

June 5, 2022

Top Stories

Chase to Launch Consumer Travel Portal; Claims Top 5 U.S. Travel Provider With \$8 Billion in Sales

Chase is doubling down on travel as an aspirational commerce category for its customers, with giant numbers to back up its ambitions. Expect some more travel M&A by these banks.



How Independent Hotel Brands Can Capitalize on the Post-Pandemic Loyalty Opportunity

Sponsored by Global Hotel Alliance

Traveler expectations have shifted dramatically since before the pandemic. To capture demand in a competitive market, independent hotel brands need to deliver a compelling alternative to the traditional loyalty programs offered by the

large chains. The challenge? Scaling up their infrastructure, support systems, and marketing reach without losing their individuality.

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Why Hotels Should Be Worried Now About Looming Stagflation

Stagflation, or a mix of slow growth and high prices, would be an unfamiliar crisis. Even the shrewdest hotel executives and investors would need to be on guard.

Inflation Be Damned as Companies Encourage Travel No Matter What

Pent-up demand seems to be trumping any worries that businesses might have over rising travel costs, which isn't your typical pre-pandemic trait. But a clash with tourists this summer might put the brakes on spending.

Hopper and Expedia's Vrbo Partner on Global Vacation Rentals

Hopper is deploying an oft-used playbook for getting its homes' business started. But a cancel-for-any-reason feature, still in development, could add a twist.



Get Your Entries In For the Skift IDEA Awards

Skift's IDEA Awards is a showcase of the best in travel design, creativity, and innovation and for the past few years, we've hosted this awards program to recognize and reward outstanding work in our industry. To receive the best rate on entries, submit before the regular deadline on June 9 at 11:59 p.m. EST.

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History of Short-Term Rentals Filled With Arrogance and Missed Opportunities

The phrase "listen to the customer" is a cliché. But in the early days of the vacation rental business, the smart move was to listen to what the marketplace was saying rather than force feed it the opposite.

Is Instagram the New Google for Travel? These Startups Say It Is

Startups like Tripscout, which just raised \$10 million in venture capital, and Curacity say Instagram is the Next Big Thing in selling travel, much as Google was in the 2000s. Companies like TripAdvisor were built largely on their prowess at search marketing. Investors are betting that a company like these will be next.

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Skift Research provides proprietary research, analysis, and premium data tools for travel industry leaders and their teams to better understand their industry and the outside forces driving change.

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Editor's Picks

Global Tourism Must Confront These 3 Consumer Shifts in Its Sustainability Push

Travelers are hitting the road and the skies again in droves, but their mindsets and habits have morphed. How will the industry tackle the long-term impact of those changes, beyond surface implications? Sustainability discussions still remain far too lofty, far too slow in solutions, and far too focused on the outside visitor.

Hotels Look to Alleviate Guest Stress Starting With the Journey to Get There

Travelers are ready to adventure again, but they just may not be ready for the pitfalls of getting to their destination. Hotels are enhancing wellness, relaxation, and convenience in anticipation of those often-rocky journeys.

The Dylan Archivist Building an Attraction From All Things Bob

Mark Davidson, a music historian and scholar who's made his own music for years, is director of archives and exhibits at Tulsa's newly opened Bob Dylan

Center. The goal is prompting any visitor to be more creative in their own life.
Davidson's the perfect choice — even if he prefers not wearing white gloves.

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