

IAADFS teams up with m1nd-set to support its B1S monitor as a source

The International Association of Airport and Duty Free Stores (IAADFS) is pleased to announce that the association is subscribing to the B1S recovery monitor, a complimentary service to all trade associations courtesy of swiss research agency m1nd-set.

The data is collated within m1nd-set's proprietary traffic analysis and forecast tool Business Intelligence Service (B1S), which combines the data with shopper insights to provide a holistic overview of current and forecast travel patterns and shopper behaviors by region, country and airport. The quarterly monitor reports provide association members with a summary of the key traffic trends and relevant shopper trends for the top nationalities traveling through their respective regions.

In the Q1 report for IAADFS, which covers both North and Central America, as well as the Caribbean, m1nd-set reveals that international departures from the region fell by more than 74.9% between 2019 and 2020, from 165 million passengers to 41 million in North America in 2020. In Central America and the Caribbean, the decline was moderately less steep. The traffic decreased by 68% from 116 million passengers to 37 million. The recovery will be consistently robust across both regions, with international departures growing by 63% and 61% in 2021 & 2022 respectively, in North America, and 58% and 57% in each year respectively, in Central America and the Caribbean. Pre-COVID-19 levels will be reached in Central America and the Caribbean in 2023. However, international departures in North America in 2023 will still fall short by more than 20 million of those recorded in 2019.

According to m1nd-set, the top four traveling nationalities from North America will be from the US, Canada, UK and Mexico, with the top ten airport destinations from the region all within the United States and Canada both pre and post-COVID-19. When it comes to Central America and the Caribbean, the US, Mexico, Brazil and Costa Rica make up the top four regions in outbound traveler nationalities. Intra-regional flights led the charts when looking at international airport destinations from the region pre-COVID-19, while several South American airports emerge among the top 10 airports in the post-COVID-19 traffic forecast.

Post-COVID-19 travel and shopping behavior in North America reveals that less than a quarter of travelers say that they plan to travel again immediately once restrictions are lifted and more than one third will spend more time planning for their next international trip. Numbers to note:

57% of shoppers will shop more online than they did pre-COVID-19

49% of shoppers will continue to engage with on-site staff members without any concern about taking precautions or following protocols

6 out of 10 shoppers will continue to try, test and sample products again in-store as usual

In Central America and the Caribbean, 63% of travelers plan to travel again within the first six months after travel restrictions are lifted, but just over one third plan to reduce travel for both business and leisure post-COVID-19. There is significantly less concern about interacting with store staff among travelers from the region compared to North America, as two thirds of travelers from Central America and the Caribbean will engage with staff, albeit taking precautions such as wearing a mask.

"We are delighted that IAADFS has joined its partner association, ASUTIL, in subscribing to this

quarterly recovery monitor. It demonstrates its desire to support association members who are striving to better understand the market potential, as the global aviation sector emerges from the pandemic-inflicted crisis.

The data we share on the various travel and shopping behavioral changes represents a considerable portion of the insights contained within B1S. Association members can of course obtain greater depth and detail for each specific market and nationality on an ad-hoc basis, however,” shares Peter Mohn, Owner & CEO, m1nd-set.

“Access to key traffic trends and behavior information is going to be vital to all our members. To have this data provided through this partnership on a complimentary basis from m1nd-set for Canada, the United States, Mexico, Central America and the Caribbean, is very valuable to our members and highly appreciated,” adds Michael Payne, President & CEO, IAADFS.