



Weekly Travel Industry Insight

BEST DIGITAL MARKETING TIPS FOR TOURISM SECTOR



When it comes to digital marketing and management in today's tourism industry, companies have to face an enormous challenge to break into the travel market segment and fight against the traditional ways of selling...

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WHY IT'S A GOOD IDEA TO SOLO TRAVEL THIS YEAR



Most people love the feeling of jetting off somewhere new, yet so many shudders at the thought of going alone. It may sound daunting, but solo travel is a life-changing experience, full of growth and self-awareness.

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HOTEL PRICES IN CANCUN DROPPED BY 15%



The Hotel Association of Cancun and Puerto Morelos (AHCyPM, in Spanish) confirmed that hotel prices continue to decrease in Cancun, reaching a 15% drop in some cases, which means a decline never seen in many years...

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RUSSIA TO SIMPLIFY THE TOURIST VISA POLICIES



Russia plans to boost its tourism sector by facilitating the formalities including the tourist visa policies. E-visa is also to be introduced in several regions.

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BAVARIAN TOURISM DESTINATIONS BENEFIT FROM INCREASED OVERNIGHT STAYS



The German state of Bavaria is more attractive than ever for tourists. For the seventh time in a row, the number of overnight stays has increased, reaching 98.7 million last year. This is almost five percent more...

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SWISS HOTEL INDUSTRY CONTINUES TO GROW



It was a record year for the hospitality sector in Switzerland. For the first time ever, the country recorded over 38 million stays – 38.8 million. This is an increase of 3.8% compared to the year before, according...

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MOROCCO LAUNCHES PROMOTION TO ATTRACT CRUISE TOURISTS



While many countries are dealing with the problem of too many cruise passengers, Morocco has an opposite problem, as the number of visitors has been decreasing sharply in the last couple of years. According to La...

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SHOPPING TOURISM IN MADRID AND BARCELONA DROPPED



In 2018, shopping tourism in Madrid and Barcelona, the cities with the highest tourist influx in Spain, reported drops of 9% and 8%, respectively, according to a study by Planet, revealing the impact of the economic...

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MALAYSIA TARGETING 30 MILLION INTERNATIONAL TOURISTS



A total of 25.8 million international tourists visited Malaysia in 2018. With the planned “Visit Malaysia 2020” campaign, the Malaysian Ministry of Tourism and Culture is targeting 30 million visitors by 2020...

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