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Top Stories



Saudia Arabia to Spend \$1 Trillion Over a Decade to Build a Global Tourism Economy

With a goal to attract 100 million tourists a year by 2030, Saudi Arabia realizes that it will have to promote itself aggressively as a leisure destination. A trillion dollars looks pretty aggressive.



How Szallas Built an OTA Powerhouse in Central and Eastern Europe

Sponsored by Szallas Group

The Central and Eastern European travel market is ripe for investment. Despite the ongoing war in Ukraine, domestic and regional tourism has continued to grow above 2019 levels. Meanwhile, amidst rapidly increasing digitization among both consumers and travel providers, the region boasts huge long-term opportunities for companies who are able to connect with its unique traveler base and integrate technology across these similar yet distinct markets.

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The Definitive Oral History of Short-Term Rentals

Airbnb disrupted vacation rentals. Will short-term rentals take a chunk out of the hotel business? History shows that's a distinct probability.

Marriott to Debut Ad Network to Reach Travelers Via App and Room TVs

Marriott's move to let advertisers reach its guests with Yahoo's help is really interesting. The hotel brand has a few great channels for brands to efficiently target travelers via its app and, eventually, its guestroom TVs.

Uber Takes Further Steps Into Travel Through Itinerary Aggregator, and More

Uber may not become a superapp anytime soon, but wants to become a bigger part of your journey and everything you do in it, that is for sure.



Skift IDEA Awards 2022

The Skift IDEA Awards recognize impactful and inspiring projects from brands, agencies, and tech companies that solve traveler challenges, inspire change, and define the future of travel. To receive the best rate on entries, submit before the regular deadline June 2 at 11:59 p.m. EST.

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Podcast: The Evolution of Airline Loyalty With Delta Air Lines' Loyalty VP

Japan Airlines Gave This Startup Travel Subscription Service a Lift

Japanese startup Kabuk Style has thousands of travelers booking hotels and guesthouses via subscription. A recent promotion with the airline JAL boosted the company's profile.

Skift RESEARCH

Stay Ahead of Travel Trends

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Editor's Picks

An Artificial Intelligence Remedy to Ease Traffic Jam Madness This Summer

Travel reports are revealing that people are going to be spending more time on the road this year than during any other pandemic year. One company is introducing a new technology to make sure people are actually spending that time in transit, not at a traffic light.

Radisson CEO Unveils Europe Strategy, Knocks Rivals With Cookie-Cutter Hotels

Federico Gonzalez argues lifestyle hotels aren't just for the well-heeled, and rivals are "punishing" guests with poor design. But it may be a challenge to roll out so many properties and keep them feeling unique.

Buenos Aires Delivers a Fresh Pitch to Revive Its Once-Dominant Meetings Market

A weeklong event in Buenos Aires acted as the unofficial relaunch of the meetings sector after the pandemic slump. But recovering lost ground — just 20 percent of the business is back — while dealing with new hybrid models could take about two years, tourism officials admit.

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