



In Part 1 of the Tobacco Power in Duty Free video series the panel brainstorms on ways to prolong the life of the tobacco category and retaining sales within the duty free and travel retail environment.

TRBusiness launched its 'Tobacco Power in Duty Free' workshop video event at the TFWA Asia Pacific Exhibition & Conference in Singapore in May.

This major event was created to directly recognise the very important role that the tobacco sector plays in the duty free and travel retail industry, both as a footfall driver for multiple impulse purchases and increased customer penetration – and equally importantly, as a popular category in its own right.

Part 1: The panel brainstorms on ways to prolong the life of the tobacco category and retaining sales within the duty free and travel retail environment. The panel suggests that a holistic approach to retailing will help build the total basket which every category should be concerned about. Data reveals that tobacco shoppers are some of the best travel retail shoppers overall, making their tobacco purchase first before making sure to visit other categories.

For the full-length video [click here](#).

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