



TOP 10 LEADING HOTEL GROUPS

The hotel industry is thriving as the need and desire to travel increases day by day and year by year. As of now, the global hotel industry total retail value is \$493.76 billion. This is an incredibly high amount that shows the importance and financial strength of the sector. Tourism-Review brings you the hotel groups leading the global hotel industry ranked by revenues.

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CHINESE TOURISTS INVADE GREECE AND INVEST

Chinese tourists are currently “invading” Greece in big numbers. Last year, 150,000 Chinese travelers visited the country. Usually they travel in groups, but more and more individual travelers are also arriving to the country world known for rich history.

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OVERNIGHT STAYS INCREASE SIGNIFICANTLY IN VIENNA

2017 has been a good year for tourism in Vienna. The Austrian capital registered a record in overnight stays in the first half of the year – 6,924,000. Hotel sales also rose by almost 10 percent this year.

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TOURIST AREAS IN SPAIN REPORT FULL SUPERMARKETS

The impact of tourism on the distribution of large consumption is reflected in most tourist areas in Spain. Mainly in the Mediterranean and in the archipelagos. During the high season, the influx to supermarkets is three times higher than the usual amount. This was reported by the Spanish Association of Distributors, Self-services and Supermarkets (ASEDAS).

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ECOLOGY AND TOURISM IN FRANCE HIT BY FOREST FIRES

A number of forest fires are ravaging hundreds of hectares of French regions – including some protected sites – which is having a negative impact on the environment, ecology, and tourism of these areas.

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MOROCCO'S TOURISM: REVENUES STAGNATING DESPITE THE RECOVERY

Despite the recovery of Morocco's tourism sector, the revenues of the industry are almost stagnant, according to the Foreign Exchange Office's preliminary financial flow indicators for the first half of 2017.

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TOURISM TECHNOLOGY CHANGED THE WAY WE TRAVEL

Technology and, more specifically, Internet, are changing the way tourism is organized and commercialized. On the one hand, users do not travel the same way they did a few years ago because they now have many more possibilities. And, on the other, the companies of the sector and even the tourist destinations themselves are immersed in full digital adaptation.

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MUSEUMS TURNED INTO SOFT POWER

Developed by Joseph Nye from Harvard University, soft power is a concept describing the ability to attract and co-opt in other ways than through coercion (hard power), using force or persuading with money. So, in what way can museums be seen and act as agents of soft power?

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FOREIGN VISITORS FLOOD CUBAN HOTELS

Last year represented a great success for Cuban hotels unexpectedly facing a massive arrival of foreign visitors, mainly from Canada. On average, the room prices increased by more than 95% after that. In 2016, the island achieved the record of 4 million tourists for the first time.

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