

**'Fit to Fly' event, Eurocare**

07 June 2018, Brussels



# Promoting Responsible Retailing in Duty Free & Travel Retail and



François Bourienne, ETRC Vice-President Aviation Affairs  
Commercial Director, AGS Airports

# Who is ETRC – The industry association for the duty free and travel retail industry in Europe



- National and regional associations
- Corporate membership:
  - Retailers
  - Suppliers across key product categories
- Member of the European Alcohol and Health Forum since 2012

A member of the



**DUTY FREE WORLD COUNCIL**

Serving duty free and travel retail worldwide

# Disruptive Passengers: A minority, a disproportionate impact

In 2016,  
**9,837**  
unruly incidents  
were reported.

That's 1 incident  
every 1,424 flights

Graphics: IATA



- Isolated incidents - but one is too many
- Big headlines in media
- Impact on journey of other passengers and cabin crew, can cause punctuality and safety issues









# Disruptive Passengers: Tackling a societal issue

## STAG DON'T Benidorm's 'Black Weekend' of stag do's in pictures – as locals demand new laws for boozy Brits

Benidorm has just experienced a 'black weekend,' with many Brits travelling to the Spanish resort for their stag and hen do celebrations

By Rosie Gizauskas  
9th May 2018, 3:50 pm | Updated: 10th May 2018, 4:16 pm



 <b>Language</b> Spanish	 <b>Currency</b> Euro	 <b>Time difference</b> +1hr
 <b>Cost of a beer</b> around €7	 <b>3 course meal</b> around €30	 <b>Flight times</b> 2.5-3hrs

*Intoxication from alcohol or drugs was identified in 33% of reported cases (IATA Fact Sheet, Unruly Passengers)*

# Self-Regulatory Code of Conduct for the Sale of Alcohol Products in Duty Free & Travel Retail



- ETRC Code between 2012 and 2017
- DFWC Code now provides a unique standard for the promotion of responsible retailing at global level for both retailers and suppliers :
  - Commercial Communications
  - Sales in DF & TR
  - POS Sampling & Tasting

# Adoption of the DFWC Alcohol Code of Conduct in 2018

## Unanimous support from ETRC Corporate members



Gebr. Heinemann  
Gegründet 1879



DUFRY

Lagardère  
TRAVEL RETAIL



BACARDI-MARTINI



BROWN-FORMAN

DIAGEO  
GLOBAL TRAVEL

Moët Hennessy  
GLOBAL TRAVEL RETAIL ✈️



Pernod Ricard Global Travel Retail



RÉMY COINTREAU



WILLIAM GRANT & SONS  
INDEPENDENT FAMILY DISTILLERS SINCE 1887



# Implementation of the DFWC Alcohol Code of Conduct

Responsible Retail Training Programme currently under review for global audience ; looking at adding section on disruptive pax

APTRA: Responsible Retailing

Resources Save & Exit

## Responsible Retailing

Exercising your role in the safe, ethical sale of alcohol

The objective of this training is to assist you in fulfilling your role as a responsible retailer of alcohol in line with the APTRA Code of Conduct for the sale of alcohol products in the Asia Pacific Duty Free and Travel Retail industry.



# UK Aviation Industry Code of Practice on Disruptive Passengers



UK Travel Retail Forum  
Promoting the interests of travel retail



## The UK Aviation Industry Code of Practice on Disruptive Passengers

### Introduction

The UK has one of the largest, most vibrant and competitive aviation markets in the world. More than 251 million passengers passed through UK airports in 2015 and there were over 2.1 million flights. The vast majority of passengers reach their destination having had a safe and enjoyable journey. However, a small minority of passengers behave in a disruptive manner, causing problems at the airport and on-board aircraft.

- Launched end 2016 to address societal issue in the UK
- Brings together airlines, airports, police, retailers and hospitality sector
- Fully supported by UK government



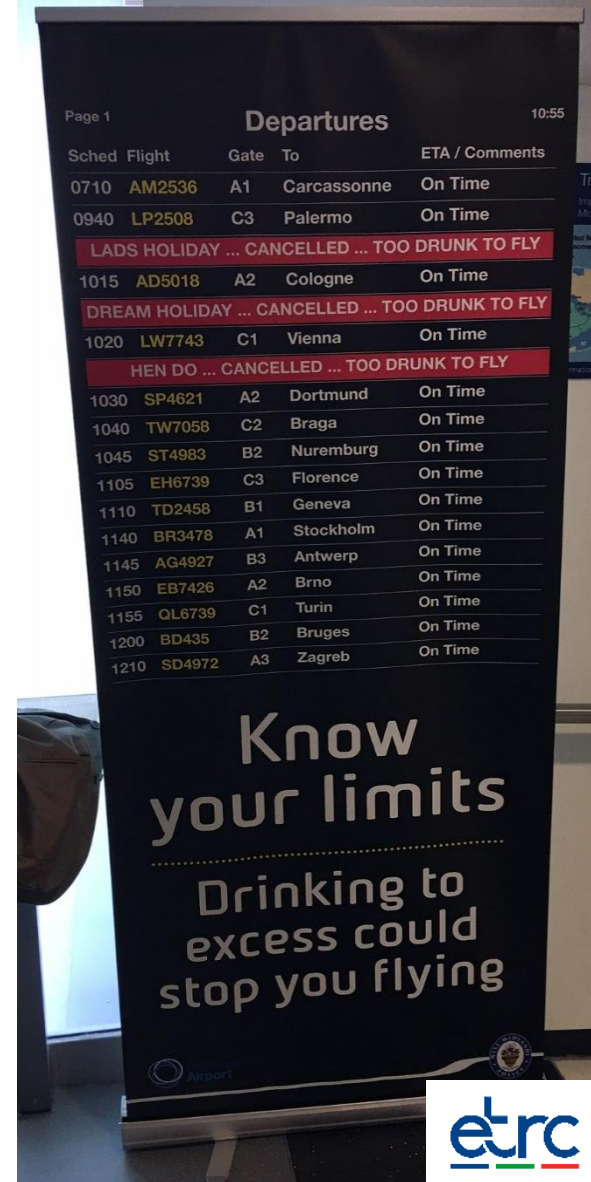
# UK Aviation Industry Code of Practice on Disruptive Passengers – Principles



- Zero-tolerance approach to disruptive behaviour
- Supporting employees
- Responsible and controlled selling or supplying of alcohol
- Educating and communicating with passengers

# Case study: Campus Watch at Glasgow Airport

- Multi-stakeholders approach supported by local police
- Information campaign at the airport (check-in and boarding gates, pubs and bars, shops)
- Target problematic destinations with additional measures





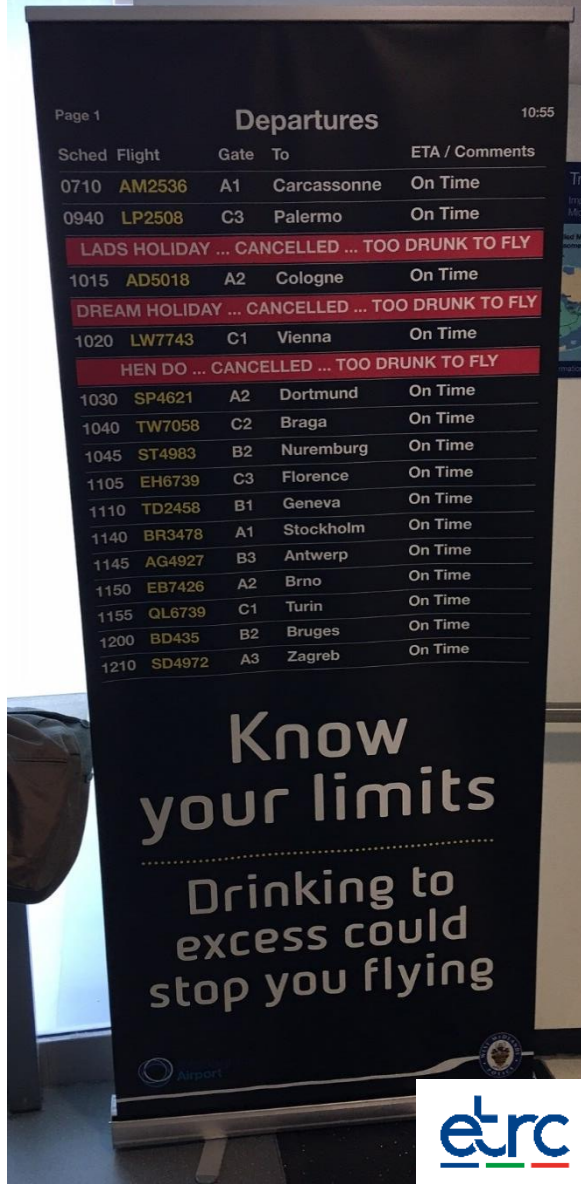
# Case study: Campus Watch at Glasgow Airport



- Police: patrol & prevention, investigation & reporting of Offences

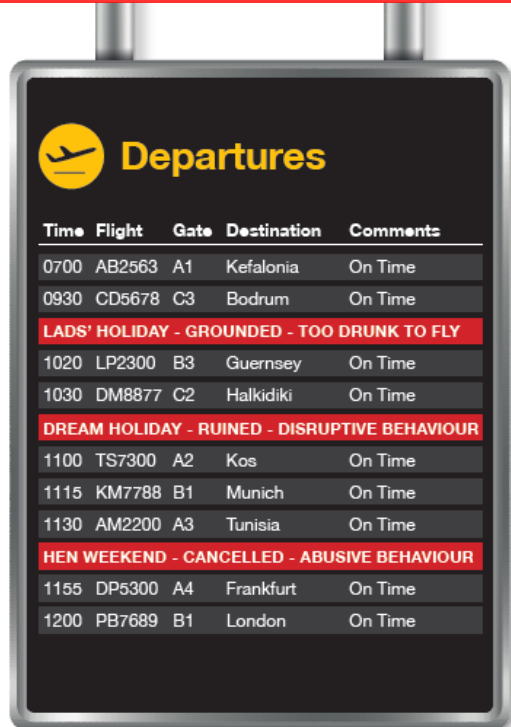
- SMS-based alert system in place ("Glasgow Airport Campus Watch Alert: NO MORE ALCOHOL TO BE SERVED TO Firstname Name TRAVELLING TO LONDON HEATHROW AT 2025 HE IS ABOUT 6FT, IN HIS 60'S WEARING A BLUE CARDIGAN AND JEANS. POSSIBLY TRAVELLING WITH OTHER PASSENGERS ALSO")

- No more self service in airport-managed lounge





# Case study: Campus Watch at Glasgow Airport



**Departures**

Time	Flight	Gate	Destination	Comments
0700	AB2563	A1	Kefalonia	On Time
0930	CD5678	C3	Bodrum	On Time
<b>LADS' HOLIDAY - GROUNDED - TOO DRUNK TO FLY</b>				
1020	LP2300	B3	Guernsey	On Time
1030	DM8877	C2	Halkidiki	On Time
<b>DREAM HOLIDAY - RUINED - DISRUPTIVE BEHAVIOUR</b>				
1100	TS7300	A2	Kos	On Time
1115	KM7788	B1	Munich	On Time
1130	AM2200	A3	Tunisia	On Time
<b>HEN WEEKEND - CANCELLED - ABUSIVE BEHAVIOUR</b>				
1155	DP5300	A4	Frankfurt	On Time
1200	PB7689	B1	London	On Time

## KEEP A LID ON IT.

At Glasgow Airport we want all our passengers to enjoy a safe and pleasant journey. Please behave responsibly and ensure you're fit to fly. It should always be a trip to remember - not one to forget.

- Need to change the mindset of passengers BEFORE they arrive at the airport
- Current media campaign to reinforce message on consequences in advance of holiday period

# Key messages

## ETRC advocates for collaborative approach involving all stakeholders:



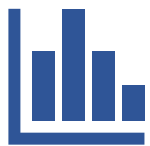
Targeted communications campaign on consequences /  
Cooperation with IATA and others



Better prevention and management of such incidents, before,  
during and after the journey



Enhanced international legal deterrent (Enforcement of Montreal  
Protocol 2014)



Increase of reported incidents does not mean increase of  
incidents!

**Thank You**

