

Asia/India APTRA Insight tour is 'big success'

Asia Pacific Travel Retail Association (APTRA) President Jaya Singh told *TRBusiness* that last September's second edition stage of its Seoul, Delhi and Hong Kong Insight Seminar tours was 'a great success'.



He said the events attracted more than 250 attendees at the four events, with a great deal of interest expressed by all delegates in the APTRA research insights shared with both existing and prospective members.

Singh told *TRBusiness* that these insights included the results of APTRA's m1nd-set study into Chinese, Korean and Indian travellers, as well as Chinese travellers and analysis of their e-commerce behaviour from KPMG.



**Jaya Singh,
APTRA President.**

The Chinese social media landscape and the potential of WeChat marketing was also well received in particular from APTRA member CIDF's Amy Coghlan – along with the potential of technology to help reach travellers on the move, especially when in airports from geolocation marketing company NEAR.

Singh said: "We received enormous support from a number of companies who hosted and sponsored these seminars. Without this, we simply couldn't have done them.

"Incheon Airport was a great host in Seoul at their aviation academy, KPMG did another great job hosting the event in Hong Kong and the Delhi edition was generously hosted by Pernod Ricard, together with Delhi Duty Free at the JW Marriot next to the airport."

Singh added that the Responsible Retail Training Programme (RRTP) 'has really got off the ground now', with another 70 staff members being trained up at the moment on the principles of responsible retailing from various retailers in the region.



The APTRA Incheon Airport Seminar last month, with Executive Officer, Michael Barrett, (seated forefront, right) taking a question from the audience.

He said: "We are continuing our robust insights research programme with our partner m1nd-set, which is a continuous added value for our members and is very much appreciated.

"These give hugely in-depth insights on the various travelling nationalities and how they break up into different market segments. We are able to compare traveller shopping behaviour across those nationalities studied too, which provides actionable data for our members."

An interview with APTRA President Jaya Singh appears in the October Cannes edition of *TRBusiness*.