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Top Stories

Marriott Signals a W Hotels Refresh Finally Under Way

Marriott has been promising a W Hotels makeover for years, but a recent string of openings and deal signings show there is finally some momentum in reviving the brand.

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[Google Maps Tops in 2021 as Most-Downloaded Travel App](#)

No big surprises on Google Maps, but Booking.com outpaced rival Airbnb in downloads in the online travel agency category globally by nearly 20 million in 2021. That's not a game-changer, but it's important if Booking is going to eat into Airbnb's daunting direct-booking advantage.

Omicron Is Hurting Hotels Most in Europe

U.S. and Chinese hotel performance surged in recent weeks while European properties saw a dive in demand. American and Chinese hoteliers shouldn't waste time taking a victory lap.

TravelPerk Enlists Former Booking.com CEO to Scale Up After Raising \$115 Million

Gillian Tans is now back in the travel space after investing in the corporate travel agency and joining its board. Here's what the Spanish startup hopes to gain.



How The Venetian Resort Is Welcoming Back Leisure Travelers Celebrating Life's Milestones

Sponsored by The Venetian Resort Las Vegas

As leisure travel finally returns to Las Vegas, The Venetian Resort is welcoming guests back to celebrate their shared milestones together and make up for lost time with friends and family.

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Companies Allow Travel Again But Keep It on the Down-Low

These travel managers have no regrets in keeping things hush-hush among employees, because why risk everything when all it takes is another variant to emerge? Backtracking after a two-year hiatus is, understandably, not something they're prepared to do.

Letting the Air Out of Online Travel's IPO Bloat

Stock markets, at their best, can be hype killers, and public investors shot down many inflated private company valuations in 2021. This may be a sobering development for IPO and SPAC wannabes in 2022.

Editor's Picks

Destination Marketing Outlook 2022: New Skift Research

Destination marketers have put up a positive outlook for 2022 aiming for diversified funding and revenue sources along with some crucial internal changes focusing on stakeholder engagement, targeted marketing, and sustainability initiatives. It is to be seen if the changes contribute to continual recovery and growth.

New UN Vaccine Equity Campaign Underscores Travel's Inaction

The data now confirms it: vaccine hoarding by rich nations is having dire consequences on the global economy, and on society everywhere. But it's not too late for the travel industry to speak up and demand the resolution of the primary stumbling block to its sustained recovery.

LinkedIn's New Event Platform Could Spell Trouble for Event Tech Giants

Over a 10-year period to 2020, LinkedIn took its annual revenue from \$243 million to \$8 billion — and it now boasts close to 800 million users. Now that it's launching its own event platform, will it quickly dominate the space?

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