of State Growth



"THINK is a multiphase market research agency and has been supporting airports and brands in their retail expansion for the last 15 years. The travel retail channel is a unique and special place for emerging local brands. Its capacity to catapult brands to reach consumers makes this space exciting. It's a critical showcase to enhance your sales channel and expand into new markets."

Market research is a prerequisite for brands and suppliers seeking to enter the travel retail environment. That's why TH?NK Global Research is delighted to support The Mercurius Group's Tasmanian Travel Retail Bootcamp. We will provide a tactile approach to help brands understand their consumer and where their products need to be positioned in the channel."

Kristy Ihle
Managing Director
TH?NK Global Research



"LagardereAWPL is the major specialty retailer at both Hobart and Launceston airports. We have made a significant commitment to our airport partners to maximise the amount of local Tasmanian product we have on offer in our stores. We also operate duty free stores around the country where we like to showcase the best products Australia has to offer. While airport retail is still retail, it does have its special quirks and requirements. LagardereAWPL have committed to sending both our local product and duty free buyers to this event. We hope to meet lots of exciting local producers and brands and discuss a potential pathway to your products being listed in our stores."

Costa Kouros
Co CEO
LagardereAWPL



"As the travel retail industry's leading information source, The Moodie Davitt Report is delighted to join TMG's Tasmanian Brand Travel Retail Bootcamp project as the media partner. The Moodie Davitt Report is committed to supporting local brands in the travel retail channel. Our website and other publications offer an ideal platform to help such 'local heroes' achieve crucial visibility which can serve as a springboard to commercial success. While best-of-local and taste-of-place are increasingly common themes in airport retail, independent brands must be ready with the knowledge and capability to service the channel. This event, which helps that preparation and encourages greater diversity in travel retail, has our wholehearted support."

Martin Moodie
Founder & Chairman
The Moodie Davitt Report



"SSP are one of the world's leading airport F&B operators and is ranked No. 2 by market size across Australian airports. As the sole F&B operator at Hobart Airport where we will be operating eight F&B outlets in the expanded terminal, we are committed to ensuring that we have the best local produce and products in our restaurants and bars. Indeed, we have committed to have one of our F&B outlets at Hobart Airport to be stocked 100% with Tasmanian products. That is a key reason why we are supporting The Mercurius Group's Tasmanian Brand Travel Retail Bootcamp. We need local Hobart and Tassie producers to be ready to help us to grow and transform the dining experience at Hobart Airport and we will be sending our buying team to this event."

Domenic Cain
General Manager
SSP Australia



"As a Tasmanian brand, Callington Mill Distillery is delighted to be supporting The Mercurius Group's Tasmanian Brand Travel Retail Bootcamp. We have participated in The Mercurius Group's previous events and they did indeed lead us into the all important travel retail channel and we now have listings in airport outlets at Hobart airport as well as important duty free outlets on the mainland. The Mercurius Group's unparalleled network and knowledge in this channel makes this a must-attend event for all Tasmanian brands looking to get exposure and grow."

Rizk Mawass
General Manager
Callington Mill Distillery

SPEAKER LINE-UP



Ivo Favotto
CEO & Managing Director
The Mercurius Group



Fraser Reynolds
Senior Consultant
The Mercurius Group



Diane Owens
Senior Consultant
The Mercurius Group



Kristy Ihle
Managing Director
TH?NK Global Research



Sophie Kalafonas
Former Duty Free Buying Director,
General Manager - Beauty, David
Jones

ADDITIONAL SPEAKERS

Hobart Airport Head of Commercial

Launceston Airport Head of Commercial

Buyer LagardereAWPL (specialty retail)

Buyer Lotte (duty free retailer)

SSP, ELR (F&B at HBA and LCN)

Head of Bus. Development, Promotions Company



PRESENTATION TOPICS

PRE-EVENT PREPARATION WEBINAR, Tuesday 9 April, 2024

Why should Australian brands be interested in airports as retail locations?

What type of consumers are in airports

What is the size of the airport retail market in AU/NZ?

IN-PERSON BOOTCAMP, Tuesday 30 April, 2024

So how does travel retail work?

Upcoming retail developments at Tasmanian Airports - Hobart

Who's Who in travel retail

The role of local and international trade shows

What do duty free and specialty retail buyers look for from local brands

What do F&B buyers look for from local brands

How do big international brands think about travel retail?

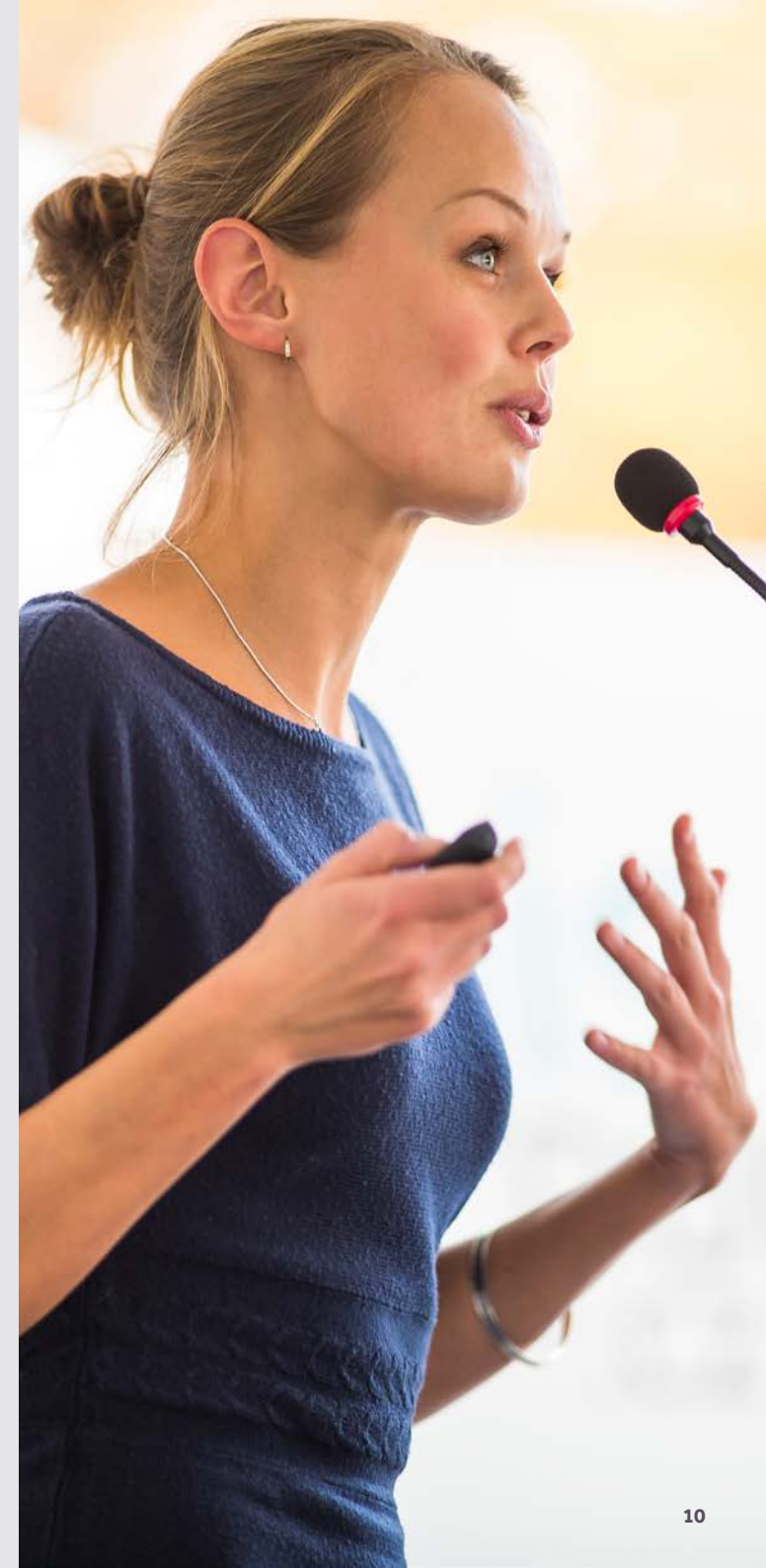
The role of promotions in airport retail

Sealed Bags, Off-airport duty free and the Tourist Refund Scheme

Financials - retailer P&Ls in travel retail

Financials - margin, packaging & other expectations

Plus networking opportunities





INTRODUCING THE MERCURIUS GROUP

The Mercurius Group is **Australasia's leading airport retail advisory group**. We help airports and retailers/brands both understand airport and travel retail and maximise their returns from it. And our team has over 60 years of combined experience working in the sector.

Key Mercurius Clients in Airport & Travel Retail

AIRPORTS

Adelaide	Gold Coast
Alice Springs	Hobart
Auckland	Karratha
Ballina Byron Bay	Newcastle
Brisbane	Perth
Cairns	Port Hedland
Canberra	Sunshine Coast
Coffs Harbour	Townsville
Christchurch	Western Sydney
Darwin	Whitsunday Coast

RETAILER & BRANDS

Aer Rianta	FoodCo
AWPL	Glasshouse
Cater Care	Globite
Estee Lauder Companies	Lagardere Travel Retail
DFS	LagardereAWPL
Compass Group	Nuance/Dufry
Mecca Brands	Max Mara
Emirates Leisure Retail	Compass Group

The MERCURIUS Group



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