



PRESS  
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## Lagardère Travel Retail's World Whisky Tour promotion

Lagardère Travel Retail has recently concluded one of the largest ever promotional campaigns run within their Duty Free business in the Pacific region: The World Whisky Tour.

The promotion, an exclusive for the region, was an innovative collaboration between Suppliers, Landlords, Customers and Lagardère Travel Retail, and offered one customer the chance to win AU\$100,000, with a guaranteed AU\$1,000.

Running for a period of 8 weeks across the Aelia Duty Free network in the region, customers became eligible to enter the World Whisky Promotion when selected products were purchased over a certain threshold in any of the Aelia Duty Free stores. The number of entries increased incrementally depending on the amount spent.

The promotion attracted thousands of entries, and one lucky customer who purchased whisky in Aelia Duty Free in Auckland Airport before departing on a last minute holiday, was randomly selected as the winner.

The winner, Nikki Harkin, began her World Whisky Tour as she was farewelled at Auckland Airport by the Aelia Duty Free team and flown to Launceston, Tasmania for her chance to win \$100,000.

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Lagardère Travel Retail team with winners in The Launceston Store

The Launceston Store (operated by Lagardère Travel Retail), was the first stop on their tour. Greeted by an enthusiastic team of platinum partners, Launceston Airport Executives and Lagardère Travel Retail, a welcome whisky tasting from the world renowned Hellyers Road Whisky took place in the Launceston Store.



Danielle Bietola (Pernod Ricard), Stewart Graham (Bacardi-Martini Australia), Nikki & John Harkin, Kylie Grant (Beam Suntory) Paul Hodgen and Ilya Brucksha-Domanski (Launceston Airport)

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The following day, the game was played at Hellyers Road Distillery in Burnie in their barrel room. Set amongst aged oak barrels and silky smells of whisky, twenty canisters were on display - two contained AU\$10,000. If one was selected - \$10,000 was won; if two were selected - \$100,000. After a tense and nerve wracking wait, 2 canisters were chosen, and one contained AU\$10,000. A great win!



Steven Stothard (Lagardère Travel Retail), Mark Littler & Sharon Deane (Hellyers Road Distillery) with Boris Misljenovic (Lagardère Travel Retail)

*"It's great to be involved in such positive collaboration between our Suppliers, Landlords, ourselves and most importantly our customers" says CEO for Pacific region Matthieu Mercier: "At Aelia Duty Free we are constantly striving to ensure everyone who visits enjoys an unforgettable experience, and winning \$10,000 is something that won't be forgotten quickly."*

The campaign was supported by major brands including platinum partners Dewar's, Glenlivet, Jameson, Jim Beam and Johnnie Walker, as well as positive backing from our key Airport Landlords.

*"Aelia rounded out a successful promotion with a great event in Tasmania, showcasing the 5 platinum partners during both the promotion and the event. Congratulations to Nikki!" said Stewart Graham from Bacardi-Martini Australia.*

The lucky Whisky World Tour winner plans to spend the \$10,000 completing home renovations and possibly another holiday.

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Winners: Nikki & John Harkin

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