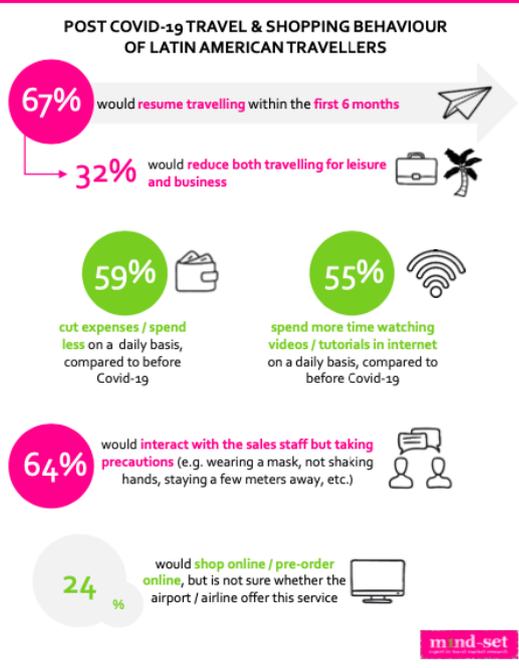
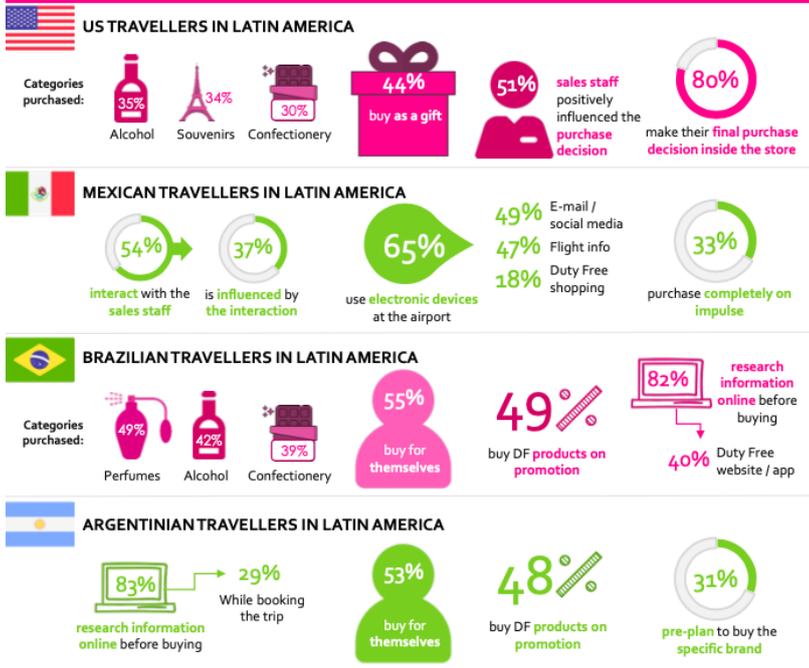
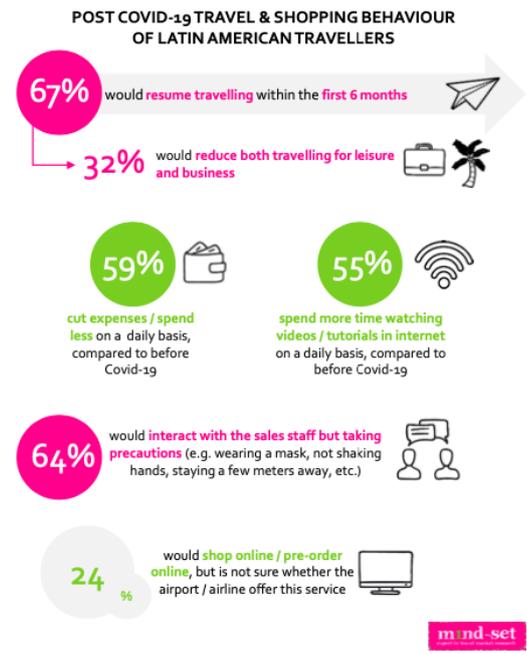
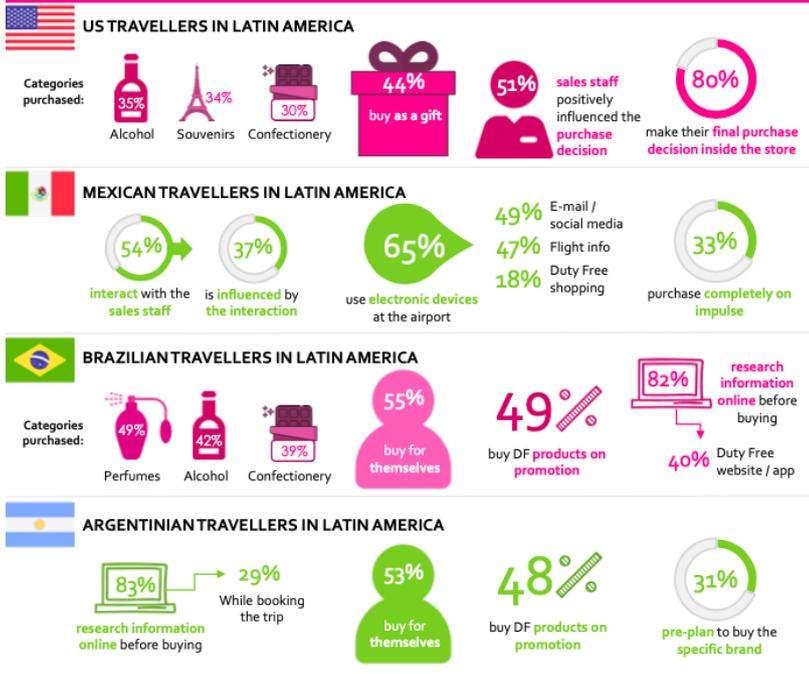


ASUTIL & m1nd-set launch B1S recovery monitor to share travel data

m1nd-set's b1s recovery monitor – Latin America



A breakdown of m1nd-set's recovery monitor of international departures from Latin America indicates the top nationalities, destinations, shopping behaviors and influences of post-COVID-19 travelers



m1nd-set is partnering with travel retail associations in a bid to support the industry’s return to growth with both traffic and shopping behavior insights from its data tool Business Intelligence Service (BIS).

According to m1nd-set, the quarterly monitor reports will be provided free of charge to all interested regional trade associations, so members are able to view a summary of the key traffic trends and relevant shopper trends for the top nationalities traveling through their respective regions.

The report data will include regional passenger numbers and year-on-year growth data from 2019 and projected traffic up to 2023, a focus on the top destinations from the region in 2019 and the top ten nationalities and airports in the region for 2021. Additionally, the data report will include key shopping behavior insights of the top four nationalities in the region and the key post-COVID019 shopping behaviour insights from across each region.

ASUTIL is among the first of the regional associations to adopt the monitor and share the insights with its members. The Q1 report of Latin America reveals that international departures from the region fell by more than 68% between 2019 and 2020, from 115.7 million passengers to 36.7 million in 2020. The growth is expected to be steady from 2021, which will see a 38.5% increase in outbound traffic. 2022 will be more positive again, with a forecast of 74% growth and 88 million departures. 2019 traffic levels will be reached and surpassed in 2023, when outbound flights are forecast to grow by 37.5% reaching 121 million departing passengers.

The B1S LATAM recovery monitor highlights shopper insights from the top four traveling nationalities through the region: USA, Mexico, Brazil and Argentina, showing both key trends for each nationality pre-COVID-19 and the post-COVID-19 shopping intentions. Just under three quarters of travelers from the region plan to resume travel within the first six months after restrictions are lifted. However, compared to pre-pandemic, three out of four people will reduce both their business and leisure-

related travel.

Close to six out of ten travelers from the region spend less on a daily basis since COVID, while 55% spend more time watching videos and tutorials online. Approximately one quarter opt to shop online for duty free and pick up at the boarding gate or on arrival if the service is offered.

The majority (64%) of shoppers will not be concerned about interaction with sales staff and will continue to engage with sales advisors, albeit taking precautions.

“We have been working very closely with all the major regional trade associations for many years now, so we feel it is important to show our solidarity with them and their members in these difficult times. Positive news of the vaccine being rolled out in a growing number of countries is spreading optimism and we are seeing a significant spike in demand for the B1S recovery data among many of our major clients, as they plan ahead for the coming months,” comments Peter Mohn, CEO, m1nd-set.

“ASUTIL endeavours to provide regular and relevant insights to our members through our events and insights. There has seldom been a greater need for data as now; all stakeholders in the region will be keen to understand how both traffic and shopping behaviour will evolve in the weeks and months ahead.

We have worked with m1nd-set for almost a decade and this partnership approach is testimony to their continued strong work ethic and sincerely appreciated by all of us at ASUTIL,” shares Jose-Luis Donagray, Secretary General, ASUTIL.