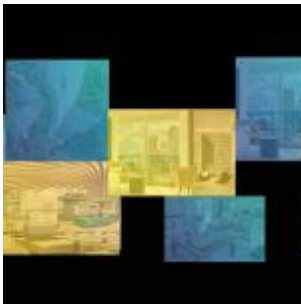


August 21, 2022

Top Stories



15 Hotel Designers to Watch Now

Talk about eye candy. In our first-ever list of top hotel design firms, we spotlight the interior designs and architectural masterworks that are making hotels more comfortable, sustainable, and breathtaking.



How Explore Butte County Grew Organic Traffic with Localhood Stories

Sponsored by CrowdRiff

With paid advertising becoming more competitive and expensive, destination marketing organizations (DMOs) can turn to organic traffic for a marketing boost. In this video, Ashley Baer, marketing manager and content creator at Explore Butte County, shares how the DMO used visual stories to increase its visibility on Google, enhance its website content, and help local partners engage with visitors.

LEARN MORE

U.S. Airlines Face Steep Marketing Challenge After Epic Nightmare Summer

You don't want airlines to apologize. You want airlines to get better. There's the starting point in how to message to your customers going forward.

Marriott Elevates Design Lab at New Headquarters in Innovation Push

Management smugness can doom any company to falling behind. So it's reassuring to see hotel giants like Marriott International make innovation efforts and guest feedback more visible and central.

Southwest Joins Airlines Looking to Provide More Travel Management Tools

A trio of airlines have overhauled their corporate platforms in the past seven days. The focus is on self-service, and managing perks as well as discounts, which could help them gain more direct business from smaller companies that are spearheading the recovery.



September 19-21 - NEW YORK CITY



BRIAN CHESKY

Co-Founder & CEO, AIRBNB

Airbnb CEO Brian Chesky Joins Us at Skift Global Forum

We are thrilled to announce that Airbnb Co-Founder and CEO, Brian Chesky will be speaking at Skift Global Forum this September to share how he's helping to drive travel's future. Curious about what (and who) else SGF has in store this year? Check out our detailed schedule for the latest.

[VIEW THE AGENDA](#)

Airbnb Boosts Marketing Advantage Over Rivals in 2nd Quarter

Booking Holdings and Expedia are changing their marketing strategies, a healthy development. Meanwhile, Airbnb widened its marketing edge.

Asian Travelers Are Confused By Sustainable Travel: That's an Industry Problem

From India to Indonesia, Asian travelers are becoming increasingly conscious about sustainable choices — and perplexed by them. The travel industry needs to understand this — and failing to do so might be tantamount to greenwashing in the eyes of consumers.



Korean Air, Turkish Lead in Second Quarter

Round of applause for Korea's largest airline. Thanks to one of the industry's largest air cargo operations, Korean Air sailed through the pandemic with

consistent operating profits. Last quarter, with cargo still booming amid bottlenecked global supply chains, the airline...

Want to receive exclusive access to the Weekly Skies?

SUBSCRIBE TODAY

Editor's Picks



The Travel Brands Sponsoring Champions League Football Teams

The world's best professional sports tournament has returned and travel brands hope their association with champions will turn into bookings and visits.

25hours Hotel Seeks to Carve Out a Cultural Soul in Dubai's Financial Hub

It's not always apparent in the hyper-luxury narrative, but Dubai has a growing creative class. And 25hours is catering to it with a lobby and hotel that feels like a heartbeat in the middle of a financial district in the city. They are first movers for a coming flood of more lifestyle brands seeking a footprint in the city.

Don't Expect Full Business Travel Recovery Now Until 2026

[An extra drag of 18 months won't be welcome news for hotels and airlines counting on a faster recovery. The latest Global Business Travel Association forecast makes for somber reading.](#)

For Gmail users: If you are using the tabbed inbox, Skift emails may be pushed to the 'Promotions' tab. To get updates from Skift direct to your primary inbox, drag and drop this email to that tab.

You received this email because you are subscribed to Skift Weekly Review Newsletter from Skift.

Skift.
[Twitter](#)
[Facebook](#)
[LinkedIn](#)

35 W 31st St., Frnt 1, New York, NY 10001 USA