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Top Stories



Skift Megatrends 2022: The Complete Package

Megatrends is Skift's annual report forecasting top trends that will define the travel industry for 2022. Drawing on reporting, data, and insights from Skift editors, reporters, research analysts, as well as conversations with industry

leaders across the globe, we will set forth the themes that will define the year ahead in travel.

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10 Insights from the 2021 Digital Transformation Report

Sponsored by AWS

The 2021 Digital Transformation Report shines a light on the travel industry's post-pandemic shift towards a digital future. In this article, we offer a sneak peek into 10 insights pulled from the report's findings on the latest digital transformation strategies among travel business leaders worldwide.

LEARN MORE

Hawaiian Airlines Surprises With Breakaway Distribution Strategy

For years, a handful of large airline groups outside of the U.S. have slapped surcharges on airfare sold via legacy technology. Hawaiian is the first U.S.-based airline to add distribution surcharges.

Sonder Underwhelms in Public Debut

Sonder's delayed stock market debut came to be, finally. Now with a \$310 million injection of proceeds from private investors, and tapping into a \$165

million credit line, the company can go about its business trying to build the next household name hospitality brand.

Hilton's Latest Employee Benefit Leans Into the Labor Shortage Crisis

Hotels are struggling to hire workers, and analysts think a lot of the recruiting issues have to do with lower pay and unclear career advancement opportunities. Hilton's new partnership can tackle both issues — if it gets enough employee participation.

Destination Canada's Unique Status-Match Promotion With Air Canada Shows Promise

Destination Canada broke new ground by helping to pay for many U.S. elite status flyers to get matching status on Air Canada. The promotion was a noteworthy example of a destination marketing organization working with a travel tech company to target high-value customers.

Regional Pilot Shortage Slows the U.S. Airline Recovery

Airlines may be waving goodbye to the Omicron variant but they are just beginning to feel the fallout from the pandemic. U.S. carriers face a worsening shortage of pilots to fly small, regional jets, which is hampering their recovery and sending more travelers into the hands of budget competitors.

Editor's Picks

Airbnb's Newest Influencer Is CEO Brian Chesky

Airbnb has been a savvy public relations practitioner throughout the years, and the volume of press releases the company churns out annually is legion. Brian Chesky's yearlong digital nomad stint aligns with the company's brand narrative and marketing strategy.

Cruise-Dependent Travel Agents Seek Alternatives After Another CDC Warning

Travel agents should've been expecting a development would arise making the sale of cruises difficult since the cruise industry has been so volatile since the start of the pandemic. It's clear to many agents now to find ways to be less dependent on booking cruises.



2022 Travel Rebound Won't Begin Until the Fall: New UN Tourism Data

Some tempered optimism and a reality check from the UNWTO, on the impact of Omicron and vaccine inequity on travel's rebound.

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