

## APTRA seminars draw strong attendance

By **Jas Ryat** on December, 5 2016 | Industry News



The 2016 series of APTRA Insights Seminars has been a huge success with over 270 people attending, the trade body has announced.

The seminars, organized by the Asia Pacific Travel Retail Association in collaboration with KPMG, aim to gain insight into consumer behavior and other issues concerning the duty free and travel retail community.

160 delegates attended the seminars in Sydney and Hong Kong on November 15 and 18 to learn about data presented by APTRA, KPMG, m1nd-set and guest speakers TravConsult. A further 110 delegates attended similar seminars in Singapore and Mumbai earlier in the year.



Peter Mohn, Owner & CEO of research firm m1nd-set, shared insights into the shopping behavior of the Asia Pacific traveler, with a detailed analysis of millennial travelers, their paths to purchase, information sources and technology usage in travel retail.

He revealed that “webrooming”, where consumers research online before buying in-store, has become more important than “showrooming” (researching in-store but purchasing online) and urged brands and retailers to ensure that both shopping experiences are of a consistently high standard.

Willy Kruh, of KPMG International, shared research into the technology landscape in retail today and how to engage with the increasingly connected consumer. He looked ahead to a retail environment which is likely to include drones, robotics, artificial intelligence, 3D printing and hydroponic growing techniques, and analyzed the millennial and generation Z consumers who dominate the market.



Anson Bailey, of KPMG China, provided detailed observations of the connected consumer, specifically

in China, and said that an omni-channel approach was essential. He said the next step was an omni-business model with seamless integration of all functions centered on the consumer. The marketplace would be driven by value, convenience and experience, he added.

While the Sydney seminar focused on the Australian retail market, in Hong Kong the luxury market was the focus, with additional input from Mario Orтели, Head of Luxury Goods at Bernstein investment bank. He described the size, breadth and breakdown of the luxury market and said that the bank expected a more normal 3-4% annual growth rate over the next five years with the increasing importance of Chinese consumers, who currently account for 30% of global luxury spend.

Asian market tourism and retail specialist TravConsult's Trevor Lee and Lilly Choi-Lee revealed various cultural keys for engagement with specific Asia Pacific nationalities and advised delegates to aim for a positive customer experience. These keys may include staff members who speak Chinese regional dialects and other means of connecting with the traveler. They focused on China, Indonesia - described as "the dark horse" - and India as examples of nationalities with distinct characteristics but who share a passion for retail and tourism.



APTRA Executive Officer Michael Barrett updated the delegates on recent advocacy campaigns in which the association and its partner organizations have been involved and was able to report success.

Delegates interacted during the networking cocktails, sponsored by Brown-Forman and Pernod Ricard.

Seminar presentations are available to members at [www.aptra.asia](http://www.aptra.asia).

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