



Weekly Travel Industry Insight

AIRLINES: PREMIUM TOURIST SEATS BRING GREATER PROFIT THAN BUSINESS SEATS



After the coronavirus crisis in the air transport sector, airlines are on the path to recover. Before the pandemic, companies were betting on inclusion - especially in the long flights - of a new middle class: the...

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COLORS OF TOURISM: A MARKETING OPPORTUNITY



Colors – there is so much magic and meaning behind them. The advertising industry, through tourism neuromarketing, is taking advantage of that to get into the heart of the consumer. The colors of tourism thus...

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CARIBBEAN DESTINATIONS WELCOME TOURISTS AGAIN UNDER DIFFERENT CONDITIONS



The 2022 tourist season is looking brighter for the Caribbean destinations. The Covid-19 pandemic brought tourism, the main activity of these countries in the basin, to a halt. Today, the strict sanitary protocols...

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GERMANY'S STRONG "NATION BRAND" SUPPORTS TOURISM SECTOR



The Covid-19 pandemic is having a massive effect on the tourism industry worldwide, but many countries are slowly recovering and getting closer to pre-crisis levels. One of these countries is Germany, with the county's...

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BOOKING.COM TO PAY 1.2 MILLION EUROS TO THE CITY OF PARIS



After Airbnb, it is Booking's turn to be condemned by the City of Paris judicial court to pay 1.234 million euros as a fine.

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ABOUT 17 M INTERNATIONAL TOURISTS VISITED SPAIN IN SUMMER



The number of international tourists arriving to Spain in the summer (July-September) will reach 16.9 million, this represents 45% of those who visited Spain in 2019, the Secretary of State for Tourism, Fernando...

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600,000 FOREIGN TOURISTS EXPECTED IN PERU BY THE END OF 2021



Peru is expected to welcome 600,000 foreign tourists during the rest of 2021, according to projections of the Peruvian Association of Travel Agencies and Tourism (Apavit). The projection indicates that most of the...

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CHINA: DOMESTIC AIR TRAVEL WEAKER THAN EXPECTED



The tourism recovery in China continues gradually. In this context, the Golden Week holiday at the beginning of the month was expected to be another boosting factor in the country's road back to pre-crisis levels....

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SPORT TOURISM IN CATALONIA - THE MULTIMILLION-DOLLAR SEGMENT



From the massive mobilization of fans to the great sporting competitions to the incessant movement of people in relation with amateur or federated children's sports competitions and an endless number of popular...

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HALLOWEEN DESTINATIONS TO GET SCARED FOR!



Spooky castles, dark forests and amusement parks... Some destinations offer an ideal setting to celebrate Halloween. Let's look at the best Halloween destinations around the world.

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AUSTRIA'S TOURISM NEEDS TENS OF THOUSANDS OF EMPLOYEES



Alarm bells are ringing in domestic tourism ahead of the winter season in Austria. After the previous season was a total failure, there is now a shortage of tens of thousands of employees in the accommodation industry,...

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