

January 9, 2022

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## Top Stories

### **Barbados Builds Its Own Online Travel Booking Platform to Be a Game Changer**

This is what action looks like, if Caribbean tourism is to build back better. Investment in technology, a solid private-public relationship, and homegrown talent driving the framework and the narrative.



### **Destination USA: Engaging and Inspiring International Travelers in a New Era**

Sponsored by Brand USA

A new report examines key trends as U.S. tourism reopens to international travelers. Authentic storytelling and messaging that emphasizes responsible

travel and sustainable tourism will help destinations attract a diverse and enthusiastic global traveler base in 2022 and beyond.

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## **What Should Airbnb Launch in 2022?**

Worth a read, not just to appreciate the transparency into the product-led thinking of a giant, now-iconic company but also to just get inspired by some of these suggestions, and who knows, more startups to come out of these ideas.

## **Expect a Hotel Dealmaking Deluge This Year**

With the two-year anniversary of the pandemic just around the corner, hotel companies are going to be eager to buy and sell around the premise the travel industry is settling into a new normal.

## **Here's What Tourism Needs to Start Showing This Year**

Two years of talking. Now's the time for bold action.

# Skift MEGATRENDS

Defining Travel in 2022



**JANUARY 19**  
**ONLINE EVENT**

## **RSVP for Skift Megatrends**

Join us at 2 p.m. EST on January 19 for our annual Megatrends event. Listen in as Skift editors and research analysts share our forecasts and predictions on the changes coming to travel in the year ahead.

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**Travel Resolutions for 2022: Top Picks From the Skift Staff**

Let's do this again. Last year was hit-and-miss on reaching our travel goals but as you will read, the Skift team doesn't stop dreaming. Check out a fresh list of our aspirations for 2022. Here's hoping we make all our connections, and that you do too in the new year.

## **Hipcamp Buys UK Booking Brand Cool Camping**

Hipcamp, a booking site led by Alyssa Ravasio and backed by Andreessen Horowitz, seems intent on international expansion. The startup's skill at creating supply, not just listing campsites, has set it apart and given it momentum so far.

## **Editor's Picks**

### **Podcast: The Travel Industry's 6 Under-Appreciated Storylines**

These under-appreciated storylines that have been less explored in 2021 will have big implications in travel in the coming year and beyond, our founder Rafat Ali says. Listen in to hear more.

### **What Makes Corporate Travel a Worthy Investment Now?**

Behind the investor appetite as American Express Global Business Travel prepares to go public.

### **U.S. Airlines Kick Off 2022 With Operations in Disarray**

It's been a challenging start of the year for U.S. airlines. Lost in the coverage of travelers stranded at airports was that 91 percent of U.S. flights during the holidays flew as scheduled. Still, it was a mess.

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35 W 31st St., Frnt 1, New York, NY 10001 USA