

Weekly Travel Industry Insight

MARKETING STRATEGIES IN THE TOURISM SECTOR



Social networks are very important for most industries, but this is especially true in the case of tourism marketing in Spain and elsewhere.

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TOURISM IN CENTRAL ITALY HIT BY EARTHQUAKES



Central Italy registered 30% decrease in tourist arrivals in the regions regularly hit by earthquakes. Even areas not affected by the earthquake, like Spoleto, are also registering considerable falls in tourism....

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TOURIST EXPENDITURE IN BERLIN INCREASES



How many visitors actually come to Berlin each year? What is the amount of the tourist expenditure? The Statistical Office counted 31 million overnight stays in 2016. In the survey, however, only the guests who...

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MEXICAN DESTINATIONS FACE ANOTHER U.S. TRAVEL WARNING



On August 22, the US State Department issued a travel warning for Mexico. The report warned US citizens that “gun battles between rival criminal organizations or with Mexican authorities have taken place on streets...”

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SPANISH TOURISM NEEDS TO FIGHT TOURISM-PHOBIA



One of the main battles facing tourism in the 21st century is tourism-phobia and its alarming upward trend in recent years. The hatred of tourists and the businesses that rely on tourism for their survival arises...

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TURKISH TOURISM REPORTS POSITIVE NUMBERS



Turkish tourism suffered a decay in the last couple of years due to various reasons – terrorism, political instability, and disputes. Now, the industry is set for a revival in the future, with 2017 showing very...

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SAUDI ARABIA TOURISM PLANS BIG DEVELOPMENTS



As the pilgrimage to Mecca has just finished, the kingdom of Saudi Arabia is also seeking to develop its non-religious tourism industry in order to distance itself from its dependence on oil extraction. Saudi Arabia...

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MOROCCO: A NEW HOLIDAY HEAVEN FOR CHINESE TOURISTS



During a visit to Beijing in May 2016, the Moroccan King Mohammed VI exempted Chinese nationals from visa obligation when traveling to Morocco. The decision has been effective since June 2016. The impact on tourism...

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