



Frontier Awards 2014

On Wednesday 29th October at the Grand Hyatt Cannes Hôtel Martinez during the week of the TFWA World Exhibition, ISG and Cathay Pacific created history by winning the Inflight Travel Retailer of the Year award, for the 3rd successive year.

This award category aims to reflect innovation and excellence in retailing to a highly specialised audience. Entrants needed to show evidence of:

- raising the prevailing standards in their sector significantly through merchandise selection and presentation, marketing and promotions
- impeccable levels of customer service
- investment in crew training

The judges looked through all the submissions and based their decisions on the following:

- Innovation and originality
- Creative concept and execution

- Business acumen and results
- Perceived effectiveness in meeting the marketing/sales objectives and communicating with the target group (and also with the judges)

Frontier Awards 2014 shortlist

Inflight Retailer of the Year

Gate Retail Onboard – easyJet, Gate Retail Onboard

Inflight Sales Group (HK) Ltd – Cathay Pacific and Inflight Sales Group

In a glittering ceremony celebrating the Awards' 30th anniversary, ISG and Cathay were pleased to retain the title they have laid claim to since 2011. We are looking forward to 2015!