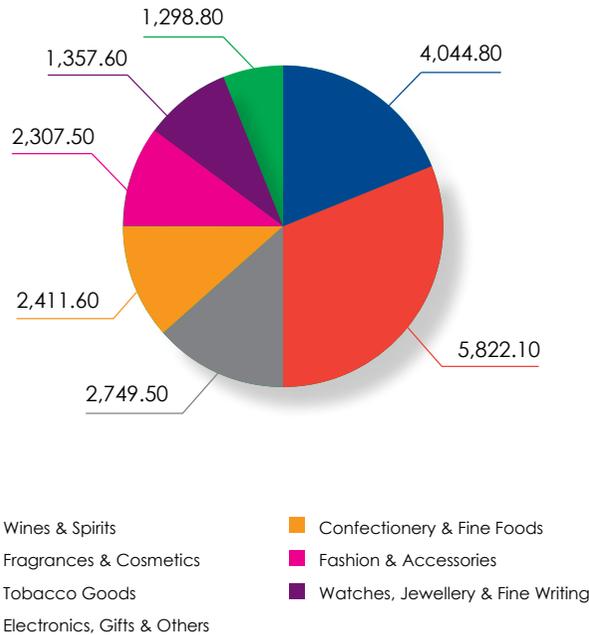


Total Sales in 2017\*  
19,992.0 US\$ millions



The duty-free and travel retail channel offers a unique launch pad for many new and exclusive products, generating revenues which are an essential source of funding, supporting transport infrastructure and connectivity in Europe.

\*Source: Generation Research Preliminary FY 2017

The European Travel Retail Confederation (ETRC) is an industry association representing the interests of the duty-free and travel retail industry in Europe.

Composed of national and regional affiliated trade associations, and direct corporate membership from individual companies, the European Travel Retail Confederation's operations are directed by its Supervisory and Managing Boards and carried out by a full-time secretariat.

Get in touch to find out more about ETRC

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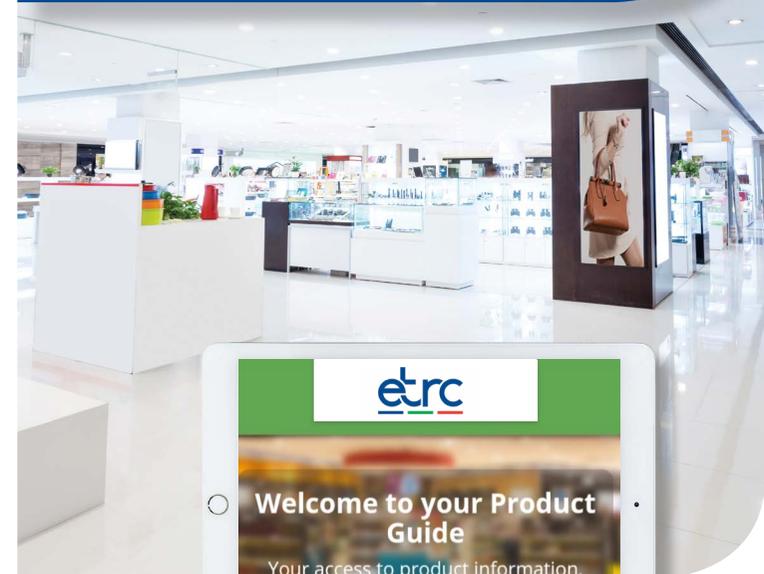
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# European Travel Retail Confederation

Informing consumers in the  
duty-free & travel retail channel  
in the digital age



## OUR CHALLENGE

### Duty-free and travel retail is a unique market catering to the international traveller

The duty-free and travel retail channel serves a global customer base of internationally diverse travellers, who may not even speak the language of the airport they are travelling through, or that of the airline or maritime vessel they are travelling on.

Furthermore, many of the products supplied to this channel are intended for gifting and/or travel retail exclusives, packaged specifically for this global retail channel and destined for sales in many EU and non-EU countries.

As a result, increased labelling requirements for information to consumers intended for the domestic market make it very challenging for suppliers to operate in duty-free and travel retail and ultimately restricting the range available to the customer.

**ETRC advocates for innovative solutions to provide consumers with product information in a way that meets both the requirements of the regulators and the specificities of our unique consumer, the international traveller.**

## OUR SOLUTION

### A pilot project with the support of ETRC members to create...



**A digital multi-lingual platform to provide consumers with product information across three key categories: perfumes and cosmetics, alcohol, food and confectionery.**



**Focusing on regulatory information, product data is accessible by scanning the barcode available on the packaging or using the Search option for the product name.**



**Travellers can use their own mobile device or scanner facilities in-store and enjoy access to information in multiple languages.**

## OUR POSITION

### 93% of European travellers carry a mobile device when travelling\*

The travel environment is driven by innovation and digital solutions are fully part of the passenger experience. Mobile boarding passes for instance are now a standard for airlines and passengers across the globe.

ETRC argues that digital labelling through which mandatory information can be provided in a consumer-friendly format is the optimum solution to comply fully with regulatory requirements, while enabling our channel to continue to thrive and propose iconic products targeting an international audience.

It is now almost ten years since the adoption of Regulation (EU) No 1169/2011 on the provision of food information to consumers which foresaw that "Food information rules should be able to adapt to a rapidly changing social, economic and technological environment".

**ETRC urges EU regulators to formally allow for product information to be provided by means other than on the package or on the label to better inform consumers in the digital age.**

*\*According to a research conducted by CiR for ETRC in December 2017. Online panel surveys conducted among 2,029 travellers aged above 21 across nine of the top European travelling nationalities.*