

MITR marks International Day of Happiness with a sweet smile

By **Jas Ryat** on March, 26 2019 | Confectionery & Fine Foods



Confectionery can be the perfect choice to meet and fulfil the necessary human requirements of connecting and celebrating, says Mars International Travel Retail

On March 20, Mars Wrigley Confectionery celebrated the International Day of Happiness and revealed how travel can play a big role when living in the moment.

The globally celebrated, UN-backed International Day of Happiness took as this year's theme Happier Together, focusing on the importance of relationships, kindness and helping each other.

In a social listening study covering over 6 million public conversations across the world, Mars Wrigley Confectionery discovered that travel can play a big role in celebrating life.

What makes people smile - based on social media conversations in the US, UK, Australia and Singapore - is: living in the moment; celebrating life with loved ones; being positively influenced from others' success stories; sharing life philosophies with the people around us; and pleasurable

experiences.

“Travel, whether for business or pleasure, has an important role to play in all of these findings,” said Mars International Travel Retail (MITR). “Travel brings people together: for celebration, for business, for new experiences. Travel can be motivational, inspirational, exciting and stimulating. Travel widens our horizons, opens our eyes to other cultures, reminds of what we have, and gives us ambition to achieve more.”

In global travel retail, the company noted that purchasing confectionery is primarily to Connect, with Celebrate coming a close second. And these two motivations are all about connecting and making people smile.

“Returning to the social listening study, it’s clear that Connection (between people) and Celebration (of seasons, events, important occasions) are key reasons for bringing us happiness and making us smile. We need these moments in our lives - all of us - and confectionery can be the perfect choice to meet and fulfil these necessary human requirements - especially when we are traveling,” MITR enthused.