



Weekly Newsletter

April 10, 2022

Top Stories



Luxury Hospitality Is Losing Its Mystique

You might not have noticed, but luxury hospitality is in the middle of a major reboot. Old, storied reputations mean nothing anymore if today's service is lost. The market is a blank slate where all relationships, preferences, and loyalty need to be re-examined and rebuilt by luxury travelers. Brands have to re-think their value propositions.



Meet the Canadian Researcher Helping Solidify Edmonton as a Global Hub for Artificial Intelligence

Sponsored by Destination Canada

Edmonton, Canada has become a leading global hub in technology, artificial intelligence, and machine learning. Alona Fyshe, a professor at the University of Alberta and a researcher in the artificial intelligence field, shares what makes the city a world-class destination for tech innovation and events that bring the industry together.

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Grenada's New Diaspora Loyalty Program Could Be Model for the Caribbean

We've long said that the diaspora remains an untapped and lucrative "visiting friends and relatives" market for the Caribbean. Working out the kinks of the program by beefing up the incentives and committing to the effort beyond the recovery phase could pay off long term for Grenada.

Expedia Hires Google Travel Advertising Director Rob Torres

The pandemic waylaid Expedia Group's 2019 vow to reduce its reliance on advertising through Google. If Expedia seeks to resume working on that goal, it now has a key member of Google's travel advertising leadership to help lead the effort.

Uber to Add Flights, Rail and Hotel Bookings to Its UK App

We shouldn't be too surprised, considering Uber's Dara Khosrowshahi was previously the CEO of Expedia Group. But technical questions will remain over how a ride-hailing and food delivery app can transform into a superapp so quickly.



May 11-12, 2022
NEW YORK CITY & ONLINE

Skift Future of Lodging Forum, New York City, May 11-12

Join us on May 11-12 in New York City for the Skift Future of Lodging Forum, a first-of-its-kind conference addressing the "Great Merging" of hospitality across hotels, rentals, and real estate. This is a groundbreaking event you will not want to miss, so get your tickets today!

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CitizenM Tests Marketing Hotels in the Metaverse

What's getting called the metaverse today is a joke. But marketers are right to run tests. The key thing to learn is how people will express their identities and status via avatars in virtual games. Future branding depends on that knowledge.

JetBlue Makes \$3.6 Billion Counterbid for Spirit Airlines

Does JetBlue's surprise bid for Spirit make sense for the carrier's network? At first glance, Wall Street didn't think so.



U.S. Accommodation Sector Market Estimates 2022

Skift Research estimates that the total accommodation sector in the U.S. generated \$319.9 billion revenue in 2021 and will increase by 13% year-over-

year in 2022. Among that, short-term rentals — short-term lodging in private homes or apartments — reached nearly \$57.7 billion.

Want to learn more? Even if you don't have a Skift Research subscription, you can still purchase these insights.

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Editor's Picks

Rethinking the Hotel Gym Gets a Heavy Lift

The pandemic has shifted the industry's focus from fitness to wellness — which means reimagining investments in spaces like the hotel gym, and shared equipment.

Qatar's Tour Operators Prepare for World Cup Despite Safety Concerns for LGBTQ Fans

Although Qatari tourism officials are projecting a welcoming image for their country, it will take more than one more tournament to prove it. The answer would come with the treatment of LGBTQ visitors later on when Qatar is out of the spotlight.

JetBlue-Spirit Deal to Face Tough Regulatory Scrutiny

JetBlue's surprise bid for Spirit upended the airline industry and could derail Spirit's planned merger with Frontier Airlines. Analysts question whether Spirit

is a match for JetBlue, but JetBlue's leaders insist it is and say the combined airline would lower fares.

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