

Weekly Travel Industry Insight

TOP FIVE PILLARS TO ESTABLISH A DISTINCTIVE BRAND IDENTITY



The brand image of travel and hospitality services is fundamental for current and potential customers. Having a clear and distinct brand identity can aid in forming an emotional bond with customers, establishing...

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PARIS TO ESTABLISH QUOTAS TO FIGHT AIRBNB



In certain Paris districts, increasing the number of rental holiday homes will now be prohibited. The aim is to fight Airbnb.

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FLIGHT BAN IN RUSSIA REDUCES THE NUMBER OF CHINESE IN FRANCE



The tourism sector of the Paris region is complaining about the lack of flight connections between China and the French capital, resulting in a lack of visitors and declining revenues.

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HOW TO ADDRESS THE NEGATIVE EFFECTS OF MASS TOURISM



The end of health restrictions linked to Covid-19 led to an explosion in the global tourist flow, completely overloading certain tourist spots.

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GOLDEN WEEK - CHINESE TOURISM REPORTED 274 MILLION TRIPS



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SPAIN WELCOMED 13.7 MILLION FOREIGN TOURISTS IN THE FIRST QUARTER OF 2023



Spain's tourism industry is experiencing exponential growth in 2023, marking a definitive recovery from the impact of the coronavirus pandemic. This is further supported by recent data from the National Statistics...

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CANCUN LEADS IN ATTRACTING INTERNATIONAL TOURISTS



LEBANON ANTICIPATES RECEIVING \$9 BILLION FROM TOURISM



It is anticipated that many Lebanese citizens living abroad will return to their home country during the summer months to boost the struggling economy. Lebanon has been experiencing economic difficulties for over...

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TURKEY'S CRUISE TOURISM HAD A GOOD START TO 2023



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QUEBEC INVESTS MILLIONS TO SUPPORT TOURISM



Quebec will invest an additional \$214 million to support tourism industry and its growth in 2023, announced the Minister of Tourism, Caroline Proulx.

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LATVIA REPORTS A 62.5% INCREASE IN INBOUND TOURISM REVENUE



THAILAND'S TOURISM IS BOOMING THANKS TO CHINESE TOURISTS

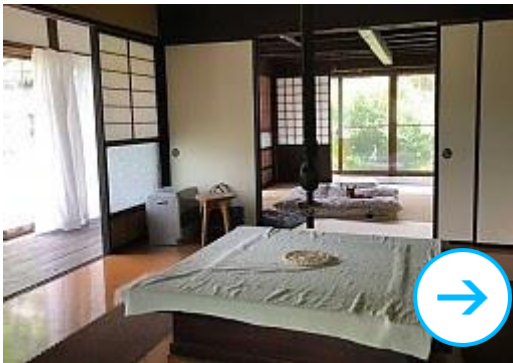


According to data from the Kasikorn Research Center, as of April 30, Thailand welcomed more than 737,000 Chinese tourists in 2023, 30 times more than the same period last year.

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AIRBNB TO ATTRACT MORE FOREIGN TOURISTS TO JAPAN'S COUNTRYSIDE



FOREIGN TRAVELERS FLOCK TO ITALY AGAIN



After the longer weekends in April and May, Italy is preparing for June expecting crowds of tourists. It is estimated that next month may bring a record number of visitors who will flock to Italy. Hotel room prices...

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