

Sustainability to be theme of TFWA webinar



As part of its drive to get the duty free and travel retail industry back to business, TFWA is to launch a new series of webinars.

Each will focus on a key theme that will be crucial to the industry as it heads towards recovery, the trade body said.

The next TFWA #TRThoughtLeaders webinar will focus on the key findings from the latest TFWA Insight report, which addresses the issue of sustainability.

The Sustainability in Travel Retail Study 2020 features data and insights on the importance of environmental, ethical and sustainability issues to traveling consumers, and how these issues are influencing their purchasing and travel behavior.

It also offers perspectives from duty free and travel retail industry stakeholders, including brands, retailers and airports, as well as an exploration of the benefits and challenges of implementing sustainable practices for companies in travel retail.

The report's author, Pi Insight Managing Director Stephen Hillam, will make a presentation during the webinar and will be available to address comments and questions from participants.

This session will be followed by a full series tackling the major issues facing the industry due to the COVID-19 pandemic. More details on this series will be announced soon.

"Many in our industry believe that addressing travelers' concerns over sustainability will only become more important after we emerge from the current crisis. It will be vital for our industry to understand how these concerns can shape purchasing behavior, and how we can respond to these sensibilities in a dramatically changed world," said TFWA President Alain Maingraud.

The webinar will be held on Thursday, July 16 at 10.30 and then repeated at 17:00 CET.

To participate, register at:

https://us02web.zoom.us/webinar/register/WN_WrO-kERQTHymI6jvoSXOzw