

# APTRA appoints Horizon as research partner



The Asia Pacific Travel Retail Association (APTRA) has appointed Horizon Consumer Science as its new research partner.

This partnership, which spans the next few years, will study topics of relevance to the Asia Pacific industry, including regional trends analysis coupled with consumer research.

The first research study to be undertaken by Horizon for APTRA will be a report titled The Emerging Asian Traveller, which will give insights into which nationalities, besides the Chinese, are the upcoming traveler groups out of Asia.

This report is due to be launched in Q4 2019 and will be available exclusively to APTRA members.

With offices in Australia, North America and the Czech Republic, Horizon has a reputation for driving data-driven research. It has more than 20 years' experience in travel retail.

This year, APTRA will deliver the first Economic Impact Report for Asia Pacific this autumn. This report shows the commercial impact of travel retail across Asia Pacific and looks into job creation, the effect on GDP and the impact on other channels.

This offers APTRA members a macro view and is coupled with APTRA's reports into regional trends and the consumer research on purchasing habits.

"We have revisited our research strategy as it is important to look at it holistically," said Christina Oliver, Executive Director, APTRA. "Our objective is to drive a strategy that offers our members a macro, regional and consumer insight into APAC, with different types of reports, in order to start building a bank of relevant data and knowledge."

Grant Fleming, President, APTRA, said: "We are delighted to welcome the support of Horizon, one of the most experienced research agencies in the travel retail industry. At APTRA we are committed to producing meaningful, high quality research reports to share with our members. These reports provide better understanding of the market in which we operate. We strongly believe that knowledge and data is a must for the industry.

"Solid, actionable information underpins our efforts and the accumulation of industry reports, insights and the wealth of knowledge prepared and shared by APTRA will continue to build. We are committed to creating and making accessible relevant and rich content to all members of APTRA. The data shared at no cost is a clear reason to join the association."

Michael Feely, Chief Operating Officer, Horizon, said: "Asia Pacific is the growth engine of travel retail, so it is an essential market for all airports, brands and retailers in travel retail to grasp, understand

and succeed with. This extensive experience will help to ensure that the research Horizon delivers for APTRA members is valuable and actionable.”

To join APTRA, contact [info@aptra.asia](mailto:info@aptra.asia) or visit [www.aptra.asia](http://www.aptra.asia).