



### **TOP 5 ESSENTIAL TIPS TO INCREASE DIRECT BOOKING**

Online Travel Agencies (OTAs), like Expedia and Booking.com are responsible for a large portion of online hotel room reservations but at the same time demand 10 to 15 percent in commission fees. Independent hotels are particularly OTA-dependent – on average, 76 percent of independent hotel bookings are made through OTAs. Morgan Stanley Research estimated that the global hotel industry saw revenues of \$570 billion last year – independent hotels took home about \$11 billion whereas OTAs generated \$16 billion dollars from commissions. However, more direct booking simply means higher profitability. Thus, the question is – how to increase the hotel direct booking? Follow the following tips and boost your revenues.

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### **THE BEST AND WORST AIRPORTS WORLDWIDE REVEALED**

According to a recent survey by AirHelp, which has been ranking airlines for years, the list of the world's best airports is topped by Singapore's Changi airport. Kuwait airport is right on the other end of the list.

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### **FRENCH TOURISM CONFEDERATION TO REPRESENT THE INDUSTRY**

Fourteen professional organizations and associations from the French tourism sector announced last week that they will be uniting under the same confederation, mainly in order to “champion tourism issues in the context of the future government”.

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### **ARCTIC TOURISM IN RUSSIA HAS JUST STARTED**

North Pole, Arctic land and the way of life of indigenous people. These are the main themes of arctic tourism attracting a growing number of adventurous souls.

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### **HYATT: HOTEL CHAIN LEAVING GIANT OTA'S?**

One of the world's largest hotel chains is fighting its online booking platforms (OTA). Hyatt is threatening Expedia and its partner portals that its hotels will leave the booking websites.

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### **MEDICAL TOURISM IN ARGENTINA REACHING HIGHEST POSITIONS**

Medical tourism is not seasonal, it is distributed all over the year and the whole of the national territory; more than 20% of revenues go towards hotels, recreational activities and tourism agencies. It is the segment of tourism which directly generates the biggest amount of foreign currency as well as jobs, according to Miguel Cané, President of the Argentine Chamber of Medical Tourism.

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### **FRANKFURT TO IMPOSE TOURISM LEVY ON LEISURE TRAVELERS**

The German city of Frankfurt is hoping for a new tourism levy to add several million euros to the city. All leisure visitors of Frankfurt will pay the fee per night starting next year.

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### **MOROCCAN CRUISE SECTOR STEADILY DECLINING**

For several months, the number of cruise ship passengers going ashore in Moroccan ports has been in free fall. According to professionals, this trend illustrates the agony which has taken hold of the Moroccan cruise sector which was previously considered to be a true niche for tourism.

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### **CHRISTIAN TOURISM COULD PROSPER MORE IN ISRAEL**

Every year, around 700 thousand pilgrims arrive to Israel according to the latest data of the Ministry of Tourism. The number is much smaller than the 5 million people who visit the Virgin of Lourdes in France, or the Virgin of Fatima in Portugal. Christian tourism is thus not fully exploited according to the Israeli authorities.

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