



Press Release – For immediate release

14.12.2021

## **ETRC partners with Pi Insight and ForwardKeys to relaunch ETRC Index at upcoming Business Forum**

The European Travel Retail Confederation (ETRC) is pleased to announce the much-anticipated relaunch of the ETRC Business Performance Index at the upcoming virtual ETRC Business Forum on January 27.

Created in 2004, the ETRC Index provides unique insights into airport shopping figures and trends in Europe thanks to data contributed by participating Travel Retailers. Available to ETRC members only, it will be published three times a year and a year-to-year update will be presented yearly at the occasion of the ETRC Business Forum.

Compiled with the expertise of Pi Insight, the Index will present trends on aggregated sales movements covering airside airport retail in sales across four main categories – Beauty, Liquor, Confectionery & Fine Foods and Tobacco.

ForwardKeys will be providing their valuable passenger index with their historical flight data, drawing on the most comprehensive air ticketing datasets in the industry.

Nigel Keal, President of ETRC declared *“We are extremely pleased to be able to present the renewed ETRC Index at our upcoming Business Forum. Thanks to a robust methodology based on the direct participation of our retailer members, we believe this will provide a great service to all of our members considering the importance of data sharing in this volatile environment.”*

Stephen Hillam, Managing Director at Pi Insight commented: *“We are delighted to be supporting the ETRC and its members on such an important initiative. Understanding how the European region is performing will be key to the recovery and we are very excited to be developing these insights through the direct participation of the retailers on a regular basis going forward.”*

Gordon Clark, VP Business Development at ForwardKeys said: *“At ForwardKeys we are really excited to be partnering with ETRC and their members in providing our valuable traveller data for their Index. ForwardKeys has been pioneering and processing real time daily travel data since 2010. Our traveller data is one of the best available, helping our clients across many sectors to understand the traveller trends during this volatile period driven by Covid.”*

## **ENDS**

For more information, please contact:

Julie Lassaigue

Secretary General, ETRC

Email: [julie.lassaigne@etrc.org](mailto:julie.lassaigne@etrc.org)

***For more information about Pi Insight, visit their website [www.pi-insight.com](http://www.pi-insight.com)***

***For more information about ForwardKeys, visit their website [www.forwardkeys.com](http://www.forwardkeys.com)***

### ***About the European Travel Retail Confederation:***

*The European Travel Retail Confederation (ETRC) is an industry association for the duty free and travel retail industry in Europe, serving the industry and its members to help create the right environment to allow the industry to achieve its potential and protect it when challenges arise.*

*ETRC is composed of national and regional affiliated trade associations representing over 200 European companies, Tax Free World Association (TFWA) representing 500 brand companies, and direct corporate membership from individual companies working in the duty free and travel retail trade across Europe and beyond. The European Travel Retail Confederation's operations are directed by its Supervisory and Managing Boards and carried out by a full-time secretariat. For more information about the organisation, please see our website – [www.etrc.org](http://www.etrc.org)*