

May 15, 2022

Top Stories



The Great Merging

How we live, work, socialize and travel have merged into each other, with profound implications for the global industry at the center of selling this dream. How will travel respond?



New Report: How Travel Brands Are Using Customer Data to Drive Growth

Sponsored by Amperity

A new research report shows how travel brands can build a customer data strategy that ensures they've identified the right customers and are collecting the right data, managing it in the right way, and activating it at the right time — with the speed and agility they need to provide real-time, personalized customer experiences increasingly in demand from today's travelers.

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Miami's Global Boom Takes Flight

Miami was the busiest U.S. airport for international traffic in 2021, new data reveals. It's further evidence of rising tides for The Magic City, drawing first from short-haul global travelers, but expected soon to play host to returning long-haulers.

Ghana's Return Tours Tap Celebrity African Americans – And Overlook a Reality

Ghana's push to attract more African Americans to visit and invest makes sense, but using celebrities to drive the campaign is problematic. Not least, two years of pandemic means residents will increasingly scrutinize the tourism sector and demand a transparent, long-term plan to benefit host communities.

PlusGrade to Buy Points.com for \$385 Million in Cash in Blockbuster Loyalty Deal

PlusGrade and Points.com deal with some of the same partners, and they can now approach them with a collaborative pitch.



Copa Airlines Confident in Business Model Following Avianca-Gol Deal

Copa Airlines CEO Pedro Heilbron does not think the carrier needs to do anything differently following the announcement that Avianca and Gol plan to consolidate under a single holding company. "I won't talk about whether we have to react or not," Heilbron said during Copa's first-quarter earnings call on May 12. "If we choose to focus on our business model, I think we will be very successful doing it that way."

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Travelers Plan to Spend Big on International Travel This Summer: New Report

Pent-up demand for international travel seems unstoppable as tourists refuse to slow down regardless of the travel industry's ongoing anxiety concerning rising prices.

Avianca and Gol Merger to Create Broad South American Airline Group

Never a dull day in Latin American airline circles. Two of the region's largest, Avianca and Gol, plan to merge and create a pan-South American aviation group along with budget competitors Sky Airline and Viva Air.



Register Now for Skift Sustainable Tourism Summit 2022

Join us on June 29 as Skift editors and research analysts speak with leaders across tourism to explore what actions they have taken towards their sustainability goals, how they are hoping to scale these initiatives across travel, and what all of travel can do to truly create a more equitable industry in the future.

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Editor's Picks

The Truth Dilemma: What to Do When Speakers Make Stuff Up

Motivational speakers aren't always who they say they are. There have been cases where some are scams. What can you do to protect your company from being duped?

Prince Harry Pokes Fun at Himself in TV Skit Promoting Sustainable Tourism

Humor can go a long way in driving home an important point, and Prince Harry wasn't above poking fun at himself to emphasize the importance of sustainability.

Robots and Automation Move From Novelty to Necessity in Hotels

Given the constraints of today's labor market — and the speed to onboard new hospitality talent — it's time to push the envelope when it comes to artificial intelligence, robotics, and automation.

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