

APTRA: new members... new Generation

**The Asia Pacific Travel Retail Association (APTRA) has three new members and has also tied up with Generation Research to use its data and analysis services.**

The new members of the association are Agatha, Gate Onboard Retail and Gerzon Holding, which now brings the updated membership total to 92. APTRA points out that the membership is open to brand owners, retailers, landlords, concession holders and industry associations in the duty free, tax free or travel retail sectors whether they have an office in the Asia Pacific region or not.

As members, APTRA says that these new recruits will have access to the new Generation Index of sales data on the Asia Pacific region. The first monthly report, which is available exclusively in the members' area of the APTRA website, reveals which markets are performing strongly, highlights how currency fluctuations are affecting sales positively or negatively and provides insights to where future fluctuations may occur and why.

For further detailed information and insights on developments in the sales and market shares of categories, channels, countries, locations, companies and brands in Asia Pacific, members are asked to contact [info@generation.se](mailto:info@generation.se) or Malin Eriksson on +46 660 103 20.