

July 17, 2022

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## Top Stories



### **Every One of IHG's 17 Hotel Brands, Explained**

IHG has assembled a hospitality collection with some of the most wide-ranging and eclectic brands in the world. Here's what you need to know about every one of them.



### **Watch on Demand: Global Insights on What Travelers Want Now**

Sponsored by Travelzoo

Register today for on demand access of the recent webinar **Bigger, Bolder, Better: Global Insights on What Travelers Want Now**. Even amid rising costs, research shows that consumers are still willing to spend time and money on travel. But how much, and on what type of travel? Join Travelzoo and Skift for this upcoming webinar on July 13th, exploring what's driving travelers today.

**LEARN MORE**

## **Amadeus to Use Marriott and IHG Deals as Hotel Tech Springboard**

Say what you will about Amadeus, it undeniably dreams big, audacious dreams. At a time when many institutions pursue small solutions for trivial problems, the travel tech titan has big hopes for reshaping how hotels operate and sell their themselves online.

## **The Biggest Innovators in Travel and Hospitality: Summer Edition**

The distance between very good and superb is actually quite far and it requires motivated teams, attention to detail, and above all creativity to break out of commodity service delivery. Here are a few brands, ideas, and services that deserve a tip of the hat.

## **Airbnb and Expedia Momentum Slowed in June While Booking.com Showed Strength**

Booking.com, with its hotels, vacation rentals, flights and wider array of brands, is a larger and more well-rounded company than Airbnb. Booking seems to be making gains at the expense of both Airbnb and Expedia.

## **Hawaii Turns Over Tourism Marketing to Group Rooted in Local Culture**

By choosing a community-centered nonprofit to help craft Hawaii's tourism marketing, the state's tourism authority made a bold statement, severing a century-old relationship with the conventions and visitors bureau. It's sparking controversy, but this is the uneasy path to redefining the future of tourism.

## **Delta Expects Big Return of Business Travelers This Fall, Recession or Not**

Airline industry bellwether Delta has spoken and the outlook is good. Operational issues are easing in the U.S. and travel demand, particularly among corporations, continues to pick up even as the economic outlook sours.

## **Editor's Picks**

### **Turkey and Greece's Historic Aegean Dispute Flares Up Over Tourism Marketing**

What may have passed off as tourism promotion has now snowballed into a geopolitical issue as Greece raises objection to Turkey tourism's recent "TurkAegean" campaign. With both countries going to the polls in 2023, the issue might prove to be a big draw for both the ruling parties.

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## **6 Lessons for Building Robust Travel Subscription Models: New Skift Research**

Subscriptions are ubiquitous in nearly every industry other than travel. Why the disconnect? The time is right for building paid travel subscriptions, powered by shifts in traveler priorities and work-life flexibility. Learn how to build travel memberships by analyzing three innovative case studies in this latest research report.

## **How Travel Companies Are Handling Covid-Related Refunds Now**

Covid is still wreaking havoc on many consumers' travel plans, but some companies act like that's not the case, considering the hoops they're asking travelers to go through to get a refund.



## **Enjoy a Free One Month Trial of Airline Weekly**

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