

SHOPPING TOURISM: CHALLENGES AND OPPORTUNITIES

At World Tourism Forum Lucerne, 10:30-11:30

Moderated by:

Gabby Walters (Lecturer & Tourism Honours, Programm Director, University of Queensland)

Introduction:

- Importance of Shopping Tourism (see programme)

Ian Stazicker - Tourism Sales Director, Value Retail

- Shopping Tourism Trends:
 - o Tourism figures predicted to rise 3.3% year on year until 2030
 - o Shopping is a key motivation
 - o
- Village as tourism destination
- Hospitality and Services and creating Experience is very important
- Partnerships with international travel companies
- Ongoing investments in shopping tourism
- The shopping centers have to be outside the city because of the big area which is needed for the shopping centre.
- It is not an aim to take the people outside the city. The idea is more about to create a mix from London, Mailand etc. in one "town" . The cities can also profit when you work together closely (advantage for both).

Corinne Bentzen - Head of Intelligence, Global Blue

- Why offer tax free? Cost advantage for customers
- Why are global travelers important?
 - o Globe shoppers spend up to 4x more than domestic customers
- Top 10 Global travelers
 - o China: still growing but average spend down
 - o Russians: suffering from the impact of the ruble devaluation embargos
- Top Cities: London, Singapore, Paris, Milan, Seoul
- Brand preference in key countries: French – French brands, Italy – Italian brands....

Patrik König - CEO, Embassy Jewel AG & Max Chocolatier

- Embassy familiar business – watch retail business
- Aim and idea behind Max Chocolatier: Swiss chocolate is known for quality all over the world. The idea was very good swiss chocolate (non industry made) packed nicely for local customers as well as for tourists.
- Lucerne: grown touristic destination since many years/centuries.
- Jewelry contribute about 8.30 %
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Discussion:

Influence of shopping tourism:

- In Europe it is critical important
- Shopping tourism was earlier nice to have, now a “ must have”
- Employment from cities also to local areas
 - o part time jobs → also a lot of woman
 - o young people employment
 - o more homes in local areas
- Why is value retail attractive for young talents?
 - o Young Talent Management is a big focus for Value Retail:
 - Paying them well (no cheap labour) and get them to stay within the industry to have hospitality talents in management positions

Importance of shopping tourism:

- Creating new jobs
- Important for hotel and tourism industry
- Opportunity for local brands to grow with international tourists / international brands

Development of shopping tourism:

- Big brands continue in growing but...
- small brands growing much faster
- There are lot of different dynamics in retail business

How shopping tourism can successful be integrated:

- Through increasing the business of shopping tourism problems build up and you have to deal with these problems by working together with all stakeholders (Retail business, tourist organizations etc.)
- Best examples of tourism offering in combination with shopping are not in Europe (New York, Dubai, Singapore). The best example in Europe is Spain (hotel price, airline connections, schengen visa through Spain).
- How to attract people to spend (more):
 - o Europe has to bring people to the destination (flight connections – Frankfurt airport)
 - o Build great environment
 - o Offer brands
 - o Opportunity to discover new brands
 - o Combination of values, tax refund, European brands cheaper than in the rest of the world)

Walk the talk:

- Put local on the ground (working with local industries and local people)
- Linking local with global
- Flexibility to adapt to the conditions of local markets