

Motta Internacional eyes growth through strategic brand partnerships



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For last year's Summit of the Americas issue, *Global Travel Retail Magazine* reported on Motta Internacional's multiplying stores at Panama's Tocumen Airport, and that growth has not stopped. Soon after the airport's new terminal was inaugurated, the retailer, under commercial name Attenza Duty Free, celebrated the opening of its flagship store, which covers 1,000 square meters, offers 200+ luxury brands and focuses on sensory engagement to enhance the shopper experience.

To further strengthen its presence in Terminal 2 at the airport, Attenza Duty Free will open new luxury boutiques in Q3 and Q4. The retail spaces will range between 80 square meters and 120 square meters, with brand partners including TUMI, TAG Heuer, Longchamp, Montblanc and Tory Burch. While artistic renderings are under wraps, Jose Ignacio Lasa, Vice President Commercial at Motta Internacional, says the brands are all working together to create a visually appealing store specifically designed for the modern traveler. This will bring the total number of Attenza stores in T2 to 5.

Driving expansion

The retailer has also been focusing on driving key expansion at main airports across the region; for example it has been taking part in the bidding process for the exclusive operation of duty free shops at Santiago Airport in Chile. Although on hold at this time, the bid is expected to reactivate in the second half of this year.

Attenza Duty Free currently boasts more than 53 operations at airports and border points across Latin America; Panama, Colombia and Ecuador remain its strongest markets. Through Attenza Duty Free, Motta offers a comprehensive product assortment including spirits and tobacco, leather goods, perfumes and cosmetics, confectionery and electronics.



Looking to further build its key long-term portfolio, the retailer is in talks with commercial divisions of new brands with high growth potential

Online sales and airline partnerships

Motta's Attenza Duty Free has long prioritized developing its online presence and pre-ordering services with the goal to increase sales ahead of travel. With the support of direct promotions, introductory discounts and cross-promotion with partners, it is working to strengthen its site.

According to Lasa, online sales contribute to approximately 2% of overall sales. "It is growing slowly, but we hope that the ability to review promotions and products from the comfort of one's home or office before travel is an added benefit," he says.

Although the retailer is always evaluating partnerships with passenger-related businesses, at the moment it is keen to continue growing the alliances in place in connection to airline mileage programs. Programs like Copa Airlines' ConnectMiles and LifeMiles by Avianca Airlines grant

exclusive offers to Attenza Duty Free's end consumers. "We believe there is good synergy with these programs that helps us work together to bring great experiences and benefits to our common customers," adds Lasa.

New boutiques, new brands

Lasa says Motta Internacional is in talks with commercial divisions of new brands with high growth potential, looking to further build its key long-term portfolio.

When asked about non-traditional duty free product lines in the mix, Lasa refers to the sports-team inspired apparel brand New Era. Designed for customizable sizing, the brand provides adjustable sports caps that guarantee comfort without compromising on style. He says the brand is steadily growing in Latin America.



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A common goal

Beyond conversation around its portfolio and online presence, Motta Internacional is in close communication with airports and competing duty free retailers in a joint effort to reach potential duty free shoppers. Since market research can help to better understand consumer behavior and attract a new pool of customers, the company is uniting with other stakeholders in the channel such as airports, even competitors in the same airport, to increase the overall effectiveness of duty free shopping as a marketing strategy.

"We believe the most important work still to be done effectively is communicating the benefits of duty free shopping. Although the next step is to create a market study, in the past the perception among potential clients is that duty free focuses on high-end products, hence high-ticket prices," he

explains. "This might be a deterrent for some clients. Our idea is to get to know the customer and then work together, as an industry, to invite them to visit our stores."