

# DFWC offers comprehensive webinar on the state of GTR

Duty Free World Council (DFWC) held an especially informative webinar on September 17<sup>th</sup>, packed with information relevant for travel retail from all corners of the world. Presenting were representatives from each of the regional associations, along with DFWC and Airports Council International (ACI).

## **The first cruises to restart successfully**

Of particular interest was the presentation by special guest speaker Adrian Pittaway, Head of Retail for MSC Cruises.

MSC was the first major cruise line to restart operations with the relaunch of its Flagship, the Grandiosa. Learning what measures the cruise line took to get to this point might help the entire cruise industry – and indeed the travel industry as a whole – to establish itself on the road to recovery.

The biggest lesson from this series of presentations was that every part of the travel and tourism industry must work together and approach governments as a united front. Where this is happening, they are achieving success.

## **In-depth series**

Over the coming days, we at Duty Free magazine will give you a multipart in-depth report on the state of our industry on a regional and global level in a series of articles over the coming days.

- Where are travel, tourism and travel retail now?
- What steps are being taken to bring it back on track?
- What are our associations working tirelessly to achieve?
- What have they achieved on our behalf?

The road to recovery has begun.