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## Top Stories

### **What's Behind the Airlines Mess This Summer**

Airline operations are in shambles this summer. What happened?



### **5 Digital Transformation Strategies to Improve the Air Travel Experience**

Sponsored by IBM

By working with technology partners who understand the underlying systems required to solve digital transformation issues across large, complex, enterprise organizations, airlines can feel confident improving operational efficiency, profitability, and customer satisfaction.

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## **The Highest Paid Online Travel Agency CEOs**

There is a degree of irrationality in CEO pay on many levels, including the companies' relative performance. The pay disclosures also expose the wide disparity in employee pay at Booking versus Airbnb.

## **Booking Site Declines in June Could Signal Softening of Blockbuster Summer**

Please check your pandemic-era assumptions at the door. Hotels have gained ground on online travel agencies. Also, the blockbuster summer travel season may be slightly less so.

## **Booking.com Executive on What the Endemic Asian Traveler Looks Like**

Backed by significant travel demand, Booking.com is confident about travel returning to Asian destinations. However, China's quarantine and Japan's reopening trepidations stand in the way of a full recovery.

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## Receive Essential Industry News for Hospitality and Lodging Executives

Pebblebrook Hotel Trust closed on the sale of the 208-room The Marker San Francisco for \$77 million to a third party. Proceeds from the sale of The Marker San Francisco will be used for general corporate purposes and to reduce the company's outstanding debt borrowings associated with recent hotel acquisitions.

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## Kyrgyzstan's \$20 Billion 'Eco-City' Project Draws Ire for Greenwashing

If Kyrgyzstan wants to develop tourism, it should look to harness its abundant natural resources. The creation of a mammoth "eco -city" in an environmentally vulnerable area may not be the best boost for the country's tourism potential.

## **Bhutan's Reopening at Long Last May Be Spoiled by Higher Tourist Fee**

You know travel is back when even the most-cautious country announces a no-quarantine reopening, even if it is three months down the line in September. But not before making it amply clear it wants to concentrate on quality tourists, rather than attracting droves to the destination.



## **Join Us For Skift Global Forum East in Dubai December 13-15**

The energy around the travel industry in the Middle East right now is unprecedented, and Dubai is at the center of it all. And that's why we're announcing Dubai as the location for our first-ever extension of our premier Skift Global Forum event. This isn't a freakin' trade conference, as we gently say it.

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## **5 Key Takeaways for the Future of Sustainable Tourism**

More industry stakeholders now recognize what practices are effective for their sustainability journeys. In the overall industry, however, gaps persist and there's still a lot more work to do to put these strategies into practice. That was what we heard this week from industry leaders during our sustainable tourism summit.

## **Kenya's Cashless Tourism Still Trailing Larger Digital Payment Success**

Kenya is a prime example of how far cashless economies need to go, especially for tourism. The country's successes will need to be measured against the challenges.

## **Air New Zealand's New Economy Bunk Beds May Just Democratize Long-Haul Flying**

Long-haul flights just got much more appealing now that Air New Zealand announced a bunk bed system. Will "Skynest" allow economy passengers to recline and rest just like those deep-pocketed business passengers are doing up front?

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